

Criterion I: Curricular Aspects Metric No. 1.2.1

1.2.1 Percentage of Programmes in which Choice Based Credit System(CBCS)/Elective course system has been implemented

Sl. No.	Name of the Program	Academic Year	Minutes of the Meeting	List of students
1	M.Com	2020	-	List of Students with signature
2	BBA	2020	-	List of Students with signature
3	B.Com	2020	Attached	List of Students with signature
4	M.Com	2019	Attached	Attached
5	BBA	2019	Attached	Attached
6	B.Com	2019	Attached	Attached
7	M.Com	2018	Attached	Attached
8	BBA	2018	Attached	Attached
9	B.Com	2018	Attached	Attached
10	M.Com	2017	Attached	Attached
11	BBA	2017	Attached	Attached
12	B.Com	2017	Attached	Attached
13	M.Com	2016	Attached	Attached
14	BBA	2016	Attached	Attached
15	B.Com	2016	Attached	Attached



PES Institute of Advanced Management Studies Shivamogga
P G Department of Commerce

Circular

Date: 01-08-2019

All the candidates who have taken admission to the P G course in Commerce for the Academic Year 2019-20 are here by informed to opt your choice of specialization by putting your signature out of streams available in Kuvempu University. The following Specialization Streams are available.

Stream – A : Accounting and Taxation

Stream – B : Accounting and Finance

Stream – C : Banking and Insurance

Stream – D : Banking and Finance

Stream – E : Marketing Management and Human Resource Management

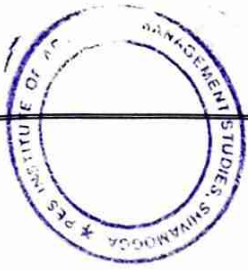

Signature of the Coordinator

Co-ordinator
P.G. Department of Commerce
PES Institute of Advanced Management Studies
NH-206, Sagar Road, SHIVAMOGGA-577 204,



Signature of the Principal

Principal
PES Institute of Advanced Management Studies
NH 206, Sagar Road
SHIVAMOGGA-577 204.



List of Students Opted for Specialization

Sl. No.	Name of the Student	Stream - A	Stream - B	Stream - C	Stream - D	Stream - E
1	Arpitha L			—	—	—
2	Asifa Khanum			—	—	—
3	Kanchana K		Kanchana.K	—	—	—
4	Pooja S			—	—	—
5	Rakesh U			—	—	—
6	Samantha P R			—	—	—
7	Suma B Y		Suma.B.Y	—	—	—
8	Sushma S.V		Sushma S.V.	—	—	—
9	Usha H.T			—	—	—
10	Varshitha S. P		Varshitha.S.P	—	—	—

Signature of the Coordinator

Co-ordinator

P.G. Department of Commerce
PES Institute of Advanced Management Studies
NH 206, Sagar Road, SHIVAMOGGA-577 204.

Signature of the Principal

Principal

PES Institute of Advanced Management Studies
NH 206, Sagar Road
SHIVAMOGGA-577 204.

PESIAMS

ಹಿರಿಯರ ಇನ್‌ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸ್‌ಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ತಡೀಸ್

(ಕುವೆಂಪು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸಂಯೋಜನೆಗೂಳಪಟ್ಟಿದೆ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮೂಲಕ ಪರಿಶಿಲಿತ)
ಎನ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ - 577 204 (ಕರ್ನಾಟಕ)

Phone: 8147053084
8147053085

PES Institute of Advanced Management Studies

email : principaliams@pestrust.edu.in
: pesiams@pestrust.edu.in
Website : pestrust.edu.in/pesiams

(Affiliated to Kuvempu University, Recognized by Govt. of Karnataka)
N H-206, Sagar Road, Shivamogga - 577 204 (Karnataka)

No. 220/2019-20

Date: 04-12-2019

To
The Coordinator,
Planning, Monitoring and Evaluation Council,
Kuvempu University,
Jnana Sahyadri
Shankaraghatta-577451.

Sir,

Sub: Interdisciplinary elective paper.

With reference to the above subject we would like to bring it your kind notice that the students of II semester M.Com (2019-20 batch) have selected Inter disciplinary elective paper "**Entrepreneurial Development and MSME**" of **MBA Department** as per IQAC norms. Further, we are here by sending the CD which contains the list of students with register numbers who have selected above mentioned elective paper. Hence, we request your good self to do the needful in this regard.

Thanking you,

Yours faithfully,


Principal
4/12/19

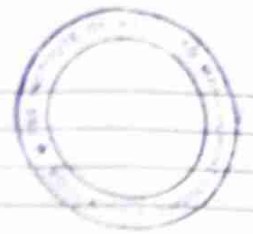
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SHIVAMOGGA-577 204

Copy to:

The Chairman, BOE, Dept. of MBA, Kuvempu University, Shivamogga.


Principal
PES Institute of Advanced Management Studies
NH 206, Sagar Road
SHIVAMOGGA-577 204.

KUVEMPU UNIVERSITY
Internal Quality Assurance Cell (IQAC)
Department of Commerce



Elective Paper for 2nd Semester Students-2019-2020.

Sl.No	Name of the Candidate	Reg.No	Elective Paper				Signature of the student
			Option-I	Option-II	Option-III	Option-IV	
1	ARPITA L	PC191201	MBA-ED & MSME	Economics-RD	MOE-IE	JMC-M&S	<i>Arpita</i>
2	ASIFA KHANUM	PC191202	MBA-ED & MSME	Economics-RD	MOE-IE	JMC-M&S	<i>Asifa Khanum</i>
3	KANCHANA K	PC191203	MBA-ED & MSME	Economics-RD	MOE-IE	JMC-M&S	<i>Kanchana.K</i>
4	POOJA S	PC191204	MBA-ED & MSME	Economics-RD	MOE-IE	JMC-M&S	<i>Pooja</i>
5	RAKESH U	PC191205	MBA-ED & MSME	Economics-RD	MOE-IE	JMC-M&S	<i>Rakhat.</i>
6	SAMANTHA P R	PC191206	MBA-ED & MSME	Economics-RD	MOE-IE	JMC-M&S	<i>S.P.R</i>
7	SUMA B.Y	PC191207	MBA-ED & MSME	Economics-RD	MOE-IE	JMC-M&S	<i>Suma.B.Y</i>
8	SUSHMA S.V	PC191208	MBA-ED & MSME	Economics-RD	MOE-IE	JMC-M&S	<i>Sushma S.V.</i>
9	USHA H.T	PC191209	MBA-ED & MSME	Economics-RD	MOE-IE	JMC-M&S	<i>Usha</i>
10	VARSHITHA S.P	PC191210	MBA-ED & MSME	Economics-RD	MOE-IE	JMC-M&S	<i>Varshitha.S.P</i>


Co-ordinator

P.G. Department of Commerce

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NH-206, Sagar Road, SHIVAMOGGA-577 204.

Yes

Principal

PES Institute of Advanced Management Studies
NH 206, Sagar Road
SHIVAMOGGA-577 204.

H. Sailatha
4/12/19
Principal

PES Institute of Advanced Management Studies
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SHIVAMOGGA-577 204



PESIAMS

PES Institute of Advanced Management Studies Shivamogga
UG Department of Management

Circular

Date: 01-04-2019

All the students of final Year BBA for the Academic Year 2019-20 are hereby informed to select their elective subjects out of 3 electives offered by Kuvempu University. The students have to study two papers under elective subjects in fifth and sixth semester. The following elective subjects are available. The students once opted for a particular elective are not supposed to change their selected elective.

FINANCE GROUP

Elective Paper – I (Fifth Semester)
Elective Paper – II (Fifth Semester)
Elective Paper – III (Sixth Semester)
Elective Paper – IV (Sixth Semester)

BM506 Advanced Financial Management
BM507 Corporate Financial Policy
BM605 Investment and Portfolio Management
BM606 Commodity Market(Theory only)

MARKETING GROUP

Elective Paper – I (Fifth Semester)
Elective Paper – II (Fifth Semester)
Elective Paper – III (Sixth Semester)
Elective Paper – IV (Sixth Semester)

BM506 Consumer Behaviour
BM507 Advertising and Media Management
BM605 Sales and Distribution Management
BM606 Retail Management


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HUMAN RESOURCE GROUP

Elective Paper – I (Fifth Semester)
Elective Paper – II (Fifth Semester)
Elective Paper – III (Sixth Semester)
Elective Paper – IV (Sixth Semester)

BM506 Employee Welfare and Social Security
BM507 Strategic Human Resource Management
BM605 Industrial Relations
BM606 Compensation Management




Head of the Department

Head of the Department
Department of Management Studies
PES Institute of Advanced Management Studies
SHIVAMOGGA-577 204


Principal

Principal
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List of Students Opted Specialization

Sl.No	Reg.No	Name of the Student	Finance Group	Marketing Group	Human Resource Group
1	BB178901	ABDUL MANNAN			
2	BB178902	ABDULLAH AAMIR USMANI			
3	BB178904	AKHIL S	<i>Akshil</i>	—	—
4	BB178905	AKHILESH C P	<i>Akhil</i>	—	—
5	BB178906	AKSHAY M V	<i>Akhil</i>	—	—
6	BB178907	ALOKA K R	<i>Akhil</i>	—	—
7	BB178908	ANEES AHMED	<i>Akhil</i>	—	—
8	BB178909	ANOOP B	<i>Akhil</i>	—	—
9	BB178910	APOORVA K	<i>Akhil</i>	—	—
10	BB178911	ARPITHA D.K	<i>Akhil</i>	—	—
11	BB178912	CHANDANA J.S	<i>Chandana</i>	—	—
12	BB178913	DHANANJAYA M.N		—	—
13	BB178916	GAGANKUMAR K	<i>Gagan</i>	—	—
14	BB178917	HARISH KUMAR M	<i>Harish</i>	—	—
15	BB178918	HARSHA A V	<i>Harsha</i>	—	—
16	BB178919	IRFAN KHAN N	<i>Irfan</i>	—	—
17	BB178920	JUNAID AHMED	<i>Junaid</i>	—	—
18	BB178921	KAVYA R	<i>Kavya</i>	—	—
19	BB178922	KSHITIJ RISHAV	<i>Kshitij</i>	—	—
20	BB178923	KUSHAL PATEL S.G	<i>Kushal</i>	—	—
21	BB178924	LEMUEL D SOUZA		—	—
22	BB178925	MALATHESH K M	<i>Malathesh</i>	—	—
23	BB178926	MALLESH M K	<i>Mallesha</i>	—	—
24	BB178927	MANOJKUMAR	<i>Manoj</i>	—	—
25	BB178929	MOHAMMED AQHEEL			




26	BB178932	MOHAMMED ZAID					
27	BB178933	MUDASSIR AHMED					
28	BB178934	NIRANJAN H.O					
29	BB178935	NIROOP RAJ M B					
30	BB178936	NISHANTH A.S					
31	BB178937	PAVAN DHANANJAYAN					
32	BB178939	PRADEEP A B					
33	BB178940	PRAJWAL RAJ K R					
34	BB178941	PRANATHI					
35	BB178942	RAHUL S					
36	BB178944	ROJA D.L					
37	BB178946	SAGAR M					
38	BB178947	SANDESH S H					
39	BB178948	SHREEJITH M					
40	BB178949	SINDHU S					
41	BB178950	SUHAS D.N					
42	BB178951	SUMANTH M S					
43	BB178952	SYEDA SUNAIN KOUSAR					
44	BB178953	VINAY KUMAR G.K					

Sudha 22/4/2019
Head of the Department
Department of Management Studies
PES Institute of Advanced Management Studies
SHIVAMOGGA-577 204

Kesh
Principal

PES Institute of Advanced Management Studies
NH 206, Sagar Road
SHIVAMOGGA-577 204.



**Fifth Semester BBM
Elective Paper-I
FINANCE GROUP**

BM 506: ADVANCED FINANCIAL MANAGEMENT

Objective: to acquaint the students with the various factors considered while managing the finance of a business unit and the risks involved in it.

Pedagogy: Class room lectures, Seminar, Group discussion.
Teaching hour per week = 4 hours.
Maximum Marks = 100.
Exam Duration = 3 hours.

Unit-1: Capital Structure Theories

Introduction, Net Income Approach, Net operating Income Approach, Modigliani and Miller Approach, Arbitrage process, Traditional Approach (problems on capital Structure) (12 hours)

Unit-2: Capital Budgeting

Project selection under capital rationing; Inflation and capital budgeting; Risk in investment Decisions: Concept of certainty, Risk and uncertainty, Measurement of risk, Risk analysis approaches (Problems on capital rationing, decision under inflation, risk adjusted discount Rate Approach) (16 hours)

Unit -3: Management of Cash

Motives for holding cash, Cash planning, Cash forecasting and Budgeting – Preparation of cash budget (Problems) (08 hours)

Unit-4: Management of Inventory

Nature of inventories, Need to hold Inventories, Objectives of Inventory management, Inventory-Management techniques. (Problems on EOQ) (08 hours)

Unit-5: Management of Accounts Receivables

Goals and problems of Receivable Management, Formulating suitable credit policy, Designing collection policy. (Problems on Credit policy) (08 hours)

Unit-6: Dividend Policy

Walter's Model, Gordon Model and MM's hypothesis (theory and problems) (12 hours)

Development Activities:

- 1) Prepare a project report of a small business unit.
- 2) Design a capital structure for a Trading concern.
- 3) Prepare a blue print on working capital of a small concern.
- 4) Prepare a cash budget using imaginary figures.
- 5) Formulate credit policy of business unit.
- 6) List out at least five companies which have declared dividends recently, along with the rate of dividend declared.

Books for references:

- 1) Financial Management (Text, Problems & cases) by Khan & Jain (Tata McGraw Hill)
- 2) Financial Management by I.M Pandey (Vikas publishing House)
- 3) Financial Management and Corporate Planning and Policy by S.N Maheshwari (Sultan Chand)
- 4) Financial Management by B.S Raman (United Publisher)
- 5) Financial Management by Policy by R.M Srivastava (Himalaya publishing House)
- 6) Financial Management By Dr. A.K Mani (Swapna Book House)
- 7) Financial Management by James C Vanhorne.

**Fifth Semester BBM
Elective Paper-II
FINANCE GROUP**



BM 507: CORPORATE FINANCIAL POLICY

Objectives: to provide the basic knowledge about the existing financial institutions and their services.

Pedagogy: Class room lectures, Seminar, Group discussion.
Teaching hour per week = 4 hours.
Maximum Marks = 100.
Exam Duration = 3 hours.

Unit-1: Mergers

Mergers in the nature of acquisitions and amalgamations, types of merger – Motives behind mergers – Theories of mergers – Operating, Financial and managerial synergy of mergers – Value creation in horizontal, vertical and conglomerate mergers – internal and external change forces contributing to M & A activities. (10 hours)

Unit-2: M&A

A strategic perspective – industry life cycle and product life cycle analysis in M & A decision, strategic approaches to M & A – SWOT analysis, BCG matrix, Porter's Five forces model. (10 hours)

Unit-3: Merger Process

Merger process: Dynamics of M & A process – identification of targets negotiation - closing the deal. Five stage model – due diligence. (10 hours)

Unit-4: Takeovers

Takeovers, types, hostile takeover approaches, takeover defenses – Financial defensive measures – coercive offers and defense – anti takeover amendments – poison pill defense. (06 hours)

Unit-5: Financial Service

FS – Meaning – Definition – Importance – Essentials, Merchant Banking; Definition – roles, venture Capital (VC) Features – Steps in VC financing, Factoring; Definition – Steps - Mechanism – types, Lease Financing; Procedure of lease contract – types of leasing – Modes of termination of leasing. (16 hours)

Unit-6: Mutual Fund & Credit Rating

Meaning & Definition of MF Importance- Classification, Credit rating Objectives Agencies (CARE, CRISIL, IICRA, DCR) Rating Methodology. (12 hours)

Skill Development Activities:

- 1) List out any 10 companies which had undergone mergers.
- 2) Discusses the modes of termination of leasing contract.
- 3) Explain the rating methodology used in credit rating agencies.
- 4) Take any one of the company and conduct a SWOT analysis for the company
- 5) Explain Porters 5 force model with an example.

Books for Reference:

- 1) Fred Weston. Kwang S Chung, Susan E Hoag – Mergers, Restructuring and Corporate control – Pearson education.
- 2) Mergers Acquisitions and Business valuation – Ravindhar Vadapalli – Excel books 2007
- 3) Ashwath Damodaran – Corporate Finance – theory and practice – John Wiley & Sons
- 4) Shukla & Grewal – Advanced Accounts Vol 2 – Schand & sons
- 5) Company Law & Practice – Taxmann
- 6) Students Guides to I.T Act 1969

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**Sixth Semester BBM
Elective Paper-III
FINANCE GROUP**

BM 605: INVESTMENT AND PORTFOLIO MANAGEMENT

Objectives: To familiarize the student with the avenues of investment opportunities and portfolio management.

Pedagogy: Class room lectures, Seminar, Group discussion.

Teaching hour per week = 4 hours.

Maximum Marks = 100.

Exam Duration = 3 hours.

Unit-1: Introduction to Investment Management

Meaning of Investment – Speculation, Gambling – Objectives of Investment – Investment related information, Investment Alternatives; Types of shares, concepts of risk and return – types of Risks – Problems on Measurement of risk

(12 hours)

Unit -2: Security Analysis

Fundamental Analysis; economic – Industry – Company Analysis Framework, technical Analysis; Basic Principles – Dow theory – trends and Reversals – Chart Patterns and Market Indicators and Efficient Market (EM) theory ; EMH – forms of Efficient Efficiency Run Test (problems)

(14 hours)

Unit-3: Portfolio Management

Meaning – phases of PM – Roles, Problems on Expected Return and risk of Portfolio, reduction of Risk through Diversification, measuring Risk and return under Single Index Model and Multi Index Model, Markowitz Model. (problems)

(12 hours)

Unit-4: Capital Asset pricing Model

Meaning – Assumptions – Calculation of Expected return and risk using CAPM, CML and SML – Assessing the overpriced and under price securities, Arbitrage pricing theory; Assumptions and Limitations. (problems)

(12 hours)

Unit-5: Portfolio Revision and Evaluation

Portfolio revision; meaning – Need – Constraints, Portfolio Evaluation; Meaning – Need Evaluation Perspective – Problems on sharpe Ratio (Reward to Variability), Treynor ratio (Reward to Volatility), Differential Return and Decomposition of Performance. (Problems)

(14 hours)

Skill Development Activities:

- 1) List out the innovate instruments available for an investor to invest.
- 2) Visit any of the stock broking company and collect the application form of demat a/c opening and trading a/c.
- 3) List out the names of companies which are listed in Nifty index and Sensex index.
- 4) Write a brief note on BOLT & NEAT
- 5) Discuss briefly the role of portfolio management
- 6) Prepare a proforma B/s of any company by using fundamental analysis.

Books for reference:

- Prasanna Chandra – Investment Analysis & Portfolio Management - McGraw Hill
- Fisher & Jordan – Security Analysis & Portfolio Management – Prentice Hall.
- Avadhani – Investment Analysis & Portfolio Management – HPH
- Punathivathi Pandian – Security Analysis & Portfolio Management – Vikas Publishing House
- Investment Management – V.K Bhatta – S. Chand Co
- Kevin Portfolio Management – PHI



**Sixth Semester BBM
Elective Paper-IV
FINANCE GROUP**

BM 606: COMMODITY MARKET (Theory Only)

Objectives: To expose students to the world of commodity markets and financial instruments used in the commodity markets.

Pedagogy: Class room lectures, Seminar, Group discussion.
Teaching hour per week = 4 hours.
Maximum Marks = 100.
Exam Duration = 3 hours.

Unit-1: Introduction to Derivatives
Derivatives - Meaning - Definition - Products, Participants and Functions - Derivatives market in India - Exchange traded versus OTC Derivatives Instruments of Derivatives contracts. (10 hours)

Unit-2: Commodity Derivatives
Meaning - Definition - Participants - Scope - Evolution Commodity Derivatives in India- Difference between Commodity and Financial Derivative. (10 hours)

Unit-3: NCDEX Platform
Structure of NCDEX - Promoter - Governance, NCDEX system; trading - Clearing - Settlement, Commodities traded on the NCDEX platform; Agricultural commodities - Precious metals (12 hours)

Unit-4: Trading Parameters
Specification of Contracts, order Types; Lot size - tick size - Quantity Freeze - Base price - Price ranges of contracts - Order Entry, trading requirements - contract size. Exercise Price Expiration Prices, Expiration Dates - Position - Limits. (10 hours)

Unit-5: Hedging techniques
Basic Principles of Hedging - short Hedge - Long Hedge - hedge ratio, Advantages & Limitation of Hedging Speculation - Bullish & Bearish commodity, Arbitraging - Overprice and underpriced commodity futures (12 hours)

Unit-6: Instruments for trading
Forward contract, Future contract, Options trading; Call and Put option, Basic Payoff - Payoff for futures - Pay off for Options - using futures versus option (10 hours)

- Skill Development Activities:** (10 hours)
- 1) List out any 20 commodities which are traded in NCDEX.
 - 2) Explain the clearing & settlement mechanisms of commodities.
 - 3) Draw a chart showing the types of derivatives market in India.
 - 4) Collect the prices of 5 precious metals for a week.
 - 5) Write a brief note on CBOT and MCX
 - 6) List out the innovative derivative instruments in India.

Book for references:

- 1) Annals if an Abiding Liberal - Galbraith
- 2) World Resources and Trade - Khanna and Gupta
- 3) World Resources - Zimmerman
- 4) Economic Geography - Truman A Harsshron & John Alexander.

Handwritten signature
Principal
PES Institute of Advanced Management Studies
Bengaluru - 560075

Date: 01-04-2019

Circular

All the students of final Year B.Com for the Academic Year 2019-20 are hereby informed to select any one of the 07 (Seven) Specialization Streams offered by Kuvempu University. The students have to study one course in Fifth Semester and another course in Sixth Semester. The following Specialization Streams are available. The particular Specialization Stream selected/opted once is not subject to change under any circumstances.

Specialization Stream – A: Accounting

- Course – I (Fifth Semester) 507A1: Accounting Standards – I
- Course – II (Sixth Semester) 607A2: Accounting Standards – II

Specialization Stream – B: Marketing Management

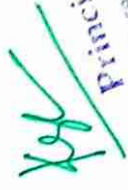
- Course – I (Fifth Semester) 507B1: Marketing Management
- Course – II (Sixth Semester) 607B2: Consumer Behaviour

Specialization Stream – C: Financial Management

- Course – I (Fifth Semester) 507C1: Advanced Financial Management
- Course – II (Sixth Semester) 607C2: Security Analysis and Portfolio Management

Specialization Stream – D: Banking and Insurance

- Course – I (Fifth Semester) 507D1: Accounting Standards – I
- Course – II (Sixth Semester) 607D2: Accounting Standards – II



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Specialization Stream – E: Business Taxation

- Course – I (Fifth Semester) 507E1: Business Taxation – I
Course – II (Sixth Semester) 607E2: Indirect Taxation – II

Specialization Stream – F: E-Commerce

- Course – I (Fifth Semester) 507F1: E-Commerce – I
Course – II (Sixth Semester) 607F2: E -Commerce -II

Specialization Stream – G: Quantitative Techniques

- Course – I (Fifth Semester) 507G1: Quantitative Techniques - I
Course – II (Sixth Semester) 607G2: Quantitative Techniques - II


Head of the Department

Head of the Department

Department of Commerce
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Principal

Principal

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SHIVAMOGGA-577 204.





Sl.No	Reg.No	Name of the Student	SS-A	SS-B	SS-C	SS-D	SS-E	SS-F	SS-G
1	C1705239	KUMAR T.G	—	—	—	—	—	—	Kumar T.G
2	C1711501	ADITHI K	—	—	—	—	—	—	Adithi K
3	C1711502	AKANKSHA JAIN	—	—	—	—	—	—	Akanksha
4	C1711503	ALIYA PATEL	—	—	—	—	—	—	Aliyabai
5	C1711504	AMRUTHA G.C	—	—	—	—	—	—	Amrutha
6	C1711506	ANUSHA C	—	—	—	—	—	—	Anusha C
7	C1711507	ARPITHA Y.G	—	—	—	—	—	—	Arpitha
8	C1711508	BHARATH S.G	—	—	—	—	—	—	Bharath
9	C1711509	BHARATH S N	—	—	—	—	—	—	Bharath
10	C1711513	DEEKSHITH S JAIN	—	—	—	—	—	—	Deepika
11	C1711514	DEEPESH M JAIN	—	—	—	—	—	—	Deepesh
12	C1711515	DHANUSH S SAGAR	—	—	—	—	—	—	Dhanush
13	C1711516	HARDIK P	—	—	—	—	—	—	Hardik
14	C1711518	HARSHINI K.M	—	—	—	—	—	—	K.M. Harshini
15	C1711519	HARSHITHA K	—	—	—	—	—	—	Harshitha K
16	C1711520	JAINI S	—	—	—	—	—	—	Jaini S
17	C1711521	JITHIN VIJAY	—	—	—	—	—	—	Jithin
18	C1711523	KUMAR S	—	—	—	—	—	—	Kumar
19	C1711524	KUSHAL JAIN	—	—	—	—	—	—	Kushal

Principal

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Sl.No	Reg.No	Name of the Student	SS-A	SS-B	SS-C	SS-D	SS-E	SS-F	SS-G
20	C1711525	LAVANYA B H	—	—	—	—	—	—	<i>[Signature]</i>
21	C1711526	LUBNA	—	—	—	—	—	—	<i>[Signature]</i>
22	C1711527	MANASA C.D	—	—	—	—	—	—	<i>[Signature]</i>
23	C1711529	MITHAN M	—	—	—	—	—	—	<i>[Signature]</i>
24	C1711530	MOHAMMED ANAS V K P	—	—	—	—	—	—	<i>[Signature]</i>
25	C1711531	MONISHA PATEL	—	—	—	—	—	—	<i>[Signature]</i>
26	C1711532	NAMEERA KHANAM	—	—	—	—	—	—	<i>[Signature]</i>
27	C1711533	NIKITHA S.R	—	—	—	—	—	—	<i>[Signature]</i>
28	C1711534	NISARGA R	—	—	—	—	—	—	<i>[Signature]</i>
29	C1711535	PALLAVI KIRAN	—	—	—	—	—	—	<i>[Signature]</i>
30	C1711536	PAVANA H K	—	—	—	—	—	—	<i>[Signature]</i>
31	C1711537	PAVITHRA T	—	—	—	—	—	—	<i>[Signature]</i>
32	C1711538	PRADEEP M	—	—	—	—	—	—	<i>[Signature]</i>
33	C1711539	PRAJWAL PRASAD C R	—	—	—	—	—	—	<i>[Signature]</i>
34	C1711541	PUNEETH M CHANDANANI	—	—	—	—	—	—	<i>[Signature]</i>
35	C1711542	RAHUL R	—	—	—	—	—	—	<i>[Signature]</i>
36	C1711543	RAJATH KUMAR P	—	—	—	—	—	—	<i>[Signature]</i>
37	C1711544	RAJOL KUMARI	—	—	—	—	—	—	<i>[Signature]</i>
38	C1711545	RAKSHITH V	—	—	—	—	—	—	<i>[Signature]</i>
39	C1711546	SAHANA G S	—	—	—	—	—	—	<i>[Signature]</i>

[Signature]
Principal

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Sl.No	Reg.No	Name of the Student	SS-A	SS-B	SS-C	SS-D	SS-E	SS-F	SS-G
40	C1711548	SAMHITHA R MANGALAGAR	—	—	—	—	—	—	—
41	C1711549	SANJAYDATH M S	—	—	—	—	—	—	—
42	C1711550	SATHWIK M.A	—	—	—	—	—	—	—
43	C1711552	SHARANYA B V	—	—	—	—	—	—	—
44	C1711553	SHIVANANDA H C	—	—	—	—	—	—	—
45	C1711554	SHIVANANDA N	—	—	—	—	—	—	—
46	C1711555	SIDHI S	—	—	—	—	—	—	—
47	C1711556	SUDIN R	—	—	—	—	—	—	—
48	C1711557	SUSHMA M.G	—	—	—	—	—	—	—
49	C1711559	THEJAS K M	—	—	—	—	—	—	—
50	C1711560	URMILA BHEEMARAM PATEL	—	—	—	—	—	—	—
51	C1711561	VAISHALI G.B	—	—	—	—	—	—	—
52	C1711562	VEENA R	—	—	—	—	—	—	—
53	C1711563	VIMALA N PATEL	—	—	—	—	—	—	—
54	C1711564	VINAYAKA H	—	—	—	—	—	—	—

Head of the Department
 Head of the Department
 Department of Commerce

Principal

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B.Com – VI Semester

Specialization Stream - J: Quantitative Techniques

Course – 607J2: Quantitative Techniques – II

- **Course Objectives:** To enable the students to understand and apply mathematical and Statistical techniques to practical business problems.
- **Pedagogy:** Combination of Class Room Lectures, Group Discussions, Assignments and Presentation by Students.

Teaching Hours per Week: 4 hours Maximum Marks: 100 Examination Duration: 3 hours

Course Inputs

Unit -1: Games and Strategies (10 hours): Introduction to Games, Two-Person Zero-Sum Games, Some Basic Terms, The Maximin-Minimax Principle, Games without Saddle Points -Mixed.

Unit – 2: Assignment Problems (10 hours): Introduction, Mathematical Function of the Problems, Assignment Cases in Assignment Problems, A Typical Assignment Problem, The Travelling Salesman Problem.

Unit-3: 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, Test for Optimality.

Unit-4: Decision Analysis (10 hours): Introduction, Decision Making Problem, Decision Making Process, Decision Making Environment, Decision under Uncertainty, Decisions under Risk, Decision Tree Analysis.

Unit-5: 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.

Unit-6: 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.

Recommended Books for Reference

- Business Mathematics, Sanchethi Kappor
- Business Mathematics, S. P. Gupta
- Mathematics for Cost Accountants, R. Gupta
- Business Mathematics: Madappa Sridhara Rao
- Business Mathematics: Dorairaj, S. N
- Business Mathematics: B. H. Suresh
- Business Mathematics: Sanchethi Aggarwal
- Business Mathematics: Aggarwal
- Business Mathematics: Oak and other (Himalaya Publishing House)
- Kanti Swarup, P. K Gupta Man Mohan, Operations Research
- V. K. Kapoor, Quantitative Techniques.



KSL
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B.Com – V Semester

Specialization Stream - J: Quantitative Techniques

Course – 507J1: Quantitative Techniques - I

- **Course Objectives:** To enable the students to understand and apply mathematical and statistical techniques to practical business problems.
- **Pedagogy:** Combination of Class Room Lectures, Group Discussions, Assignments and Presentation by Students.

Teaching Hours per Week: 4 hours Maximum Marks: 100 Examination Duration: 3 hours

Course Inputs

Unit-1: Arithmetic and Geometric Progression (8 hours): Arithmetic Progression, Geometric Progression, some of nth term of Arithmetic Progression and Geometric Progression, Arithmetic Mean and Geometric Mean.

Unit -2: Matrices and Determinants Matrices (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, Inverse of a Square Matrix (excluding Matrix Method).

Unit- 3: 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).

Unit- 4: Linear Programming (14 hours): Linear Inequalities, Liner Programming, Formation of Linear Programming Problems, Mode/Solutions To Linear Programming Problems by Graphic and Simplex Method (problems to be restricted to two Variables).

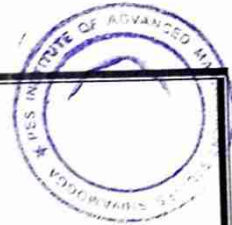
Unit -5: Theory of Probability (10 hours): Introduction, Random Experiments, Sample Space and Probability, Theory of Expectations, Random Variables, and Problems related to Probability based on Combination, Law of Probability, Events, and Compound Events.

Unit- 6: Theoretical Distribution (6 hours): Introduction, Binomial Distribution, Poisson Distribution, Normal Distribution, and Problems.

Recommended Books for Reference

- Business Mathematics, Sanchethi Kappor
- Business Mathematics, S. P. Gupta
- Mathematics for Cost Accountants, R. Gupta
- Business Mathematics: Madappa Sridhara Rao
- Business Mathematics: Dorairaj, S. N
- Business Mathematics: B. H. Suresh
- Business Mathematics: Sanchethi Aggarwal
- Business Mathematics: Aggarwal
- Business Mathematics: Oak and other (Himalaya Publishing House)


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PESIAMS

**PES Institute of Advanced Management Studies Shivamogga
P G Department of Commerce**

Circular

Date: 01-08-2018

All the candidates who have taken admission to the P G course in Commerce for the Academic Year 2018-19 are here by informed to opt your choice of specialization by putting your signature out of streams available in Kuvempu University. The following Specialization Streams are available.

Stream – A : Accounting and Taxation

Stream – B : Accounting and Finance

Stream – C : Banking and Insurance

Stream – D : Banking and Finance

Stream – E : Marketing Management and Human Resource Management


Signature of the Coordinator

Co-ordinator

**P.G. Department of Commerce
PES Institute of Advanced Management Studies
NH-206, Sagar Road, SHIVAMOGGA-577 204.**



Signature of the Principal

Principal

**PES Institute of Advanced Management Studies
NH 206, Sagar Road
SHIVAMOGGA-577 204.**



List of Students Opted for Specialization

Sl. No.	Name of the Student	Stream - A	Stream - B	Stream - C	Stream - D	Stream - E
1	AISHWARYA S	—	Hilltop S.	—	—	—
2	ANANDA N	—	Ananda N	—	—	—
3	ARCHANA M NAYAK	—	Hilltop S.	—	—	—
4	ASHWINI P	—	Subir P	—	—	—
5	CHANDANA G.P	—	Chandana P	—	—	—
6	CHANDANA JADAV	—	Chandana	—	—	—
7	CHETHAN R	—	Chethan R	—	—	—

Principal





8	ESHWAR M PATEL	—	—	—	—	—	—	—	—
9	IMTIYAZ AHMED	—	—	—	—	—	—	—	—
10	KARTHIK C M	—	—	—	—	—	—	—	—
11	LEKHA P K	—	—	—	—	—	—	—	—
12	MADAN B K	—	—	—	—	—	—	—	—
13	MISBA TAJ	—	—	—	—	—	—	—	—
14	NETHRAVATHI B N	—	—	—	—	—	—	—	—
15	NISCHITH S P	—	—	—	—	—	—	—	—
16	POOJA N	—	—	—	—	—	—	—	—
17	RAKSHITHA N S	—	—	—	—	—	—	—	—
18	SABIRA	—	—	—	—	—	—	—	—
19	SANJAY C	—	—	—	—	—	—	—	—
20	SAVYA D S	—	—	—	—	—	—	—	—
21	SHAJIYA BANU	—	—	—	—	—	—	—	—

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22	SHIVAKUMARA A S	—	—	—	—	—
23	SHUBHA G S	—	—	—	—	—
24	SWHETHA S GULGULE	—	—	—	—	—
25	SNEHA R CHAUHAN	—	—	—	—	—
26	SOWMYA A S	—	—	—	—	—
27	SUHAS G	—	—	—	—	—
28	SWATHI B J	—	—	—	—	—
29	SWATHI R	—	—	—	—	—
30	SYEDA KAUNAIN	—	—	—	—	—
31	TASMIYA KOUNAIN	—	—	—	—	—
32	UMME HANI	—	—	—	—	—


Signature of the Coordinator

Co-ordinator
P.G. Department of Commerce
PES Institute of Advanced Management Studies
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Signature of the Principal
Principal

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SHIVAMOGGA-577 204.



No. 153/2019-20

Date: 10-05-2019

To
The Coordinator,
IQAC,
Kuvempu University,
Shankarghatta.

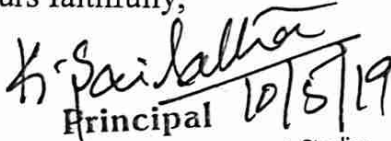
Sir,

Sub: Interdisciplinary elective paper.

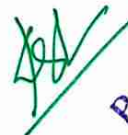
With reference to the above subject we would like to bring it your kind notice that the students of III semester M.Com (2018-19 batch) have selected Inter disciplinary elective paper "Management Skills" of MBA Department as per IQAC norms. Further, we are here by sending the CD which contains the list of students with register numbers who have selected above mentioned elective paper. Hence, we request your good self to do the needful in this regard.

Thanking you,

Yours faithfully,


Principal 10/5/19

PES Institute of Advanced Management Studies
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Copy to:







The Chairman, BOE, Dept. of MBA, Kuvempu University, Shivamogga.


KUVEMPU UNIVERSITY

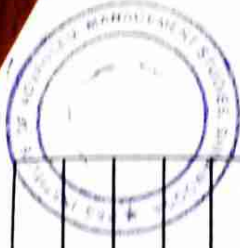
Internal Quality Assurance Cell (IQAC)




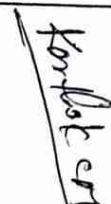



Department of Commerce

Elective Paper for III Semester Students 2019-20

Sl. No	Name	Reg.No	Elective Paper				Signature of the student
			Option-I	Option-II	Option-III	Option-IV	
1	AISHWARYA S	PC181201	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	
2	ANANDA N	PC181202	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	
3	ARCHANA M NAYAK	PC181203	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	
4	ASHWINI P	PC181204	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	
5	CHANDANA G.P	PC181205	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	
6	CHANDANA JADAV	PC181206	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	


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 Srinagar, 577 204



Sl. No	Name	Reg.No	Elective Paper				Signature of the student
			Option-I	Option-II	Option-III	Option-IV	
7	CHEZHAN R	PC181207	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	
8	ESHWAR M PATEL	PC181208	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	
9	IMTIYAZ AHMED	PC181209	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	
10	KARTHIK C M	PC181210	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	
11	LEKAH P K	PC181211	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	
12	MADAN B K	PC181212	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	
13	MISBA TAJ	PC181213	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	










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Sl. No	Name	Reg.No	Elective Paper				Signature of the student
			Option-I	Option-II	Option-III	Option-IV	
14	NETHRAVATHI B N	PC181214	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management <i>Nethra</i>	
15	POOJA N	PC181216	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management <i>Pooja N</i>	
16	RAKSHITHA N S	PC181217	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management Rakshitha N S	
17	SABIRA	PC181218	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management <i>Sabira</i>	
18	SANJAY C	PC181219	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management <i>Sanjay C</i>	
19	SAVYA D.S	PC181220	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management <i>Savya D.S</i>	
20	SHAZIYA BANU	PC181221	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management <i>Shazia Banu</i>	

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Sl. No	Name	Reg.No	Elective Paper				Signature of the student
			Option-I	Option-II	Option-III	Option-IV	
21	SHIVAKUMARA A S	PC181222	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	
22	SHWETHA S GULGULE	PC181224	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	
23	SNEHA R CHAUHAN	PC181225	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	
24	SOWMYA A.S	PC181226	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	
25	SUHAS G	PC181227	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	
26	SWATHI B J	PC181228	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	
27	SWATHI R	PC181229	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	

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Sl. No	Name	Reg.No	Elective Paper				Signature of the student
			Option-I	Option-II	Option-III	Option-IV	
14	NETHRAVATHI B N	PC181214	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	<i>Nethra</i>
15	POOJA N	PC181216	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	<i>Pooja.N</i>
16	RAKSHITHA N S	PC181217	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	<i>Rakshitha</i>
17	SABIRA	PC181218	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	<i>Sabira</i>
18	SANJAY C	PC181219	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	<i>Sanjay C</i>
19	SAVYA D.S	PC181220	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	<i>Savya.D.S</i>
20	SHAZIYA BANU	PC181221	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	<i>Shazia Banu</i>


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Sl. No	Name	Reg.No	Elective Paper				Signature of the student
			Option-I	Option-II	Option-III	Option-IV	
28	SYEDA KAUNAIN	PC181230	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	
29	TASMIYA KOUNAIN	PC181231	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	
30	UMME HANI	PC181232	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	


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P.G. Department of Commerce
PES Institute of Advanced Management Studies
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Date 3rd April 2018

Circular

All the Commerce and Management faculty members are hereby informed to attend the meeting on 4th April 2018 at 4.00 PM in the Principal Chamber.

Agenda:

- 1. Decision about the specialization to be offered to final year BBA and B.Com Students for the academic year 2018-19.

Rakesh
HOD - Dept of BBA & B.Com
Head of the Department
Department of Management Studies
PES Institute of Advanced Management Studies
SHIVAMOGGA-577 204

[Signature]
Principal
Principal 3/4/2018
PES Institute of Advanced Management Studies
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Sl. No	Name of the Faculty	Signature
1	Mr. Rakesh D'souza	<i>Rakesh</i>
2	Mr. G. P. Nagesh	<i>[Signature]</i>
3	Mr. Mohan D	<i>[Signature]</i>
4	Mr. Harsha C Mat had	<i>[Signature]</i>
5	Mr. Vinay Kumar K. S	<i>VKS</i>
6	Mr. Praveen B	<i>[Signature]</i>
7	Ms. Swathi J	<i>[Signature]</i>
8	Mr. Sathish V	<i>Sathish</i>
9	Ms. Lathashree M. L	<i>Lathashree</i>



Date 5th April 2018

Minutes of the Meeting

A meeting was convened in the Principal chamber on 4th April 2018 to discuss about The Specialization to be offered to BBA and B.Com Students. The faculty members present in the meeting discussed different specialization streams available as per the guidelines of Kuvempu University and weighted the pros and cons of offering each specialization and which would be more beneficial to them.

The Head of the Department of both BBA and B.Com and the senior faculty members informed to the Principal that all the BBA students said that they were interested to take up Finance Specialization and all the B.Com students said that they were going to select Quantitative Techniques Specialization Stream.

Based on the opinion of the students it has been decided to allot Finance Specialization stream for BBA Students and Quantitative Techniques Specialization Stream for B.Com Students.

Rakesh
HOD - BBA & B.Com

[Signature]
Principal 5/4/2018

Head of the Department

Department of Management Studies
PES Institute of Advanced Management Studies
SHIVAMOGGA-577 204

Sl. No	Name of the Faculty	Signature
1	Mr. Rakesh D'souza	<i>Rakesh</i>
2	Mr. G. P. Nagesh	<i>G.P. Nagesh</i>
3	Mr. Mohan D	<i>Mohan D</i>
4	Mr. Harsha C Matchad	<i>Harsha</i>
5	Mr. Vinay Kumar K. S	<i>VKS</i>
6	Mr. Praveen B	<i>Praveen</i>
7	Mr. Mahesh K S	<i>mahesh</i>
8	Ms. Swathi J	<i>Swathi</i>
9	Mr. Sathish V	<i>Sathish</i>



Department of BBA
List of BBA students who have opted Specialization Stream
For the academic year 2018-19

Sl. No.	Reg. No.	Name of the students	Specialization Stream
1	BB168901	Abdul Khader Jeelani	Finance Group
2	BB168902	Aditya G.D	Finance Group
3	BB168903	Ashwil D Souza	Finance Group
4	BB168904	Balasubramanya S P	Finance Group
5	BB168905	Chandan J N	Finance Group
6	BB168906	Chethana S H	Finance Group
7	BB168907	Deepak Udandkar	Finance Group
8	BB168908	Fathima Zulfa	Finance Group
9	BB168910	Haseeba Muthahera	Finance Group
10	BB168911	Hemanth B L	Finance Group
11	BB168912	Joyal Joy	Finance Group
12	BB168913	Kanchana N.S	Finance Group
13	BB168914	Kavya N	Finance Group
14	BB168915	Lakshmi D S	Finance Group
15	BB168916	Mizba H	Finance Group
16	BB168917	Mohammed Afif Sharieff	Finance Group
17	BB168918	Mohammed Faizan Raza	Finance Group
18	BB168919	Mohammed Imran	Finance Group

19	BB168920	Mohammed Seahan	Finance Group
20	BB168921	Mohammed Yusha	Finance Group
21	BB168924	Nandan D	Finance Group
22	BB168925	Neha Sriee A D	Finance Group
23	BB168926	Niranjan B T	Finance Group
24	BB168927	Nisarga S M	Finance Group
25	BB168928	Nithin R	Finance Group
26	BB168929	Nithin S	Finance Group
27	BB168930	Priyanka B H	Finance Group
28	BB168931	Raksha Jain	Finance Group
29	BB168933	Saad Ahmed Shariff	Finance Group
30	BB168934	Sadiya Ahmadi	Finance Group
31	BB168935	Samreen Fathima	Finance Group
32	BB168936	Sayed Zeba Hyder	Finance Group
33	BB168939	Simran Parveen	Finance Group
34	BB168940	Sindhu S	Finance Group
35	BB168941	Smaran S.C	Finance Group
36	BB168943	Sumanth S.M	Finance Group
37	BB168945	Uzair S.M	Finance Group
38	BB168946	Vandana Beejadi Venkatesha	Finance Group
39	BB168947	Varshitha G S	Finance Group

Head of the Department
 Department of Commerce & Management
 PES Institute of Advanced Management Studies
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 SHIVAMOGGA-577 204.


 Principal 05/04/18
 Principal

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The following is the List of B.Com Specialization Streams

Specialization Stream – A: Accounting

Course – I (Fifth Semester)	507A1: Accounting Standards – I
Course – II (Sixth Semester)	607A2: Accounting Standards – II

Specialization Stream – B: Marketing Management

Course – I (Fifth Semester)	507B1: Marketing Management
Course – II (Sixth Semester)	607B2: Consumer Behaviour

Specialization Stream – C: Financial Management

Course – I (Fifth Semester)	507C1: Advanced Financial Management
Course – II (Sixth Semester)	607C2: Security Analysis and Portfolio Management

Specialization Stream – D: Banking and Insurance

Course – I (Fifth Semester)	507D1: Accounting Standards – I
Course – II (Sixth Semester)	607D2: Accounting Standards – II

Specialization Stream – E: Business Taxation

Course – I (Fifth Semester)	507E1: Business Taxation – I
Course – II (Sixth Semester)	607E2: Indirect Taxation – II

Specialization Stream – F: E-Commerce

Course – I (Fifth Semester)	507F1: E-Commerce – I
Course – II (Sixth Semester)	607F2: E -Commerce -II

Specialization Stream – G: Quantitative Techniques

Course – I (Fifth Semester)	507G1: Quantitative Techniques – I
Course – II (Sixth Semester)	607G2: Quantitative Techniques - II




Department of B.Com
List of B.Com students who have opted Specialization Stream
For the academic year 2018-19

Sl. No.	Reg. No.	Name of the students	Specialization Stream
1	C1611501	Aasiya	Quantitative Techniques
2	C1611502	Abhilash S	Quantitative Techniques
3	C1611504	Amulya V S	Quantitative Techniques
4	C1611505	Chandana B.N	Quantitative Techniques
5	C1611506	Chandrashekar S	Quantitative Techniques
6	C1611507	Darshan N Jain	Quantitative Techniques
7	C1611508	Deepak L	Quantitative Techniques
8	C1611509	Divya D	Quantitative Techniques
9	C1611510	Faiza Tanheem	Quantitative Techniques
10	C1611511	Ganesh S Bhat	Quantitative Techniques
11	C1611513	Kankanala Venkata Sumadeepthi	Quantitative Techniques
12	C1611514	Khushbu B Jain	Quantitative Techniques
13	C1611515	Mallikarjun Nagaraj Yaligar	Quantitative Techniques
14	C1611516	Manisha R Patel	Quantitative Techniques
15	C1611517	Manoj V	Quantitative Techniques
16	C1611518	Meghana G K	Quantitative Techniques
17	C1611519	Meghashree R	Quantitative Techniques
18	C1611520	Mohammed Ali F	Quantitative Techniques
19	C1611521	Mohammed Asif	Quantitative Techniques
20	C1611522	Mohammed Ihasaan	Quantitative Techniques
21	C1611523	Mohammed Rizwan	Quantitative Techniques
22	C1611524	Nafiya Khanum	Quantitative Techniques
23	C1611525	Nagarathna A.B	Quantitative Techniques
24	C1611527	Pooja L	Quantitative Techniques

25	C1611528	Pooja Vishwanath Gowda	Quantitative Techniques
26	C1611529	Poorvik N R	Quantitative Techniques
27	C1611531	Prerana Jain	Quantitative Techniques
28	C1611532	Rashmi M C	Quantitative Techniques
29	C1611533	Rincy K E	Quantitative Techniques
30	C1611534	Rohan R Jain	Quantitative Techniques
31	C1611535	Ruchika U Jain	Quantitative Techniques
32	C1611536	Sachin S.K	Quantitative Techniques
33	C1611537	Sagar D A	Quantitative Techniques
34	C1611538	Sagar Deep K.J	Quantitative Techniques
35	C1611539	Sahana K M	Quantitative Techniques
36	C1611540	Saloni V Jain	Quantitative Techniques
37	C1611541	Sanjay K.E	Quantitative Techniques
38	C1611542	Shashwathi N S	Quantitative Techniques
39	C1611543	Shrinidhi H S	Quantitative Techniques
40	C1611544	Shynika C Jain	Quantitative Techniques
41	C1611545	Sinchana N.S	Quantitative Techniques
42	C1611546	Soundarya P	Quantitative Techniques
43	C1611547	Sourabh Mehta	Quantitative Techniques
44	C1611548	Sparsha Gowda	Quantitative Techniques
45	C1611549	Suraksha M S	Quantitative Techniques
46	C1611551	Tom Shaju Manjaly	Quantitative Techniques
47	C1611552	Ujwal Sirvi T	Quantitative Techniques
48	C1611553	Veeresh Patil G M	Quantitative Techniques
49	C1611554	Venkatesh V.G	Quantitative Techniques
50	C1611555	Yashwanth S S	Quantitative Techniques

Head of ~~Department~~ Department of ~~Research~~ **HOD** Research & Management
 PCS Institute of Advanced Management Studies
 NH 206, Sagar Road
 SHIVAMOGGA-577 204.


 Principal
 Principal 05/04/2018
 PCS Institute of Advanced Management Studies
 NH 206, Sagar Road
 SHIVAMOGGA-577 204.



- **Course Objectives:** To enable the students to understand and apply mathematical and statistical techniques to practical business problems
 - **Pedagogy:** Combination of class room lectures, case analysis, exercises, group discussion, and field work.
- Teaching Hours per Week: 4 Maximum Marks: 100 Examination Duration: 3 hours**

Course Input

- **Unit-1: Arithmetic and Geometric Progression** (8 hours): Identify of series as AP and GP; Finding the n^{th} term of AP and GP; Finding number of AP and GP upto n^{th} terms; Finding arithmetic mean and geometric mean, Inserting arithmetic means and geometric means in between the given terms, and applications.
- **Unit-2: Matrices and Determinants** (14 hours): Definition of Matrix and Examples, Types of Matrixes, Matrices Addition, Subtraction, Scalar Multiplication and Matrix Multiplication, Transpose of a Matrix and Inverse of the Matrix, Applications, Definition of Determinates - To Find the Determinant of a Square Matrix, Solving the Simultaneous Equations using Cromer's Rule Applications (Matrix Method).
- **Unit -3: Differential Calculus** (12 hours): Variables - Definitions and Examples, Constants – Definitions and Examples, Functions (different Types), Limits of Different Functions, Differentiation of Linear Function, Finding Maxima and Minima (extreme Values), Applications such as Marginal Cost, Marginal Revenue, and Average Cost.
- **Unit -4: Linear Programming** (14 hours): Definition of LPP; Objective Function, Decision Variables, Feasible Solution, Optimal Solution, Formulation of LPP and Solution by Graphic Method and Simplex Method (two variables only).
- **Unit -5: Theory of Probability** (10 hours): Random Experiment, Sample Space (one, two and three coins, One and Two Dice, Pack of Cards), Event, Compliment of an Event, Sub-event, Union of Events, Intersection of Events, Equally Likely Events, Mutually Exclusive Events and Exhaustive Events(only Definition and Examples), Definition of a Probability (Mathematical),and Simple Problems - Problems on Addition Theorem, Multiplication Theorem; To find Mean, Variance and Standard Deviation.
- **Unit -6: Distribution (PMF) Examples, Normal Curve, Properties, and Simple Problems.**

Recommended Books for Reference

01. Commercial Arithmetic: Iyer, Bari (Sultan Chand and Sons)
02. Business Mathematics: D. C. Sancheti and V. K. Kapoor (Sultan Chand and Sons)
03. Business Mathematics: S. M. Shukla (Sahitya Bhavan Publications)
04. Business Mathematics: Dorairaj, S, N (United Publishers)
05. Business Mathematics: S. P. Gupta
06. Business Mathematics: B. H. Suresh
07. Business Mathematics: Sanchethi Agarwal
08. Business Mathematics: R. Gupta

Kuvempu University, Jnana Sahyadri, Shankaraghatta 577 451

B.Com - VI Semester

Specialization Stream - G: Quantitative Techniques

Course - 607G2: Quantitative Techniques - II



- **Course Objectives:** To enable the students to understand and apply mathematical and statistical techniques to practical business problems
- **Pedagogy:** Combination of class room lectures, case analysis, exercises, group discussion, and field work.

Teaching Hours per Week: 4 Maximum Marks: 100 Examination Duration: 3 hours

Course Inputs

- **Unit-1: Theory of Games** (10 hours): Two-person zero-sum Game, Properties of a Competitive Game, Value of the Game, Finding Optimal Strategy by Maximin-Minimax Principle, Principle of Dominance and When Mixed Strategy is Given (Games without Saddle Point (2×2) Matrix only - Formula Method).
- **Unit -2: Assignment Problems** (12 hours): Hungarian Method, Types of Solving Assignment Problems when equal number of Rows and Columns are given by Minimization and Maximization Methods; When Unbalanced Assignment Problem is given, Restrictions on Assignment (when missing values are given); and Salesmen Problems.
- **Unit -3: Transportation Problems** (14 hours): Find IBFS by North West Corner Method, Least Cost Method and Vogel's Approximation Method; Test for Optimality by Stepping Stone Method, and IBFS in Unbalanced Transportation Problems.
- **Unit -4: Decision Theory and Analysis** (12 hours): Decision Making under Uncertainty, Decision Tree Analysis - Advantages, and Simple Problems.
- **Unit -5: Simulation** (10 hours): Definition, Reasons, Methodology Point-wise, Advantages, Drawbacks, Applications, Stochastic Simulation, Simulation of Inventory Problems, Simulation of Queuing Problems, and Capital Budgeting.
- **Unit -6: Project Management** (6 hours): Introduction, Network Analysis, Methodology of PERT/CPM Networks (point-wise), Basic Concepts of Network Analysis, Applications of Network Models, Time Estimation in Vertical Path Analysis, distinction between PERT And CPM, Simple Problems, Network Diagram, Finding Critical Path and Time Estimation.

Recommended Books for Reference

01. Operations Research, Kanti Swarup, P. K Gupta Man Mohan
02. Quantitative Techniques, V. K. Kapoor
03. Business Mathematics, Sanchethi Kapoor
04. Business Mathematics, S. P. Gupta
05. Mathematics for Cost Accountants, R. Gupta
06. Business Mathematics: Madappa Sridhara Rao
07. Business Mathematics: Dorairaj, S. N
08. Business Mathematics: B. H. Suresh
09. Business Mathematics: Sanchethi Agarwal
10. Business Mathematics: Agarwal
11. Business Mathematics: Oak and other (Himalaya Publishing House)



ಪಿಇಎಮ್‌ಸಿ ಇನ್‌ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸೆಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್

(ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಅಧೀನದಲ್ಲಿ ಸ್ಥಾಪಿಸಲಾದ ಅಧ್ಯಾಪನಾ ಮತ್ತು ಸಂಶೋಧನಾ ಕೇಂದ್ರ)

ಎನ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ - 577 204 (ಕರ್ನಾಟಕ)

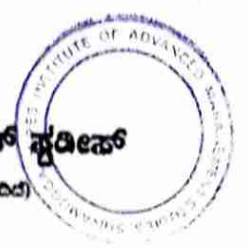
Phone : 8147053085

PES Institute of Advanced Management Studies

(Affiliated to Kuvempu University, Recognized by Govt. of Karnataka)

Website : pestrust.edu.in/pesiams

N H-206, Sagar Road, Shivamogga - 577 204 (Karnataka)



Date 27th April 2017

Circular

All the full time teaching faculty members of P G Department of Commerce are hereby informed to attend the meeting on 28th April 2017 at 4.30 P M in the Chamber of Principal.

Agenda:

1. To discuss about the New Syllabus to be introduced for the course from the Academic Year 2017-18.
2. To decide about offering specialization to the students who take admission for P G Course in Commerce for the Academic Year 2017-18.

Sl. No	Name of the Faculty	Signature
1	Mr. G. P. Nagesh	
2	Mr. Rakesh D Souza	
3	Mr. Harsha Mathad	
4	Mr. Sathish	

Coordinator

Co-ordinator

P.G. Department of Commerce

PES Institute of Advanced Management Studies

NH-206, Sagar Road, SHIVAMOGGA-577 204.

Principal

Principal

PES Institute of Advanced Management Studies

NH 206, Sagar Road

SHIVAMOGGA-577 204.



Date:28.04.2017

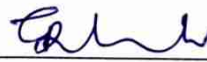

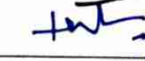

Minutes of the Meeting

A meeting was convened in the Principal Cabin on 28th April 2017 to discuss about the New Syllabus which will be introduced for the M.Com course with effect from the Academic Year 2017-18 and to decide about the specialization to be offered to M.Com students who take admission for the Academic Year 2017-18.

The faculty members present in the meeting discussed about the New Syllabus to be introduced from the Academic Year 2017-18 and discussed about the changes made to the syllabus compared to the old syllabus. The faculty members also discussed about the Soft Core Papers prescribed under different specialization streams.

Stream – A : Accounting and Taxation**Stream – B : Accounting and Finance****Stream – C : Banking and Insurance****Stream – D : Banking and Finance****Stream – E : Marketing Management and Human Resource Management**

The faculty members discussed about the job opportunities available to the candidates who complete M.Com degree. Considering the feedback given by the students of previous years and the opinion given by the Manager, Career and Development Cell of the campus it has been decided to offer Accounting and Finance Specialization Stream to the students who seek admission to the M.Com course.

Sl. No	Name of the Faculty	Signature
1	Mr. G. P. Nagesh	
2	Mr. Rakesh D Souza	
3	Mr. Harsha Mathad	
4	Mr. Sathish	



Coordinator

Co-ordinator

P.G. Department of Commerce
PES Institute of Advanced Management Studies
06, Sagar Road, SHIVAMOGGA-577 204.

Principal

Principal 28/4/17

PES Institute of Advanced Management Studies

NH 206, Sagar Road
SHIVAMOGGA-577 204.

PG Department of Commerce

**List of M.Com students who have opted Soft Core Stream
For the academic year 2017-18**

Sl. No.	Reg. No.	Name of the students	Soft Core Stream-B
1	PC171201	Abhishek R	Accounting and Finance
2	PC171202	Amsha S L	Accounting and Finance
3	PC171203	Apoorva Patil	Accounting and Finance
4	PC171204	Arpitha P	Accounting and Finance
5	PC171205	Ashitha T S	Accounting and Finance
6	PC171206	Banu K T	Accounting and Finance
7	PC171207	Bhanushree G M	Accounting and Finance
8	PC171208	Bharani R	Accounting and Finance
9	PC171209	Divya D.M	Accounting and Finance
10	PC171210	Gouravi S D	Accounting and Finance
11	PC171211	Kathyayani S.K	Accounting and Finance
12	PC171212	Kavya G R	Accounting and Finance
13	PC171213	Narasamma V	Accounting and Finance
14	PC171214	Neha Kousar	Accounting and Finance
15	PC171215	Pooja Khatavkar N B	Accounting and Finance
16	PC171216	Pooja N	Accounting and Finance
17	PC171217	Prashkila T S	Accounting and Finance
18	PC171218	Priyanka V	Accounting and Finance

19	PC171219	Rajini O	Accounting and Finance
20	PC171220	Ramesh M R	Accounting and Finance
21	PC171221	Ramya M	Accounting and Finance
22	PC171222	Rohini S	Accounting and Finance
23	PC171223	Roslin Mascarenhas	Accounting and Finance
24	PC171224	Rumana	Accounting and Finance
25	PC171225	Sanghavi D S	Accounting and Finance
26	PC171226	Saniha E K	Accounting and Finance
27	PC171227	Shaguftha	Accounting and Finance
28	PC171228	Shaheen Taj	Accounting and Finance
29	PC171229	Shreya B R	Accounting and Finance
30	PC171230	Sinchana U K	Accounting and Finance
31	PC171231	Sindhu Nyamati	Accounting and Finance
32	PC171232	Soujanya K	Accounting and Finance
33	PC171233	Srihari M Kolekar	Accounting and Finance
34	PC171234	Suchithra K S	Accounting and Finance
35	PC171235	Sultana Khanum	Accounting and Finance
36	PC171236	Sweety Gour	Accounting and Finance
37	PC171237	Varsha K R	Accounting and Finance
38	PC171238	Varsha M	Accounting and Finance
39	PC171239	Veekshitha A R	Accounting and Finance
40	PC171240	Vinay Kumar G.B	Accounting and Finance




Head of the Department
 Department of Commerce & Management
 PES Institute of Advanced Management Studies
 NH 206, Sagar Road
 SHIVAMOGGA-577 204.


Principal Co-ordinator
 P.G. Department of Commerce
 PES Institute of Advanced Management Studies
 NH-206, Sagar Road, SHIVAMOGGA-577 204.

Phone: 8147053084
8147053085

PES Institute of Advanced Management Studies

(Affiliated to Kuvempu University, Recognized by Govt. of Karnataka)

Website : pestrust.edu.in/pesiams

N H-206, Sagar Road, Shivamogga - 577 204 (Karnataka)

No. 10/2018-19

Date: 21-05-2018

To
The Coordinator,
IQAC, Kuvempu University,
Shankarghatta.

Sir,

Subject: Interdisciplinary elective paper.

I wish to inform you that III Semester M.Com students of our Institution 2017-18 batch have selected Management Skills of MBA department as an Inter disciplinary elective paper as first choice. The CD containing the list of students with register numbers has been enclosed herewith. Hence I request you to do the needful.

Thanking you,

Yours faithfully,


Principal

Principal

PES Institute of Advanced Management Studies
NH 206, Sagar Road
SHIVAMOGGA-577 204

Copy to:

The Chairman, Dept. of MBA, Kuvempu University, Shivamogga.

Phone 8147053084
8147053085

PES Institute of Advanced Management Studies

(Affiliated to Kuvempu University, Recognized by Govt. of Karnataka)

Website : pestrust.edu.in/peaiams

N H-206, Sagar Road, Shivamogga - 577 204 (Karnataka)

No. 11 / 2018 - 19

Date: 21-05-2018

To
The Chairman,
Dept. of MBA,
Kuvempu University,
Shivamogga.

Sir,

Subject: Interdisciplinary elective paper.

I wish to inform you that III Semester M.Com students of our Institution 2017-18 batch have selected Management Skills of MBA department as an Inter disciplinary elective paper as first choice. This is for your kind information.

Thanking you,

Yours faithfully,


Principal 21/05/18

Principal

PES Institute of Advanced Management Studies
NH 206, Sagar Road
SHIVAMOGGA-577 204

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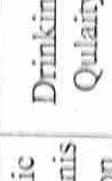





The Coordinator, IQAC, Kuvempu University, Shankarghatta.

KUVEMPU UNIVERSITY

Internal Quality Assurance Cell (IQAC)

Department of Commerce

Elective Paper for III Semester Students 2018-19

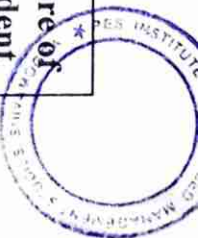
Sl. No	Name	Reg.No	Elective Paper				Signature of the student
			Option-I	Option-II	Option-III	Option-IV	
1	ABHISHEK R	PC171201	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	
2	AMSHA S L	PC171202	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	
3	APOORVA PATIL	PC171203	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	
4	ARPITHA P	PC171204	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	
5	ASHITHA T S	PC171205	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	
6	BANUK T	PC171206	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	

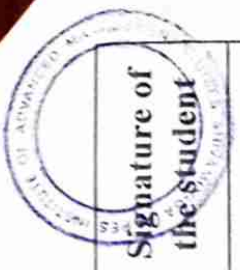




Sl. No	Name	Reg.No	Elective Paper				Signature of the student
			Option-I	Option-II	Option-III	Option-IV	
7	BHANUSHREE G M	PC171207	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	Bhanushree G M
8	BHARANI R	PC171208	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	B
9	DIVYA D.M	PC171209	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	Divya D.M.
10	GOURAVI S D	PC171210	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	Gouravi S D
11	KATHYAYANI S.K	PC171211	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	Kathyayani S.K
12	KAVYA G R	PC171212	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	Kavya G R
13	NARASAMMA V	PC171213	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	Narasamma V

Sl. No	Name	Reg.No	Elective Paper				Signature of the student
			Option-I	Option-II	Option-III	Option-IV	
14	NEEHA KOUSAR	PC171214	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	<i>Neha Kouzar</i>
15	POOJA KHATAVKAR N B	PC171215	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	—
16	POOJA N	PC171216	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	<i>Pooja N</i>
17	PRASHKIL A T S	PC171217	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	<i>Prashkila T S</i>
18	PRIYANKA V	PC171218	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	<i>Priyanka V</i>
19	RAJINI O	PC171219	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	<i>Rajini O</i>
20	RAMESH M R	PC171220	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	<i>Ra</i>








Sl. No	Name	Reg.No	Elective Paper				Signature of the student
			Option-I	Option-II	Option-III	Option-IV	
21	RAMYA M	PC171221	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	Ramya.M
22	ROHINI S	PC171222	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	Rohini
23	ROSLIN MASCARENHAS	PC171223	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	Roslin
24	RUMANA	PC171224	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	Rumana
25	SANGHAVID S	PC171225	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	Sangha
26	SANIHA E K	PC171226	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	Saniha
27	SHAGUFTHA	PC171227	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	Shaguftha

Sl. No	Name	Reg.No	Elective Paper				Signature of the student
			Option-I	Option-II	Option-III	Option-IV	
28	SHAHEEN TAJ	PC171228	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Qulaity and Management	
29	SHREYA B R	PC171229	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Qulaity and Management	
30	SINCHANA U K	PC171230	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Qulaity and Management	
31	SINDHU NYAMATI	PC171231	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Qulaity and Management	
32	SOUJANYA K	PC171232	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Qulaity and Management	
33	SRIHARI M KOLEKAR	PC171233	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Qulaity and Management	
34	SUCHITHRA K S	PC171234	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Qulaity and Management	



Sl. No	Name	Reg.No	Elective Paper				Signature of the student
			Option-I	Option-II	Option-III	Option-IV	
35	SULTANA KHANUM	PC171235	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	
36	SWEETY GOUR	PC171236	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	<i>Sweety Gour</i>
37	VARSHA K R	PC171237	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	<i>Varsha K.R.</i>
38	VARSHA M	PC171238	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	<i>Varsha M</i>
39	VEEKSHITHA A R	PC171239	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	<i>Vey.</i>
40	VINAY KUMAR G.B	PC171240	Management Skills	Indian Economy	Public Administration	Drinking Water Resources, Quality and Management	


Principal

PES Institute of Advanced Management Studies
NH 206, Sugar Road
SHIVAMOGGA-577 204



Date 26th April 2017

Circular

All the Commerce and Management faculty members are hereby informed to attend the meeting on 28th April 2017 at 4.00 PM in the Principal Chamber.

Agenda:

1. Decision about the specialization to be offered to final year BBA and B.Com Students for the academic year 2017-18.

Rakeesh
HOD - Dept of BBA & B.Com

Head of the Department
Department of Management Studies
PES Institute of Advanced Management Studies
SHIVAMOGGA-577 204

[Signature]
Principal 26/4/2017
Principal

PES Institute of Advanced Management Studies
NH 206, Sagar Road
SHIVAMOGGA-577 204.

Sl. No	Name of the Faculty	Signature
1	Mr. Rakesh D'souza	<i>Rakeesh</i>
2	Mr. G. P. Nagesh	<i>[Signature]</i>
3	Mr. Mohan D	<i>[Signature]</i>
4	Mr. Harsha C Matchad	<i>[Signature]</i>
5	Mr. Vinay Kumar K. S	<i>VKS</i>
6	Mr. Praveen B	<i>[Signature]</i>
7	Mr. Mahesh K S	
8	Ms. Swathi J	<i>[Signature]</i>
9	Mr. Sathish V	<i>[Signature]</i>



Date 29th April 2017

Minutes of the Meeting

A meeting was convened in the Principal chamber on 28th April 2017 to discuss about The Specialization to be offered to BBA and B.Com Students The faculty members present in the meeting discussed different specialization streams available as per the guidelines of Kuvempu University and weighted the pros and cons of offering each specialization and which would be more beneficial to them.

The Head of the Department of both BBA and B.Com and the senior faculty members informed to the Principal that all the BBA students said that they were interested to take up Marketing Specialization and all the B.Com students said that they were going to select Quantitative Techniques Specialization Stream.

Based on the opinion of the students it has been decided to allot Marketing Specialization stream for BBA Students and Quantitative Techniques Specialization Stream for B.Com Students.

Rakesh
 HOD Finance & Management
 PES Institute of Advanced Management Studies
 NH 206, Sagar Road
 SHIVAMOGGA-577 204.

[Signature]
 Principal 29/04/2017
 PES Institute of Advanced Management Studies
 NH 206, Sagar Road
 SHIVAMOGGA-577 204.


Sl. No	Name of the Faculty	Signature
1	Mr. Rakesh D'souza	<i>Rakesh</i>
2	Mr. G. P. Nagesh	<i>[Signature]</i>
3	Mr. Mohan D	<i>[Signature]</i>
4	Mr. Harsha C Mat had	<i>[Signature]</i>
5	Mr. Vinay Kumar K. S	<i>VKS</i>
6	Mr. Praveen B	<i>[Signature]</i>
7	Mr. Mahesh K S	<i>mahesh</i>
8	Ms. Swathi J	<i>[Signature]</i>
9	Mr. Sathish V	<i>[Signature]</i>


Department of BBA

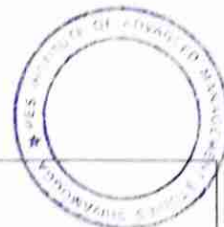
List of BBA students who have opted Specialization Stream
For the academic year 2017-18

Sl. No.	Reg. No.	Name of the students	Specialization Stream
1	BB158901	Abdul Sahil	Marketing Group
2	BB158902	Abhishek K	Marketing Group
3	BB158903	Abrar Pasha	Marketing Group
4	BB158904	Amulya H C	Marketing Group
5	BB158905	Arpitha S.R	Marketing Group
6	BB158906	Ayesha Naiyara	Marketing Group
7	BB158907	Babu S	Marketing Group
8	BB158908	Bhargavi V	Marketing Group
9	BB158910	Bi Bi Ruqaiya	Marketing Group
10	BB158911	Charan T.B	Marketing Group
11	BB158912	Dayanasree K R	Marketing Group
12	BB158913	Diganth K S	Marketing Group
13	BB158914	Farheen Taj	Marketing Group
14	BB158915	Fawaz Ahmed	Marketing Group
15	BB158917	Kalladaka Adnan	Marketing Group
16	BB158918	Karthik R	Marketing Group
17	BB158919	Kashif Sajid Ahmed Khatib	Marketing Group
18	BB158920	Kavya U B	Marketing Group

19	BB158921	Lohith S	Marketing Group
20	BB158923	Medha Bhawe	Marketing Group
21	BB158924	Meghana H S	Marketing Group
22	BB158925	Mohammed Adnan T.N	Marketing Group
23	BB158926	Mohammed Anwer K	Marketing Group
24	BB158927	Mohammed Safwan	Marketing Group
25	BB158930	Nidha	Marketing Group
26	BB158931	Nithin B S	Marketing Group
27	BB158933	Prateek L	Marketing Group
28	BB158934	Rahul J.R	Marketing Group
29	BB158935	Ramya B R	Marketing Group
30	BB158936	Rohith B	Marketing Group
31	BB158937	Sachin N	Marketing Group
32	BB158938	Sachin S	Marketing Group
33	BB158939	Sachin S K	Marketing Group
34	BB158940	Saniya Kouven	Marketing Group
35	BB158941	Seema N.V	Marketing Group
36	BB158942	Varuni J	Marketing Group
37	BB158943	Vijayalakshmi A	Marketing Group
38	BB159372	Sachin M R	Marketing Group
39	BB158953	Aishwarya V	Marketing Group
40	BB158975	Pavan G	Marketing Group
41	BM148915	Priyanka Chikkanna	Marketing Group


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The following is the List of BBA Specialization Streams

FINANCE GROUP

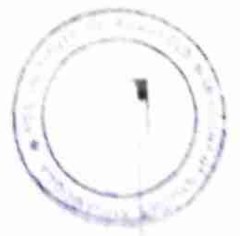
Elective Paper – I (Fifth Semester)	BM506 Advanced Financial Management
Elective Paper – II (Fifth Semester)	BM507 Corporate Financial Policy
Elective Paper – III (Sixth Semester)	BM605 Investment and Portfolio Management
Elective Paper – IV (Sixth Semester)	BM606 Commodity Market(Theory only)

MARKETING GROUP

Elective Paper – I (Fifth Semester)	BM506 Consumer Behaviour
Elective Paper – II (Fifth Semester)	BM507 Advertising and Media Management
Elective Paper – III (Sixth Semester)	BM605 Sales and Distribution Management
Elective Paper – IV (Sixth Semester)	BM606 Retail Management

HUMAN RESOURCE GROUP

Elective Paper – I (Fifth Semester)	BM506 Employee Welfare and Social Security
Elective Paper – II (Fifth Semester)	BM507 Strategic Human Resource Management
Elective Paper – III (Sixth Semester)	BM605 Industrial Relations
Elective Paper – IV (Sixth Semester)	BM606 Compensation Management



**Fifth Semester BBM
Elective Paper-I
MARKETING GROUP**

BM 506: CONSUMER BEHAVIOUR

Objective: To develop an understanding about the consumer decision making process and its applications in present market.

Pedagogy: Class room lectures, Seminar, Group discussion.
Teaching hour per week = 4 hours.
Maximum Marks = 100.
Exam Duration = 3 hours.

Unit-1: Introduction

Introduction to consumer Behaviour - A managerial and consumer perspective. Why to study consumer Behaviour? Applications of consumer behavior knowledge; current trends in consumer behavior, market segmentation and consumer behavior.

(12 hours)

Unit-2: Individual Determinants of Consumer Behaviour

Consumer needs and motivation; personality and self concept; consumer perception; learning and memory; nature of consumer attitudes; consumer attitude formation and change.

(16 hours)

Unit-3: Environmental Determinants of Consumer Behaviour

Family influences; the influence of culture; subculture and cross cultural influences; group dynamics and consumer reference groups; social class and consumer behavior.

(12 hours)

Unit-4: Consumer's Decision Making Process

Problem recognition; search and evaluation; purchase process; post purchase behavior; personal influence and opinion leadership process; diffusion of innovations; models of consumer behavior; researching consumer behavior; consumer research process.

(12 hours)

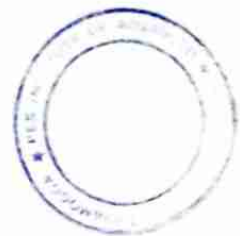
Unit-5: Consumer Satisfaction and Consumerism

Concept of consumer satisfaction; working towards enhancing consumer satisfaction; sources of consumer dissatisfaction; dealing with consumer complaint, concept of consumerism consumerism in India; The Indian consumer; reasons for growth of consumerism in India
Consumer protection ACT 1986

(12 hours)

Skill Development Activities:

- 1) Conduct informal interview of a local retail store and determine what demographic and soci economic segments the store appears to satisfy. How did the owner select this segment segments?



**Fifth Semester BBM
Elective Paper-II
MARKETING GROUP**

BM 507: ADVERTISING AND MEDIA MANAGEMENT

Objective: To acquaint students with the theory and practice of advertising as well as media management.

Pedagogy: Class room lectures, Seminar, Group discussion.

Teaching hour per week = 4 hours.

Maximum Marks = 100.

Exam Duration = 3 hours.

Unit-1: Basic Concept

Meaning – Definition – Importance – objectives – Functions of Advertising. Advertising as a tool for marketing, Economic, Social and ethical aspects of advertising. Role of advertising in product life cycle.

(14 hours)

Unit-2: Advertising and Campaign Planning

Marketing strategy and situation analysis; Advertising plan, DAGMAR approach advertising strategy, advertising campaign – Advertising planning process.

(10 hours)

Unit-3: Message Design and Development

Creative approaches Art of copy writing – Advertising layout - Advertising copy testing – advertising appeal, different types of advertising appeal, advertising theme.

(12 hours)

Unit-4: Advertising Media Management

Role of Media – types of Media – Non media advertising – Media planning and Scheduling- advertising on Internet- media selection decision and Scheduling

(14 hours)

Unit-5: Advertising Effectiveness and Budget

Methods of measuring advertising effectiveness – Advertising agency - factors influencing agency selection - functions of ad-agency - Advertising regulation; advertising budget process and factors influencing in Ad budget.

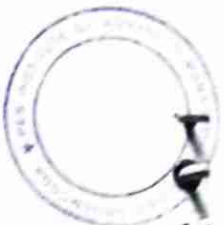
(14 hours)

Skill Development Activities:

- 1) Define the advertising goals, measure advertising result (DAGMAR) for a cosmetic products
- 2) Sketch out ad copy for home loan product.
- 3) Sketch the competitive position for the development of an advertising plan for airlines.
- 4) List out top ten advertising agency in India, Asia and world.
- 5) prepare a advertising budget and factors influencing on advertising budget.

Books for References:

- 1) Sontakki – Advertising
- 2) Mahendra Mohan - Advertising Management – cases of theory, Tata McGraw
- 3) Wells – Advertising
- 4) Jefkins & Yadin – Advertising
- 5) Rajeev Batra Et. Al Advertising Management – PHI Edition, New Delhi.



**Sixth Semester BBM
Elective Paper-III
MARKETING GROUP**

BM605: SALES AND DISTRIBUTION MANAGEMENT

Objective: To acquaint the students with the theory and practice of sales and distribution management of firms sales operations.

Pedagogy: Class room lectures, Seminar, Group discussion.

Teaching hour per week = 4 hours.

Maximum Marks = 100.

Exam Duration = 3 hours.

Unit-1: Selling Concept

Concept of selling, objectives, Functions of Sales management, Fundamental of selling process, Salesmanship, Product and Consumer knowledge.

(10)

Unit-2: Sales Planning

Importance and types of sales planning – sales planning process, sales forecasting, determining sales territories sales quota and sales budget.

(12)

Unit-3: Sales Organization

Setting up a sales organization – Planning process, Principles of determining sales organization – forms of sales organization

(12)

Unit-4: Sales Force Management

Estimating manpower requirement for sales department – planning for man power requirement and selection, training and development – placement and induction – motivating sales compensation and promotion policies.

(14)

Unit-5: Distribution Management

Concept of distribution, channels of distribution – Importance of retailing and wholesaling of retaining wholesaling franchise and dealership organized retail outlets in India.

(12)

Skill Development Activities:

- 1) Visit any two organized retail outlets and prepare layout planning.
- 2) List out top ten organized retailers in India, Asia and world.
- 3) Sketch out the plan for location layout and budget starting of retail outlet.
- 4) Meet any five sales executive and list out the quantities required for a sales executive.

Books for References:

- 1) Berman , Barry and Joel Evans : Retail Management, Prentice Hall , New Delhi
- 2) Dalymple D.J And W.J Cron : Sales Management –John Wiley New York
- 3) Laneaster G - Selling and Sales Management, Macmihian New Delhi
- 4) Sales and Distribution Management, Icfai University press, Hyderabad
- 5) Gupta Vaswar Das – Sales Management, Prentice Hall, Delhi

Sixth Semester BBM
Elective Paper-IV
MARKETING GROUP

BM606: RETAIL MANAGEMENT

Objective: To expose students to acquire skills in retail management

Pedagogy: Class room lectures, Seminar, Group discussion.
Teaching hour per week = 4 hours.
Maximum Marks = 100.
Exam Duration = 3 hours.

Unit-1: Introduction To Retailing

Definition → Functions of retailing → Types of retailing Forms of retailing Based on Ownership, Retail theories wheel of retailing → Retail Life Cycle, Retailing in India → Influencing factors- Present Indian Scenario, Retailing from the International Perspective. (12 hours)

Unit-2: Consumer Behaviour in Retail Context

Buying Decision Process and its Implication on Retailing → Influence of Group and Individual factors. Customer Shopping Behaviour Customer service Satisfaction, Retail Planning Process Factors to consider → Preparing a complete Business Plan Implementation → Risk → Analysis. (10 hours)

Unit-3: Retail Operations

Choice of store location → Influencing factors market area analysis → Trade area analysis → Rating plan method → Site evaluation. Retail operations; store layout and visual merchandising store designing space → In planning. Retail operations, inventory management Merchandise management Category management. (12 hours)

Unit-4: Retail Marketing Mix

Retail marketing mix an introduction. Retail marketing mix; product → decisions related to selections of goods (merchandise management revisited) decisions related to delivery of service. Retail marketing mix-pricing → influencing factors approaches to pricing. Price sensitivity, value pricing → markdown pricing. Retail marketing mix; place supply channel → SCM principles → retail logistics computerized replenishment system → corporate replenishment policies. Retail marketing mix- Promotion setting objectives communication effects promotional mix, Human resource management in retailing Manpower planning. Recruitment and Training compensation performance appraisal. (18 hours)

Unit-5: Impact of it in Retailing

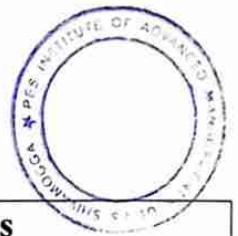
Non store retailing. The impact of Information technology in retailing → Integrated systems and networking → EDI → Bar coding → Electronic article surveillance → Electronic shelf labels → customer database management system. Legal aspects in retailing. Social issues in retailing. Ethical issues in retailing. (12 hours)

Skill Development Activities:

1. Prepare a report of Un-organized retailers and there nature of operation in your locality.
2. Explore and report scanning methodologies used to know the status of inventory by category.
3. List in detail the assortment of any one organized reailer.

Books for reference:

- 1) Barry Bermans and Joel Evams, "Retail Management – A strategic Approach", 8th editin PHI private limited, New Delhi 2002
- 2) A.J Lamba, "The Art of Retailing" 1st edition, Tata Mc Graw Hill, New Delhi, 2003
- 3) Retailing Management by Swapana Pradhan, 2/e 2007 & 2008, TMH
- 4) Integrated Retail Management By James r. Ogden & Denise T Ogden, 2007
- 5) Bizantra, Retail Management Levy and Weitz TMH 5th edition 2002
- 6) Retail Management by Rosemary Varley, Mohammed Rafiq
- 7) Retail Management by Chetan Bajaj – Oxord publication.
- 8) Retail Management by Uniyal and Sinha –Oxford publication.



The following is the List of B.Com Specialization Streams

Specialization Stream – A: Accounting

Course – I (Fifth Semester)	507A1: Accounting Standards – I
Course – II (Sixth Semester)	607A2: Accounting Standards – II

Specialization Stream – B: Marketing Management

Course – I (Fifth Semester)	507B1: Marketing Management
Course – II (Sixth Semester)	607B2: Consumer Behaviour

Specialization Stream – C: Financial Management

Course – I (Fifth Semester)	507C1: Advanced Financial Management
Course – II (Sixth Semester)	607C2: Security Analysis and Portfolio Management

Specialization Stream – D: Banking and Insurance

Course – I (Fifth Semester)	507D1: Accounting Standards – I
Course – II (Sixth Semester)	607D2: Accounting Standards – II

Specialization Stream – E: Business Taxation

Course – I (Fifth Semester)	507E1: Business Taxation – I
Course – II (Sixth Semester)	607E2: Indirect Taxation – II

Specialization Stream – F: E-Commerce

Course – I (Fifth Semester)	507F1: E-Commerce – I
Course – II (Sixth Semester)	607F2: E -Commerce -II

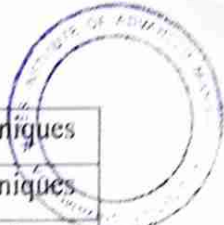
Specialization Stream – G: Quantitative Techniques

Course – I (Fifth Semester)	507G1: Quantitative Techniques – I
Course – II (Sixth Semester)	607G2: Quantitative Techniques - II

Department of B.Com

**List of B.Com students who have opted Specialization Stream
For the academic year 2017-18**

Sl. No.	Reg. No.	Name of the students	Specialization Stream
1	C1511501	Abhilash H	Quantitative Techniques
2	C1511502	Aishwarya Atad	Quantitative Techniques
3	C1511503	Aishwarya Dolly Sequiera	Quantitative Techniques
4	C1511504	Aishwarya Sunil	Quantitative Techniques
5	C1511506	Akarsha V.S Nair	Quantitative Techniques
6	C1511507	Akash Nayaka T S	Quantitative Techniques
7	C1511508	Akash S.N	Quantitative Techniques
8	C1511509	Akshay N	Quantitative Techniques
9	C1511510	Akshatha B	Quantitative Techniques
10	C1511511	Amrutha H.L	Quantitative Techniques
11	C1511512	Ankitha Bhansali	Quantitative Techniques
12	C1511513	Ankitha H.C	Quantitative Techniques
13	C1511514	Anusha A P	Quantitative Techniques
14	C1511515	Apoorva G.S	Quantitative Techniques
15	C1511516	Aravind G	Quantitative Techniques
16	C1511517	Arpitha H	Quantitative Techniques
17	C1511518	Arpitha M Gowda	Quantitative Techniques
18	C1511519	Avinash H L	Quantitative Techniques
19	C1511520	Bharath G	Quantitative Techniques
20	C1511521	Bharath S.P	Quantitative Techniques
21	C1511522	Chandan M N	Quantitative Techniques
22	C1511523	Charvee R Jain	Quantitative Techniques
23	C1511524	Chela Ram	Quantitative Techniques
24	C1511526	Dayana M	Quantitative Techniques



25	C1511527	Deeksha G.N	Quantitative Techniques
26	C1511528	Dhanraj M S	Quantitative Techniques
27	C1511530	Drupadha D	Quantitative Techniques
28	C1511531	Emmanuel Rajeev	Quantitative Techniques
29	C1511532	Jhanvi Gupta	Quantitative Techniques
30	C1511533	Kanchana K	Quantitative Techniques
31	C1511534	Keerthana G Kotian	Quantitative Techniques
32	C1511535	Lavanya R	Quantitative Techniques
33	C1511536	Lifam Lifza	Quantitative Techniques
34	C1511537	Manoj H.P	Quantitative Techniques
35	C1511539	Manoj Kumar G	Quantitative Techniques
36	C1511541	Meghashree S	Quantitative Techniques
37	C1511542	Nagaveni Y	Quantitative Techniques
38	C1511544	Prajna P Kumar	Quantitative Techniques
39	C1511545	Prajwal U S	Quantitative Techniques
40	C1511547	Pranith Sonda	Quantitative Techniques
41	C1511548	Prarthana G Kotian	Quantitative Techniques
42	C1511549	Preethishree M	Quantitative Techniques
43	C1511550	Prerana Prakash	Quantitative Techniques
44	C1511551	Puneeth R Jain	Quantitative Techniques
45	C1511552	Raksha Jain	Quantitative Techniques
46	C1511553	Ramya N Patel	Quantitative Techniques
47	C1511554	Rashmi	Quantitative Techniques
48	C1511555	Rishab Sharma	Quantitative Techniques
49	C1511556	Rohith S	Quantitative Techniques
50	C1511557	Roopa S M	Quantitative Techniques
51	C1511558	Rushyanth Hegde N.M	Quantitative Techniques
52	C1511559	Sangeetha S	Quantitative Techniques
53	C1511560	Sanjay B	Quantitative Techniques
54	C1511561	Sanjay M	Quantitative Techniques
55	C1511562	Sannidhi K.R	Quantitative Techniques
56	C1511563	Sharanya M	Quantitative Techniques
57	C1511564	Sheetal S Jain	Quantitative Techniques
58	C1511565	Sheethal Kumar Jain S S	Quantitative Techniques
59	C1511566	Shreyas T R	Quantitative Techniques

60	C1511567	Shwetha M Y	Quantitative Techniques
61	C1511568	Shwetha S.H	Quantitative Techniques
62	C1511569	Simran	Quantitative Techniques
63	C1511570	Sriraksha S P	Quantitative Techniques
64	C1511571	Sumana R S	Quantitative Techniques
65	C1511572	Sumanth H.S	Quantitative Techniques
66	C1511573	Syed Sadiq	Quantitative Techniques
67	C1511574	Thanuja B.R	Quantitative Techniques
68	C1511575	Thilak S	Quantitative Techniques
69	C1511576	Ujwala C	Quantitative Techniques
70	C1511577	Uthkarsha K.P	Quantitative Techniques
71	C1511578	Varsha N K	Quantitative Techniques
72	C1511579	Vidhi C M Jain	Quantitative Techniques
73	C1511580	Vikas U Chikkeri	Quantitative Techniques
74	C1511581	Yashwanth S	Quantitative Techniques
75	C1504869	Rukmini K.V	Quantitative Techniques
76	C1510071	Pranil Raj	Quantitative Techniques
77	C1510115	Suryanarayana C	Quantitative Techniques
78	C1511582	Sapna K Iyer	Quantitative Techniques

Head of Department
 Department of Commerce & Management
 HOD
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 SHIVAMOGGA-577 204.

Principal
 Principal
 29/04/2017

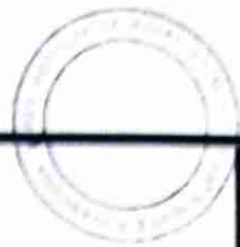
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Kuvempu University, Jnana Sahyadri, Shankaraghatta 577 451

B.Com - V Semester

Specialization Stream - G: Quantitative Techniques

Course - 507G1: Quantitative Techniques - I



- **Course Objectives:** To enable the students to understand and apply mathematical and statistical techniques to practical business problems
- **Pedagogy:** Combination of class room lectures, case analysis, exercises, group discussion, and field work.

Teaching Hours per Week: 4

Maximum Marks: 100

Examination Duration: 3 hours

Course Input

- **Unit-1: Arithmetic and Geometric Progression** (8 hours): Identify of series as AP and GP; Finding the n^{th} term of AP and GP; Finding number of AP and GP upto n^{th} terms; Finding arithmetic mean and geometric mean, Inserting arithmetic means and geometric means in between the given terms, and applications.
- **Unit-2: Matrices and Determinants** (14 hours): Definition of Matrix and Examples, Types of Matrixes, Matrices Addition, Subtraction, Scalar Multiplication and Matrix Multiplication, Transpose of a Matrix and Inverse of the Matrix, Applications, Definition of Determinates - To Find the Determinant of a Square Matrix, Solving the Simultaneous Equations using Cromer's Rule Applications (Matrix Method).
- **Unit -3: Differential Calculus** (12 hours): Variables - Definitions and Examples, Constants - Definitions and Examples, Functions (different Types), Limits of Different Functions, Differentiation of Linear Function, Finding Maxima and Minima (extreme Values), Applications such as Marginal Cost, Marginal Revenue, and Average Cost.
- **Unit -4: Linear Programming** (14 hours): Definition of LPP; Objective Function, Decision Variables, Feasible Solution, Optimal Solution, Formulation of LPP and Solution by Graphic Method and Simplex Method (two variables only).
- **Unit -5: Theory of Probability** (10 hours): Random Experiment, Sample Space (one, two and three coins, One and Two Dice, Pack of Cards), Event, Compliment of an Event, Sub-event, Union of Events, Intersection of Events, Equally Likely Events, Mutually Exclusive Events and Exhaustive Events(only Definition and Examples), Definition of a Probability (Mathematical),and Simple Problems - Problems on Addition Theorem, Multiplication Theorem; To find Mean, Variance and Standard Deviation.
- **Unit -6:** Distribution (PMF) Examples, Normal Curve, Properties, and Simple Problems.

Recommended Books for Reference

01. Commercial Arithmetic: Iyer, Bari (Sultan Chand and Sons)
02. Business Mathematics: D. C. Sancheti and V. K. Kapoor (Sultan Chand and Sons)
03. Business Mathematics: S. M. Shukla (Sahitya Bhavan Publications)
04. Business Mathematics: Dorairaj, S, N (United Publishers)
05. Business Mathematics: S. P. Gupta
06. Business Mathematics: B. H. Suresh
07. Business Mathematics: Sanchethi Agarwal
08. Business Mathematics: R. Gupta

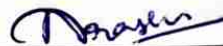

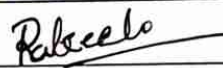
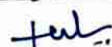
Date 28th April 2016

Circular

All the full time teaching faculty members of P G Department of Commerce are hereby informed to attend the meeting on 29th April 2016 at 12.30 P M in the Chamber of Coordinator.

Agenda:

1. Decision about the offering specialization to the students who take admission for P G Course in Commerce for the academic year 2016-17.

Sl. No	Name of the Faculty	Signature
1	Mrs. Vinaya Arasu	
2	Mr. G. P. Nagesh	
3	Mr. Rakesh D Souza	
4	Mr. Harsha Mathad	


Coordinator

Co-ordinator
P.G. Department of Commerce

PES Institute of Advanced Management Studies
NH-206, Sagar Road, SHIVAMOGGA-577-204.


Principal
Principal 28/4/16

PES Institute of Advanced Management Studies
NH 206, Sagar Road
SHIVAMOGGA-577 204.

Date:29.04.2016

Minutes of the Meeting

A meeting was convened in the Coordinator's Cabin on 29th April 2016 to discuss about the specialization to be offered to M.Com students who take admission for the Academic Year 2016-17.

The faculty members present in the meeting discussed different specialization streams offered by the Kuvempu University and weighted the pros and cons of offering each specialization. The feedback given by the students who passed in the previous year was also taken in to consideration.

Stream – A : Accounting and Taxation





Stream – B : Accounting and Finance

Stream – C : Banking and Insurance

Stream – D : Banking and Finance

Stream – E : Marketing Management and Human Resource Management

The faculty members also discussed about the current corporate trend and demand for Accounting and Finance specialized candidates to meet the industry requirements. It is also viewed that the sound knowledge of Accounts and Finance concepts are very much required to pursue their career in the concerned field. Based on the opinion of the faculty members present in the meeting it has been decided to continue Accounting and Finance Specialization Stream for the batch of students who take admission to the course during the Academic Year 2016-17 also.

Sl. No	Name of the Faculty	Signature
1	Mrs. Vinaya Arasu	
2	Mr. G. P. Nagesh	
3	Mr. Rakesh D Souza	
4	Mr. Harsha Mathad	



Coordinator
Co-ordinator
P.G. Department of Commerce

PES Institute of Advanced Management Studies
NH-206, Sagar Road, SHIVAMOGGA-577 204.



Principal
Principal 29/4/16

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Phone : 8147053085

PES Institute of Advanced Management Studies

(Affiliated to Kuvempu University, Recognized by Govt. of Karnataka)

Website : postrust.edu.in/pesiams

N H-206, Sagar Road, Shivamogga - 577 204 (Karnataka)

PG Department of Commerce

List of M.Com students who have opted Soft Core Stream

For the academic year 2016-17

Sl. No.	Reg. No.	Name of the students	Soft Core Stream-B
1	PC161201	Anujnya K	Accounting and Finance
2	PC161202	Anupkumar K R	Accounting and Finance
3	PC161203	Ishwarya J	Accounting and Finance
4	PC161204	Kavya B P	Accounting and Finance
5	PC161205	Lekha B	Accounting and Finance
6	PC161206	Lohith Kumar B R	Accounting and Finance
7	PC161207	Manoj J C	Accounting and Finance
8	PC161208	Manu D R	Accounting and Finance
9	PC161209	Meghana M	Accounting and Finance
10	PC161210	Prasanna Kumar B C	Accounting and Finance
11	PC161211	Priya M K	Accounting and Finance
12	PC161212	Pruthvika G H	Accounting and Finance
13	PC161213	Rashmi A S	Accounting and Finance
14	PC161214	Salma A	Accounting and Finance
15	PC161215	Santhosh Kumar N M	Accounting and Finance
16	PC161216	Shalini S	Accounting and Finance
17	PC161217	Sharath	Accounting and Finance
18	PC161218	Shilpashree N B	Accounting and Finance
19	PC161219	Shyni Robert	Accounting and Finance
20	PC161220	Smitha A	Accounting and Finance
21	PC161221	Supritha J	Accounting and Finance
22	PC161222	Syed Sheeraz	Accounting and Finance
23	PC161223	Vaishali K M	Accounting and Finance
24	PC161224	Varsha S V	Accounting and Finance

Coordinator

P.G. Department of Commerce

PES Institute of Advanced Management Studies

NH-206, Sagar Road, SHIVAMOGGA-577 204.

Principal

PES Institute of Advanced Management Studies

NH 206, Sagar Road

SHIVAMOGGA-577 204



19-05-2017

Department of MBA,
Kuvempu University,
Shivamogga.

Sir,

Subject: Interdisciplinary elective paper.

I wish to inform you that III Semester M.Com students of our Institution 2016-17 batch have selected Management Skills of MBA department as an Inter disciplinary elective paper as first choice. This is for your kind information.

Thanking you,

Yours faithfully,


(Anand M/B)
Coordinator

P G Department of Commerce
PES Institute of Advanced Management Studies
N H 206, Sagar Road, Shivamogga-577


(S.R. Nagaraja)

Principal

PES Institute of Advanced Management Studies
NH 206, Sagar Road
SHIVAMOGGA-577 204

Copy to:

The Coordinator, IQAC, Kuvempu University, Shankarghatta.

The Coordinator,
IQAC, Kuvempu University,
Shankarghatta.

Sir,

Subject: Interdisciplinary elective paper.

I wish to inform you that III Semester M.Com students of our Institution 2016-17 batch have selected Management Skills of MBA department as an Inter disciplinary elective paper as first choice. The CD containing the list of students with register numbers has been enclosed herewith. Hence I request you to do the needful.

Thanking you,

Yours faithfully,

(Anand M.B.)

Coordinator

P G Department of Commerce
PES Institute of Advanced Management Studies
N H 206, Sagar Road, Shivamogga-577 204


(S.R. Nagaraja)

Principal

PES Institute of Advanced Management Studies
NH 206, Sagar Road
SHIVAMOGGA-577 204

Copy to:

The Chairman, Dept. of MBA, Kuvempu University, Shivamogga.

No. 177/2016-17

Date: 17-05-2017

To
The Chairman,
BOE, Dept. of MBA,
Kuvempu University,
Shivamogga.

Sir,

Subject: Interdisciplinary elective paper.

I wish to inform you that III Semester M.Com students of our Institution 2016-17 batch have selected Management Skills of MBA department as an Inter disciplinary elective paper as first choice. The CD containing the list of students with register numbers has been enclosed herewith. Hence I request you to do the needful.

Thanking you,

Yours faithfully,

(Anand M.B) 17/5/17

Coordinator

P G Department of Commerce
PES Institute of Advanced Management Studies
N H 206, Sagar Road, Shivamogga-577 204

(S.R. Nagaraja) 17/5/17

Principal

PES Institute of Advanced Management Studies
NH 206, Sagar Road
SHIVAMOGGA-577 204

Copy to:

The Coordinator, IQAC, Kuvempu University, Shankarghatta.

PES Institute of Advanced Management Studies
 NH 206, Sagar Road
 SHIVAMOGGA 577 204

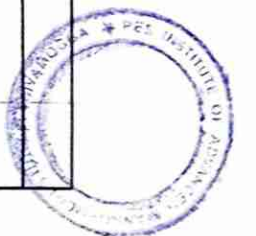
KUVEMPU UNIVERSITY

Internal Quality Assurance Cell (IQAC)

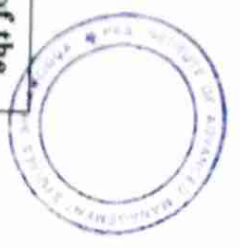
Department of Commerce

Elective Paper for III Semester Students 2017-18

Sl. No	Name	Reg.No	Elective Paper				Signature of the student
			Option-I	Option-II	Option-III	Option-IV	
1	ANUNJYAK	PC161201	Management Skills	Indian Economy	Public Administration		Anunjyak
2	ANOOP	PC161202	Management Skills	Indian Economy	Public Administration		Anoop
3	ISHWARYA	PC161203	Management Skills	Indian Economy	Public Administration		Abhi
4	KAVYA B P	PC161204	Management Skills	Indian Economy	Public Administration		Kavya B.P
5	LEKHA B	PC161205	Management Skills	Indian Economy	Public Administration		Lekha B
6	LOHITH KUMAR B R	PC161206	Management Skills	Indian Economy	Public Administration		Rishi Kumar
7	MANOJ J C	PC161207	Management Skills	Indian Economy	Public Administration		Manoj
8	MANU D R	PC161208	Management Skills	Indian Economy	Public Administration		Manu D R
9	MEGHANA M	PC161209	Management Skills	Indian Economy	Public Administration		Meghana



Sl No	Name	Reg.No	Elective Paper				Signature of the student
			Option-I	Option-II	Option-III	Option-IV	
10	PRASANNA KUMAR A B C	PC161210	Management Skills	Indian Economy	Public Administration		Prasanna Kumar A.B.C.
11	PRITYA M.K	PC161211	Management Skills	Indian Economy	Public Administration		Pritya M.K.
12	PRUTHVIKA G.H	PC161212	Management Skills	Indian Economy	Public Administration		Pruthvika
13	RASHMI A.S	PC161215	Management Skills	Indian Economy	Public Administration		Rashmi A.S.
14	SALMA A	PC161214	Management Skills	Indian Economy	Public Administration		Salma A
15	SANTHOSH KUMAR N.M	PC161215	Management Skills	Indian Economy	Public Administration		Santhosh
16	SHALINI S	PC161216	Management Skills	Indian Economy	Public Administration		Shalini S
17	SHARATH	PC161217	Management Skills	Indian Economy	Public Administration		Sharath
18	SHILPAHREE N B	PC161218	Management Skills	Indian Economy	Public Administration		Shilpa Haree N.B.
19	SHYNI ROBERT GUNDOMI	PC161219	Management Skills	Indian Economy	Public Administration		Shyni Robert
20	SMITHA A	PC161220	Management Skills	Indian Economy	Public Administration		Smitha A
21	SUPRITHA J	PC161221	Management Skills	Indian Economy	Public Administration		Supritha J



Sl No	Name	Reg.No	Elective Paper				Signature of the student
			Option-I	Option-II	Option-III	Option-IV	
22	SYEDA SHEERAZ	PC161222	Management Skills	Indian Economy	Public Administration	Sheela Sheeraz	
23	VAINSHALI K NI	PC161223	Management Skills	Indian Economy	Public Administration	LET	
24	VARSHA S V	PC161224	Management Skills	Indian Economy	Public Administration	Varsha S.V.	

Coordinator

P.G. Department of Commerce
PES Institute of Advanced Management Studies
A. H. 256, Sagar Road, Shivamogga-577 204

Principal

PES Institute of Advanced Management Studies
NH 206, Sagar Road
SHIVAMOGGA-577 204

Phone : 08182 - 640772

08182 - 640812

08182 - 640806

Website : pestrust.edu.in/pesiams

PES Institute of Advanced Management Studies

(Affiliated to Kuvempu University, Recognized by Govt. of Karnataka)

N H-206, Sagar Road, Shivamogga - 577 204 (Karnataka)

No. 177/2016-17

Date: 17-05-2017

To
The Chairman,
BOE, Dept. of MBA,
Kuvempu University,
Shivamogga.

Sir,

Subject: Interdisciplinary elective paper.

I wish to inform you that III Semester M.Com students of our Institution 2016-17 batch have selected Management Skills of MBA department as an Inter disciplinary elective paper as first choice. The CD containing the list of students with register numbers has been enclosed herewith. Hence I request you to do the needful.

Thanking you,

Yours faithfully,

(Anand M.B)

17/5/17

Coordinator

P G Department of Commerce

PES Institute of Advanced Management Studies

N H 206, Sagar Road, Shivamogga-577 204

(S.R. Nagaraja) 17/5/17

Principal

PES Institute of Advanced Management Studies

NH 206, Sagar Road
SHIVAMOGGA-577 204

Copy to:

The Coordinator, IQAC, Kuvempu University, Shankarghatta.

Date 28th April 2016

Circular

All the Commerce and Management faculty members are hereby informed to attend the meeting on 30th April 2016 at 4.00 PM in the Principal Chamber.

Agenda:

1. Decision about the specialization to be offered to final year BBA and B.Com Students for the academic year 2016-17.

Rakesh
HOD

Arasu
HOD

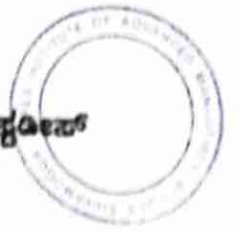
[Signature]
Principal
Principal 28/04/2016

Head of the Department
Department of Management Studies
PES Institute of Advanced Management Studies
SHIVAMOGGA-577 204

Head of the Department
Department of Commerce
PES Institute of Advanced Management Studies
SHIVAMOGGA-577 204

PES Institute of Advanced Management Studies
NH 206, Sagar Road
SHIVAMOGGA-577 204.

Sl. No	Name of the Faculty	Signature
1	Mr. Rakesh D'souza	<i>Rakesh</i>
2	Mrs. Vinaya Arasu	<i>Arasu</i>
3	Mr. G. P. Nagesh	<i>G.P. Nagesh</i>
4	Mr. Kiran Kumar C V	<i>Kiran Kumar</i>
5	Mr. Sudeep B	<i>Sudeep</i>
6	Mr. Mohan D	<i>Mohan D</i>
7	Mr. Harsha C Mat.had	<i>Harsha</i>
8	Mr. Vinay Kumar K. S	<i>VKS</i>
9	Mr. Praveen B	<i>Praveen</i>



Date 31st April 2016

Minutes of the Meeting

A meeting was convened in the Principal chamber on 30th April 2016 to discuss about The Specialization to be offered to BBA and B.Com Students The faculty members present in the meeting discussed different specialization streams available as per the guidelines of Kuvempu University and weighted the pros and cons of offering each specialization and which would be more beneficial to them.

The Head of the Department of both BBA and B.Com and the senior faculty members informed to the Principal that all the BBA students said that they were interested to take up Marketing Specialization and all the B.Com students said that they were going to select Quantitative Techniques Specialization Stream.

Based on the opinion of the students it has been decided to allot Marketing Specialization stream for BBA Students and Quantitative Techniques Specialization Stream for B.Com Students.

Daksh

HOD

Head of the Department

Department of Management Studies
PES Institute of Advanced Management Studies

[Signature]

Principal

31/04/2016

PES Institute of Advanced Management Studies
NH 206, Sagar Road
SHIVAMOGGA-577 204.

Sl. No	Name of the Faculty	Signature
1	Mr. Rakesh D'souza	<i>Rakesh</i>
2	Mrs. Vinaya Arasu	<i>Arasu</i>
3	Mr. G. P. Nagesh	<i>G.P. Nagesh</i>
4	Mr. Kiran Kumar C V	<i>Kiran Kumar</i>
5	Mr. Sudeep B	<i>S</i>
6	Mr. Mohan D	<i>Mohan D</i>
7	Mr. Harsha C Mathad	<i>Harsha</i>
8	Mr. Vinay Kumar K. S	<i>VKS</i>
9	Mr. Praveen B	<i>P</i>

Department of BBM

**List of BBM students who have opted Specialization Stream
For the academic year 2016-17**

Sl. No.	Reg. No.	Name of the students	Specialization Stream
1	BM148903	Bhuvaneshwari V	Marketing Group
2	BM148904	Chethan L	Marketing Group
3	BM148905	Dikshita Jain	Marketing Group
4	BM148906	Ganesh L Rathod	Marketing Group
5	BM148907	Geetha K	Marketing Group
6	BM148909	Mahesh M	Marketing Group
7	BM148911	Meghana K C	Marketing Group
8	BM148914	Niveditha B	Marketing Group
9	BM148916	Sachin Gowda S	Marketing Group
10	BM148918	Salman Qureshi	Marketing Group
11	BM148919	Samprith D G	Marketing Group
12	BM148920	Surabhi Joshi	Marketing Group
13	BM148921	Veena R V	Marketing Group
14	BM148922	Vilas S L	Marketing Group
15	BM148923	Vinayaka S S	Marketing Group
16	BM148925	Yashwanth M C	Marketing Group
17	BM138928	Sandeep S	Marketing Group
18	BM138939	Thanoj D R	Marketing Group



Head of Department

Department of Commerce & Management
HOD
PES Institute of Advanced Management Studies
NH 206, Sagar Road
SHIVAMOGGA-577 204.

Principal
31/04/2016

PES Institute of Advanced Management Studies
NH 206, Sagar Road
SHIVAMOGGA-577 204.



The following is the List of BBA Specialization Streams

FINANCE GROUP

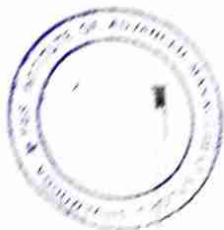
Elective Paper – I (Fifth Semester)	BM506 Advanced Financial Management
Elective Paper – II (Fifth Semester)	BM507 Corporate Financial Policy
Elective Paper – III (Sixth Semester)	BM605 Investment and Portfolio Management
Elective Paper – IV (Sixth Semester)	BM606 Commodity Market(Theory only)

MARKETING GROUP

Elective Paper – I (Fifth Semester)	BM506 Consumer Behaviour
Elective Paper – II (Fifth Semester)	BM507 Advertising and Media Management
Elective Paper – III (Sixth Semester)	BM605 Sales and Distribution Management
Elective Paper – IV (Sixth Semester)	BM606 Retail Management

HUMAN RESOURCE GROUP

Elective Paper – I (Fifth Semester)	BM506 Employee Welfare and Social Security
Elective Paper – II (Fifth Semester)	BM507 Strategic Human Resource Management
Elective Paper – III (Sixth Semester)	BM605 Industrial Relations
Elective Paper – IV (Sixth Semester)	BM606 Compensation Management



Fifth Semester BBM
Elective Paper-I
MARKETING GROUP

BM 506: CONSUMER BEHAVIOUR

Objective: To develop an understanding about the consumer decision making process and its applications in present market.

Pedagogy: Class room lectures, Seminar, Group discussion.

Teaching hour per week = 4 hours.

Maximum Marks = 100.

Exam Duration = 3 hours.

Unit-1: Introduction

Introduction to consumer Behaviour - A managerial and consumer perspective. Why to study consumer Behaviour? Applications of consumer behavior knowledge; current trends in consumer behavior, market segmentation and consumer behavior.

(12 hours)

Unit-2: Individual Determinants of Consumer Behaviour

Consumer needs and motivation; personality and self concept; consumer perception; learning and memory; nature of consumer attitudes; consumer attitude formation and change.

(16 hours)

Unit-3: Environmental Determinants of Consumer Behaviour

Family influences; the influence of culture; subculture and cross cultural influences; group dynamics and consumer reference groups; social class and consumer behavior.

(12 hours)

Unit-4: Consumer's Decision Making Process

Problem recognition; search and evaluation; purchase process; post purchase behavior; personal influence and opinion leadership process; diffusion of innovations; models of consumer behavior; researching consumer behavior; consumer research process.

(12 hours)

Unit-5: Consumer Satisfaction and Consumerism

Concept of consumer satisfaction; working towards enhancing consumer satisfaction; sources of consumer dissatisfaction; dealing with consumer complaint, concept of consumerism in India; The Indian consumer; reasons for growth of consumerism in India
Consumer protection ACT 1986

(12 hours)

Skill Development Activities:

- 1) Conduct informal interview of a local retail store and determine what demographic and socio economic segments the store appears to satisfy. How did the owner select this segment segments?



**Fifth Semester BBM
Elective Paper-II
MARKETING GROUP**

BM 507: ADVERTISING AND MEDIA MANAGEMENT

Objective: To acquaint students with the theory and practice of advertising as well as media management.

Pedagogy: Class room lectures, Seminar, Group discussion.

Teaching hour per week = 4 hours.

Maximum Marks = 100.

Exam Duration = 3 hours.

Unit-1: Basic Concept

Meaning – Definition – Importance – objectives – Functions of Advertising. Advertising as a tool marketing, Economic, Social and ethical aspects of advertising. Role of advertising in product life cycle
(14 hours)

Unit-2: Advertising and Campaign Planning

Marketing strategy and situation analysis; Advertising plan, DAGMAR approach advertising strategy advertising campaign – Advertising planning process.
(10 hours)

Unit-3: Message Design and Development

Creative approaches Art of copy writing – Advertising layout - Advertising copy testing – advertising appeal, different types of advertising appeal, advertising theme.
(12 hours)

Unit-4: Advertising Media Management

Role of Media – types of Media – Non media advertising – Media planning and Scheduling- advertising on Internet- media selection decision and Scheduling
(14 hours)

Unit-5: Advertising Effectiveness and Budget

Methods of measuring advertising effectiveness – Advertising agency - factors influencing agency selection - functions of ad-agency - Advertising regulation; advertising budget process and factors influencing in Ad budget.
(14 hours)

Skill Development Activities:

- 1) Define the advertising goals, measure advertising result (DAGMAR) for a cosmetic products
- 2) Sketch out ad copy for home loan product.
- 3) Sketch the competitive position for the development of an advertising plan for airlines.
- 4) List out top ten advertising agency in India, Asia and world.
- 5) prepare a advertising budget and factors influencing on advertising budget.

Books for References:

- 1) Sontakki – Advertising
- 2) Mahendra Mohan - Advertising Management – cases of theory, Tata McGraw
- 3) Wells – Advertising
- 4) Jefkins & Yadin – Advertising
- 5) Rajeev Batra Et. Al Advertising Management – PHI Edition, New Delhi.



**Sixth Semester BBM
Elective Paper-III
MARKETING GROUP**

BM605: SALES AND DISTRIBUTION MANAGEMENT

Objective: To acquaint the students with the theory and practice of sales and distribution management of firms sales operations.

Pedagogy: Class room lecturers, Seminar, Group discussion.

Teaching hour per week = 4 hours.

Maximum Marks = 100.

Exam Duration = 3 hours.

Unit-1: Selling Concept

Concept of selling, objectives, Functions of Sales management, Fundamental of selling process, Salesmanship, Product and Consumer knowledge. (15)

Unit-2: Sales Planning

Importance and types of sales planning – sales planning process, sales forecasting, determining sales territories sales quota and sales budget. (12)

Unit-3: Sales Organization

Setting up a sales organization – Planning process, Principles of determining sales organization – forms of sales organization (12)

Unit-4: Sales Force Management

Estimating manpower requirement for sales department – planning for manpower requirement and selection, training and development – placement and induction – motivating sales compensation and promotion policies. (12)

Unit-5: Distribution Management

Concept of distribution, channels of distribution – Importance of retailing and wholesaling of retaining wholesaling franchise and dealership organized retail outlets in India. (14)

Skill Development Activities:

- 1) Visit any two organized retail outlets and prepare layout planning.
- 2) List out top ten organized retailers in India, Asia and world.
- 3) Sketch out the plan for location layout and budget starting of retail outlet.
- 4) Meet any five sales executive and list out the quantities required for a sales executive. (12)

Books for References:

- 1) Berman, Barry and Joel Evans : Retail Management, Prentice Hall, New Delhi
- 2) Dalrymple D.J And W.J Cron : Sales Management –John Wiley New York
- 3) Lancaster G - Selling and Sales Management, Macmillan New Delhi
- 4) Sales and Distribution Management, Icfai University press, Hyderabad
- 5) Gupta Vaswar Das – Sales Management, Prentice Hall, Delhi



Sixth Semester BBM
Elective Paper-IV
MARKETING GROUP

BM606: RETAIL MANAGEMENT

Objective: To expose students to acquire skills in retail management

Pedagogy: Class room lectures, Seminar, Group discussion.

Teaching hour per week = 4 hours.

Maximum Marks = 100.

Exam Duration = 3 hours.

Unit-1: Introduction To Retailing

Definition – Functions of retailing –Types of retailing Forms of retailing Based on Ownership, Retail theories wheel of retailing – Retail Life Cycle, Retailing in India – Influencing factors- Present Indian Scenario, Retailing from the International Perspective. (12 hours)

Unit-2: Consumer Behaviour in Retail Context

Buying Decision Process and its Implication on Retailing – Influence of Group and Individual factors. Customer Shopping Behaviour Customer service Satisfaction, Retail Planning Process Factors to consider – Preparing a complete Business Plan Implementation –Risk –Analysis. (10 hours)

Unit-3: Retail Operations

Choice of store location –Influencing factors market area analysis – Trade area analysis – Rating plan method – Site evaluation. Retail operations, store layout and visual merchandising store designing space – planning. Retail operations. Inventory management Merchandise management Category management. (12 hours)

Unit-4: Retail Marketing Mix

Retail marketing mix an introduction. Retail marketing mix; product – decisions related to selections of goods (merchandise management revisited) decisions related to delivery of service. Retail marketing mix- pricing – influencing factors approaches to pricing. Price sensitivity, value pricing – markdown pricing. Retail marketing mix; place supply channel – SCM principles – retail logistics computerized replenishment system – corporate replenishment policies. Retail marketing mix- Promotion setting objectives communication effects promotional mix, Human resource management in retailing Manpower planning. Recruitment and Training compensation performance appraisal. (18 hours)

Unit-5: Impact of it in Retailing

Non store retailing. The 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. Ethical issues in retailing. (12 hours)

Skill Development Activities:

1. Prepare a report of Un-organized retailers and there nature of operation in your locality.
2. Explore and report scanning methodologies used to know the status of inventory by category.
3. List in detail the assortment of any one organized reailer.

Books for reference:

- 1) Barry Bermans and Joel Evams, " Retail Management – A strategic Approach", 8th editin PHI private limited, New Delhi 2002
- 2) A.J Lamba, "The Art of Retailing" 1st edition, Tata Mc Graw Hill, New Delhi, 2003
- 3) Retailing Management by Swapana Pradhan, 2/e 2007 & 2008. TMH
- 4) Integrated Retail Management By James r. Ogden & Denise T Ogden, 2007
- 5) Bizantra, Retail Management Levy and Weitz TMH 5th edition 2002
- 6) Retail Management by Rosemary Varley, Mohammed Rafiq
- 7) Retail Management by Chetan Bajaj – Oxord publication-
- 8) Retail Management by Uniyal and Sinha –Oxford publication.



Phone : 8147053085

PES Institute of Advanced Management Studies

(Affiliated to Kuvempu University, Recognized by Govt. of Karnataka)

Website : pestrust.edu.in/pesiams

N H-206, Sagar Road, Shivamogga - 577 204 (Karnataka)

Department of B.Com


**List of B.Com students who have opted Specialization Stream
For the academic year 2016-17**


Sl. No.	Reg. No.	Name of the students	Specialization Stream
1	C1411501	Aanam Amreen	Quantitative Techniques
2	C1411502	Abdul Qadir .	Quantitative Techniques
3	C1411503	Abdul Wahab	Quantitative Techniques
4	C1411504	Abhijith S	Quantitative Techniques
5	C1411505	Adarsh M	Quantitative Techniques
6	C1411506	Adesh V.S. Nair	Quantitative Techniques
7	C1411507	Akshay D Kothari	Quantitative Techniques
8	C1411508	Alisha Akther	Quantitative Techniques
9	C1411509	Alisha Jain	Quantitative Techniques
10	C1411511	Ankush Jain A	Quantitative Techniques
11	C1411512	Arun Kumar K.G	Quantitative Techniques
12	C1411513	Ashish S Rao	Quantitative Techniques
13	C1411514	Bhagyalakshmi C R .	Quantitative Techniques
14	C1411515	Bhoomika J Jain	Quantitative Techniques
15	C1411516	Chaithanya S	Quantitative Techniques
16	C1411517	Chaithra K.M	Quantitative Techniques
17	C1411518	Chaitra G	Quantitative Techniques
18	C1411519	Chaitra .H	Quantitative Techniques
19	C1411520	Chandrika S Jain .	Quantitative Techniques
20	C1411521	Darshan Shah	Quantitative Techniques
21	C1411522	Fathima Khathun H	Quantitative Techniques
22	C1411523	Gourav R Jain .	Quantitative Techniques
23	C1411524	Jatin Bharath Mulani	Quantitative Techniques
24	C1411525	Karan L .	Quantitative Techniques



25	C1411526	Karthik Jain P	Quantitative Techniques
26	C1411528	Krutika A Khatri	Quantitative Techniques
27	C1411529	Lekhana S Jain	Quantitative Techniques
28	C1411530	Madan Mudler M .	Quantitative Techniques
29	C1411531	Madhu V .	Quantitative Techniques
30	C1411534	Mayur T.R	Quantitative Techniques
31	C1411536	Megha C K	Quantitative Techniques
32	C1411537	Meghana C	Quantitative Techniques
33	C1411538	Mohammed Aftab	Quantitative Techniques
34	C1411539	Monica Dias	Quantitative Techniques
35	C1411540	Muzamil Pasha	Quantitative Techniques
36	C1411541	Neha J Jain	Quantitative Techniques
37	C1411542	Nikhil N Jain .	Quantitative Techniques
38	C1411544	Nithin S Patil .	Quantitative Techniques
39	C1411545	Payal S Jain	Quantitative Techniques
40	C1411546	Pooja G .	Quantitative Techniques
41	C1411548	Pranay M Jain	Quantitative Techniques
42	C1411549	Praveen R	Quantitative Techniques
43	C1411551	Pruthvi Raj D.J	Quantitative Techniques
44	C1411552	Rakshitha Kawad	Quantitative Techniques
45	C1411553	Ramyashree P	Quantitative Techniques
46	C1411555	Ruchika V Jain	Quantitative Techniques
47	C1411557	Santhoshkumar S	Quantitative Techniques
48	C1411558	Sharath U	Quantitative Techniques
49	C1411559	Sharathkumar H.S .	Quantitative Techniques
50	C1411560	Sheethal R Patel	Quantitative Techniques
51	C1411561	Shreyans H	Quantitative Techniques
52	C1411562	Shreyas S	Quantitative Techniques
53	C1411563	Shrilakshmi B G	Quantitative Techniques
54	C1411564	Shwetha S Gulgule	Quantitative Techniques
55	C1411565	Simran Shaikh	Quantitative Techniques
56	C1411566	Sindhu A.N	Quantitative Techniques
57	C1411567	Sonali Kawad R	Quantitative Techniques
58	C1411568	Sonam S Jain	Quantitative Techniques
59	C1411569	Sowmya A.S	Quantitative Techniques

60	C1411570	Spoorthi C.N	Quantitative Techniques
61	C1411571	Sufiya Samreen Noor .S	Quantitative Techniques
62	C1411572	Sujay M .	Quantitative Techniques
63	C1411573	Sumanth P .	Quantitative Techniques
64	C1411574	Supritha K.R	Quantitative Techniques
65	C1411575	Sushmitha B Siyol	Quantitative Techniques
66	C1411576	Syeda Mudassira	Quantitative Techniques
67	C1411578	Tejal	Quantitative Techniques
68	C1411579	Usama Bin Aqeel .	Quantitative Techniques
69	C1411580	Vachana I Besur .	Quantitative Techniques
70	C1411581	Vandana Jain V .	Quantitative Techniques
71	C1411583	Vasanth Kumara L	Quantitative Techniques
72	C1411584	Vinay B.N .	Quantitative Techniques
73	C1411585	Vivek N .	Quantitative Techniques
74	C1413614	Parimala T N	Quantitative Techniques
75	C1413624	Sindhu K	Quantitative Techniques
76	C1411206	Anusha J	Quantitative Techniques


 Head of the Department
 Department of Commerce & Management
 HOD
 PES Institute of Advanced Management Studies
 NH 206, Sagar Road
 SHIVAMOGGA-577 204.


 Principal
 Principal 31/04/2016
 PES Institute of Advanced Management Studies
 NH 206, Sagar Road
 SHIVAMOGGA-577 204.

The following is the List of B.Com Specialization Streams

Specialization Stream – A: Accounting

Course – I (Fifth Semester)	507A1: Accounting Standards – I
Course – II (Sixth Semester)	607A2: Accounting Standards – II

Specialization Stream – B: Marketing Management

Course – I (Fifth Semester)	507B1: Marketing Management
Course – II (Sixth Semester)	607B2: Consumer Behaviour

Specialization Stream – C: Financial Management

Course – I (Fifth Semester)	507C1: Advanced Financial Management
Course – II (Sixth Semester)	607C2: Security Analysis and Portfolio Management

Specialization Stream – D: Banking and Insurance

Course – I (Fifth Semester)	507D1: Accounting Standards – I
Course – II (Sixth Semester)	607D2: Accounting Standards – II

Specialization Stream – E: Business Taxation

Course – I (Fifth Semester)	507E1: Business Taxation – I
Course – II (Sixth Semester)	607E2: Indirect Taxation – II

Specialization Stream – F: E-Commerce

Course – I (Fifth Semester)	507F1: E-Commerce – I
Course – II (Sixth Semester)	607F2: E -Commerce -II

Specialization Stream – G: Quantitative Techniques

Course – I (Fifth Semester)	507G1: Quantitative Techniques – I
Course – II (Sixth Semester)	607G2: Quantitative Techniques - II

Kuvempu University, Jnana Sahyadri, Shankaraghatta 577 451

B.Com - VI Semester

Specialization Stream - G: Quantitative Techniques

Course - 607G2: Quantitative Techniques - II

- **Course Objectives:** To enable the students to understand and apply mathematical and statistical techniques to practical business problems
- **Pedagogy:** Combination of class room lectures, case analysis, exercises, group discussion, and field work.

Teaching Hours per Week: 4 Maximum Marks: 100 Examination Duration: 3 hours

Course Inputs

- **Unit-1: Theory of Games** (10 hours): Two-person zero-sum Game, Properties of a Competitive Game, Value of the Game, Finding Optimal Strategy by Maximin-Minimax Principle, Principle of Dominance and When Mixed Strategy is Given (Games without Saddle Point (2×2) Matrix only - Formula Method).
- **Unit -2: Assignment Problems** (12 hours): Hungarian Method, Types of Solving Assignment Problems when equal number of Rows and Columns are given by Minimization and Maximization Methods; When Unbalanced Assignment Problem is given, Restrictions on Assignment (when missing values are given); and Salesmen Problems.
- **Unit -3: Transportation Problems** (14 hours): Find IBFS by North West Corner Method, Least Cost Method and Vogel's Approximation Method; Test for Optimality by Stepping Stone Method, and IBFS in Unbalanced Transportation Problems.
- **Unit -4: Decision Theory and Analysis** (12 hours): Decision Making under Uncertainty, Decision Tree Analysis - Advantages, and Simple Problems.
- **Unit -5: Simulation** (10 hours): Definition, Reasons, Methodology Point-wise, Advantages, Drawbacks, Applications, Stochastic Simulation, Simulation of Inventory Problems, Simulation of Queuing Problems, and Capital Budgeting.
- **Unit -6: Project Management** (6 hours): Introduction, Network Analysis, Methodology of PERT/CPM Networks (point-wise), Basic Concepts of Network Analysis, Applications of Network Models, Time Estimation in Vertical Path Analysis, distinction between PERT And CPM, Simple Problems, Network Diagram, Finding Critical Path and Time Estimation.

Recommended Books for Reference

01. Operations Research, Kanti Swarup, P. K Gupta Man Mohan
02. Quantitative Techniques, V. K. Kapoor
03. Business Mathematics, Sanchethi Kapoor
04. Business Mathematics, S. P. Gupta
05. Mathematics for Cost Accountants, R. Gupta
06. Business Mathematics: Madappa Sridhara Rao
07. Business Mathematics: Dorairaj, S. N
08. Business Mathematics: B. H. Suresh
09. Business Mathematics: Sanchethi Agarwal
10. Business Mathematics: Agarwal
11. Business Mathematics: Oak and other (Himalaya Publishing House)

Kuvempu University, Jnana Sahyadri, Shankaraghatta 577 451

B.Com – V Semester

Specialization Stream - G: Quantitative Techniques

Course – 507G1: Quantitative Techniques - I

- **Course Objectives:** To enable the students to understand and apply mathematical and statistical techniques to practical business problems
- **Pedagogy:** Combination of class room lectures, case analysis, exercises, group discussion, and field work.

Teaching Hours per Week: 4

Maximum Marks: 100

Examination Duration: 3 hours

Course Input

- **Unit-1: Arithmetic and Geometric Progression** (8 hours): Identify of series as AP and GP; Finding the n^{th} term of AP and GP; Finding number of AP and GP upto n^{th} terms; Finding arithmetic mean and geometric mean, Inserting arithmetic means and geometric means in between the given terms, and applications.
- **Unit-2: Matrices and Determinants** (14 hours): Definition of Matrix and Examples, Types of Matrixes, Matrices Addition, Subtraction, Scalar Multiplication and Matrix Multiplication, Transpose of a Matrix and Inverse of the Matrix, Applications, Definition of Determinates - To Find the Determinant of a Square Matrix, Solving the Simultaneous Equations using Cromer's Rule Applications (Matrix Method).
- **Unit -3: Differential Calculus** (12 hours): Variables - Definitions and Examples, Constants – Definitions and Examples, Functions (different Types), Limits of Different Functions, Differentiation of Linear Function, Finding Maxima and Minima (extreme Values), Applications such as Marginal Cost, Marginal Revenue, and Average Cost.
- **Unit -4: Linear Programming** (14 hours): Definition of LPP; Objective Function, Decision Variables, Feasible Solution, Optimal Solution, Formulation of LPP and Solution by Graphic Method and Simplex Method (two variables only).
- **Unit -5: Theory of Probability** (10 hours): Random Experiment, Sample Space (one, two and three coins, One and Two Dice, Pack of Cards), Event, Compliment of an Event, Sub-event, Union of Events, Intersection of Events, Equally Likely Events, Mutually Exclusive Events and Exhaustive Events(only Definition and Examples), Definition of a Probability (Mathematical),and Simple Problems - Problems on Addition Theorem, Multiplication Theorem; To find Mean, Variance and Standard Deviation.
- **Unit -6: Distribution (PMF)** Examples, Normal Curve, Properties, and Simple Problems.

Recommended Books for Reference

01. Commercial Arithmetic: Iyer, Bari (Sultan Chand and Sons)
02. Business Mathematics: D. C. Sancheti and V. K. Kapoor (Sultan Chand and Sons)
03. Business Mathematics: S. M. Shukla (Sahitya Bhavan Publications)
04. Business Mathematics: Dorairaj, S, N (United Publishers)
05. Business Mathematics: S. P. Gupta
06. Business Mathematics: B. H. Suresh
07. Business Mathematics: Sanchethi Agarwal
08. Business Mathematics: R. Gupta



ಪಿಇಎಮ್ ಇನ್‌ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸ್‌ಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್

(ಇಂದು ದಿವ್ಯವಿಜಯ ಸಂಸ್ಥಾನದ ಅಧೀನದಲ್ಲಿರುವ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಅಧಿಕೃತ ಅಂಗವಿದೆ)

ಎನ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ - 577 204 (ಕರ್ನಾಟಕ)

Phone : 8147053085

PES Institute of Advanced Management Studies

(Affiliated to Kuvempu University, Recognized by Govt. of Karnataka)

Website : pestrust.edu.in/pesiams

N H-206, Sagar Road, Shivamogga - 577 204 (Karnataka)



Date 29th April 2015

Circular

All the Faculty members of P G Department of Commerce are hereby informed to attend the meeting on 30th April 2015 at 12.30 P M in the Chamber of Coordinator.

Agenda:

1. Decision about the offering specialization to the students who take admission for P G Course in Commerce for the academic year 2015-16.

Sl. No	Name of the Faculty	Signature
1	Mrs. Vinaya Arasu	
2	Mr. G. P. Nagesh	
3	Mr. Rakesh D Souza	
4	Ms. Sandhya Kumari	

Coordinator

Co-ordinator
P.G. Department of Commerce
PES Institute of Advanced Management Studies
NH-206, Sagar Road, SHIVAMOGGA-577 204.

Principal

29/4/2015

PES Institute of Advanced Management Studies
NH 206, Sagar Road
SHIVAMOGGA-577 204.



Date:30.04.2015

Minutes of the Meeting

A meeting was convened in the Coordinator’s Cabin on 30th April 2015 to discuss about the specialization to be offered to M.Com students who take admission for the Academic Year 2015-16.

The faculty members present in the meeting discussed different specialization streams available as per the guidelines of Kuvempu university and weighted the pros and cons of offering each specialization and which would be more beneficial to students.

Stream – A : Accounting and Taxation

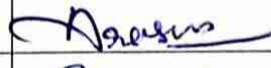

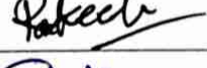
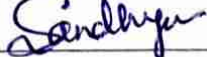
Stream – B : Accounting and Finance

Stream – C : Banking and Insurance

Stream – D : Banking and Finance

Stream – E : Marketing Management and Human Resource Management

The faculty members also discussed about the current corporate trend and demand for Accounting and Finance specialized candidates to meet their requirements. It is also viewed that Accounts and Finance related concepts are very much required to pursue their career in any field where their skills are required. Based on the the opinion of the faculty members present in the meeting it has been decided to give Accounting and Finance Specialization Stream for the ensuing batch.

Sl. No	Name of the Faculty	Signature
1	Mrs. Vinaya Arasu	
2	Mr. G. P. Nagesh	
3	Mr. Rakesh D Souza	
4	Ms. Sandhya Kumari	


Coordinator


Principal 30/04/15
Principal

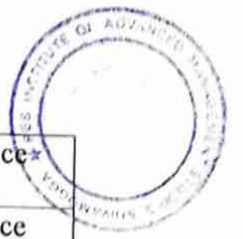


PG Department of Commerce

**List of M.Com students who have opted Soft Core Stream
For the academic year 2015-16**

Sl. No.	Reg. No.	Name of the students	Soft Core Stream-B
1	PC151201	Anitha M.P	Accounting and Finance
2	PC151202	Anusha N C	Accounting and Finance
3	PC151203	Anusha S	Accounting and Finance
4	PC151204	Bharath Kumar G	Accounting and Finance
5	PC151205	Bhavana P	Accounting and Finance
6	PC151206	Chaithra S.D	Accounting and Finance
7	PC151207	Chethan S	Accounting and Finance
8	PC151208	Dadapeer A	Accounting and Finance
9	PC151209	Divya V G	Accounting and Finance
10	PC151210	Farhana F	Accounting and Finance
11	PC151211	Keshava Naik	Accounting and Finance
12	PC151212	Mallojirao M R	Accounting and Finance
13	PC151213	Manjunatha M S	Accounting and Finance
14	PC151214	Meenaz Afshan	Accounting and Finance
15	PC151215	Megha G.M	Accounting and Finance
16	PC151216	Meghana M.R	Accounting and Finance
17	PC151217	Nancy Fernandes	Accounting and Finance

18	PC151218	Padmashree N Mirashi	Accounting and Finance
19	PC151219	Pranutha D	Accounting and Finance
20	PC151220	Radha A R	Accounting and Finance
21	PC151221	Rakesh N	Accounting and Finance
22	PC151222	Ranjitha P	Accounting and Finance
23	PC151223	Roopa M	Accounting and Finance
24	PC151224	Sachin Hegade	Accounting and Finance
25	PC151225	Shylaja M	Accounting and Finance
26	PC151226	Sowmya R	Accounting and Finance
27	PC151227	Sowmya S K	Accounting and Finance
28	PC151228	Suma G.M	Accounting and Finance
29	PC151229	Suma R	Accounting and Finance
30	PC151230	Veenamanjari S G	Accounting and Finance
31	PC151231	Vemana R	Accounting and Finance
32	PC151232	Vinutha S J	Accounting and Finance



Coordinator

Co-ordinator

P.G. Department of Commerce

PES Institute of Advanced Management Studies

NH-206, Sagar Road, SHIVAMOGGA-577 204.

Principal

Principal

PES Institute of Advanced Management Studies

NH 206, Sagar Road

SHIVAMOGGA-577 204.

No. 17 / 2016-17

Date: 20-05-2016

To
The Coordinator,
IQAC,
Kuvempu University,
Shankarghatta.

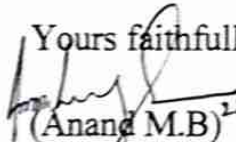
Sir,

Subject: Interdisciplinary elective paper.

I wish to inform you that III Semester M.Com students of our Institution 2015-17 batch have selected Management Skills of MBA department as an Inter disciplinary elective paper as first choice. The CD containing the list of students with register numbers has been enclosed herewith. Hence I request you to do the needful.

Thanking you,

Yours faithfully,


(Anand M.B) 20/5/2016
Coordinator

P G Department of Commerce
PES Institute of Advanced Management Studies
N H 206, Sagar Road, Shivamogga-577 204



(S.R. Nagaraja) 20/5/16

Principal

PES Institute of Advanced Management Studies
NH 206, Sagar Road
SHIVAMOGGA-577 204

Copy to:

The Chairman, BOE, Dept. of MBA, Kuvempu University, Shivamogga.

Sent by post
on 20/5/16


Phone : 08182 - 640772

08182 - 640812

08182 - 640806

Website : pestrust.edu.in/peiams

PES Institute of Advanced Management Studies

(Affiliated to Kuvempu University, Recognized by Govt. of Karnataka)

N H-206, Sagar Road, Shivamogga - 577 204 (Karnataka)



No. 16/2016-17

Date: 20-05-2016

To
The Chairman,
BOE, Dept. of MBA,
Kuvempu University,
Shivamogga.

Sir,

Subject: Interdisciplinary elective paper.

I wish to inform you that III Semester M.Com students of our Institution 2015-17 batch have selected Management Skills of MBA department as an Inter disciplinary elective paper as first choice. The CD containing the list of students with register numbers has been enclosed herewith. Hence I request you to do the needful.

Thanking you,

Yours faithfully,


Anand M.B) 16/5/16
Coordinator

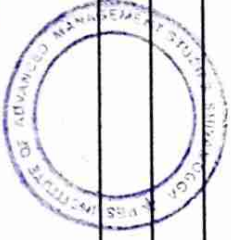
P G Department of Commerce
PES Institute of Advanced Management Studies
N H 206, Sagar Road, Shivamogga-577 2.


(S.R. Nagaraja) 20/5/16
Principal

PES Institute of Advanced Management Studies
NH 206, Sagar Road
SHIVAMOGGA-577 204

Copy to:

The Coordinator, IQAC, Kuvempu University, Shankarghatta.




KUVEMPU UNIVERSITY
Internal Quality Assurance Cell (IQAC)

Department of Commerce

Elective Paper for III Semester Students 2016-17

Sl. No	Name	Reg.No	Elective Paper				Signature of the student
			Option-I	Option-II	Option-III	Option-IV	
1	ANITHA M.P	PC151201	MBA-MS	Economics-IPF	PS-PA	MATH-ST	Anitha m.p
2	ANUSHA N C	PC151202	MBA-MS	Economics-IPF	PS-PA	MATH-ST	Anusha N o c
3	ANUSHA S	PC151203	MBA-MS	Economics-IPF	PS-PA	MATH-ST	Anusha S
4	BHARATH KUMAR G	PC151204	MBA-MS	Economics-IPF	PS-PA	MATH-ST	Bharath K
5	BHAVANA P	PC151205	MBA-MS	Economics-IPF	PS-PA	MATH-ST	—
6	CHAITHRA S.D	PC151206	MBA-MS	Economics-IPF	PS-PA	MATH-ST	Chaitra S.D
7	CHEZHAN S	PC151207	MBA-MS	Economics-IPF	PS-PA	MATH-ST	Chethan S
8	DADAPEER A	PC151208	MBA-MS	Economics-IPF	PS-PA	MATH-ST	Dadapeer A
9	DIVYA V G	PC151209	MBA-MS	Economics-IPF	PS-PA	MATH-ST	Divya v.g.
10	FARHANA F	PC151210	MBA-MS	Economics-IPF	PS-PA	MATH-ST	Farhana F

[Signature]

Sl. No	Name	Reg.No	Elective Paper				Signature of the student
			Option-I	Option-II	Option-III	Option-IV	
11	KESHAVA NAIK	PC151211	MBA-MS	Economics-IPF	PS-PA	MATH-ST	
12	MALLOJIRAO M R	PC151212	MBA-MS	Economics-IPF	PS-PA	MATH-ST	Mallojirao
13	MANJUNATHA M S	PC151213	MBA-MS	Economics-IPF	PS-PA	MATH-ST	-
14	MEEENAZ AFSHAN	PC151214	MBA-MS	Economics-IPF	PS-PA	MATH-ST	Meenaz Afskan
15	MEGHA G.M	PC151215	MBA-MS	Economics-IPF	PS-PA	MATH-ST	Megha
16	MEGHANA M.R	PC151216	MBA-MS	Economics-IPF	PS-PA	MATH-ST	Meghana
17	NANCY FERNANDES	PC151217	MBA-MS	Economics-IPF	PS-PA	MATH-ST	Nancy Fernandes
18	PADMASHREE N MIRASHI	PC151218	MBA-MS	Economics-IPF	PS-PA	MATH-ST	Pranushree N
19	PRANUTHA D	PC151219	MBA-MS	Economics-IPF	PS-PA	MATH-ST	Pranutha D
20	RADHA A R	PC151220	MBA-MS	Economics-IPF	PS-PA	MATH-ST	-
21	RAKESH N	PC151221	MBA-MS	Economics-IPF	PS-PA	MATH-ST	N. Rakesh
22	RANJITHA P	PC151222	MBA-MS	Economics-IPF	PS-PA	MATH-ST	Ranjitha P



Sl. No	Name	Reg.No	Elective Paper				Signature of the student
			Option-I	Option-II	Option-III	Option-IV	
23	ROOPA M	PC151223	MBA-MS	Economics-IPF	PS-PA	MATH-ST	<i>Roopa M</i>
24	SACHIN HEGADE	PC151224	MBA-MS	Economics-IPF	PS-PA	MATH-ST	<i>Sachin Hegade</i>
25	SHYLAJA M	PC151225	MBA-MS	Economics-IPF	PS-PA	MATH-ST	<i>Shylaja M.</i>
26	SOWMYA R	PC151226	MBA-MS	Economics-IPF	PS-PA	MATH-ST	<i>Sowmya R</i>
27	SOWMYA S K	PC151227	MBA-MS	Economics-IPF	PS-PA	MATH-ST	<i>SK</i>
28	SUMA G.M	PC151228	MBA-MS	Economics-IPF	PS-PA	MATH-ST	<i>Sume</i>
29	SUMA R	PC151229	MBA-MS	Economics-IPF	PS-PA	MATH-ST	<i>S</i>
30	VEENAMANJARI S G	PC151230	MBA-MS	Economics-IPF	PS-PA	MATH-ST	<i>-</i>
31	VEMANA R	PC151231	MBA-MS	Economics-IPF	PS-PA	MATH-ST	<i>Vemana R</i>
32	VINUTHA S J	PC151232	MBA-MS	Economics-IPF	PS-PA	MATH-ST	<i>Vinutha</i>

[Signature]
Coordinator

P G Department of Commerce
PES Institute of Advanced Management Studies
NH 206, Sagari Road, Shivamogga-577 204

[Signature]
Principal

PES Institute of Advanced Management Studies
NH 206, Sagari Road
SHIVAMOGGA-577 204



Date 02 May 2015


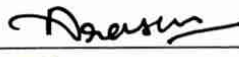

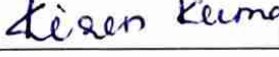


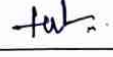

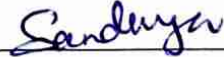


Minutes of the Meeting

A meeting was convened in the Principal chamber on 30th April 2015 to discuss about The Specialization to be offered to BBA and B.Com Students The faculty members present in the meeting discussed different specialization streams available as per the guidelines of Kuvempu University and weighted the pros and cons of offering each specialization and which would be more beneficial to them.

The Head of the Department of both BBA and B.Com and the senior faculty members informed to the Principal that all the BBA students said that they were interested to take up Marketing Specialization and all the B.Com students said that they were going to select Quantitative Techniques Specialization Stream.

Based on the opinion of the students it has been decided to allot Marketing Specialization stream for BBA Students and Quantitative Techniques Specialization Stream for B.Com Students.


Principal 2/5/2015

Sl. No	Name of the Faculty	Signature
1	Mr. Rakesh D'souza	
2	Mrs. Vinaya Arasu	
3	Mr. G. P. Nagesh	
4	Mr. Kiran Kumar C V	
5	Mr. Sudeep B	
6	Mr. Mohan D	
7	Mr. Harsha C Mat had	
8	Mr. Yogesh S. R	
9	Ms. Sandya Kumari	
10	Mr. Vinay Kumar K. S	
11	Mr. Praveen B	



Department of BBM

**List of BBM students who have opted Specialization Stream
For the academic year 2015-16**

Sl. No.	Reg. No.	Name of the students	Specialization Stream
1	BM138902	Aishwarya B S	Marketing Group
2	BM138903	Aliya Moulali Shaikh	Marketing Group
3	BM138905	Archana V	Marketing Group
4	BM138906	Bharat B	Marketing Group
5	BM138908	Darshan N G	Marketing Group
6	BM138909	Farman Jazeeb	Marketing Group
7	BM138910	Harsha S Patil	Marketing Group
8	BM138911	Ifteqar Ahmed P	Marketing Group
9	BM138915	Meha A Khatri	Marketing Group
10	BM138918	Navya K G	Marketing Group
11	BM138920	Nisha J Jain	Marketing Group
12	BM138921	Prathama Prabol	Marketing Group
13	BM138924	Sahana Naveen	Marketing Group
14	BM138926	Saleem Basha	Marketing Group
15	BM138927	Sameena	Marketing Group
16	BM138931	Shivaprasad Raju K P	Marketing Group
17	BM138932	Shivaramakrishna S P	Marketing Group
18	BM138933	Shravan Kumar K G	Marketing Group
19	BM138935	Sneha R Bafna	Marketing Group
20	BM138937	Syed Reehan Raza	Marketing Group
21	BM138940	Vikram K M	Marketing Group
22	BM138971	Mohammed Atif Sharieff	Marketing Group

Head *Debraj* Department

Department **HOD** Commerce & Management
PES Institute of Advanced Management Studies

NH 206, Sagar Road
SHIVAMOGGA-577 204.

Principal
Principal

PES Institute of Advanced Management Studies

NH 206, Sagar Road
SHIVAMOGGA-577 204.



The following is the List of BBA Specialization Streams

FINANCE GROUP

Elective Paper – I (Fifth Semester)	BM506 Advanced Financial Management
Elective Paper – II (Fifth Semester)	BM507 Corporate Financial Policy
Elective Paper – III (Sixth Semester)	BM605 Investment and Portfolio Management
Elective Paper – IV (Sixth Semester)	BM606 Commodity Market(Theory only)

MARKETING GROUP

Elective Paper – I (Fifth Semester)	BM506 Consumer Behaviour
Elective Paper – II (Fifth Semester)	BM507 Advertising and Media Management
Elective Paper – III (Sixth Semester)	BM605 Sales and Distribution Management
Elective Paper – IV (Sixth Semester)	BM606 Retail Management

HUMAN RESOURCE GROUP

Elective Paper – I (Fifth Semester)	BM506 Employee Welfare and Social Security
Elective Paper – II (Fifth Semester)	BM507 Strategic Human Resource Management
Elective Paper – III (Sixth Semester)	BM605 Industrial Relations
Elective Paper – IV (Sixth Semester)	BM606 Compensation Management



Fifth Semester BBM
Elective Paper-I
MARKETING GROUP

BM 506: CONSUMER BEHAVIOUR

Objective: To develop an understanding about the consumer decision making process and its applications in present market.

Pedagogy: Class room lecturers, Seminar, Group discussion.

Teaching hour per week = 4 hours.

Maximum Marks = 100.

Exam Duration = 3 hours.

Unit-1: Introduction

Introduction to consumer Behaviour - A managerial and consumer perspective. Why to study consumer Behaviour? Applications of consumer behavior knowledge; current trends in consumer behavior, market segmentation and consumer behavior.

(12 hours)

Unit-2: Individual Determinants of Consumer Behaviour

Consumer needs and motivation; personality and self concept; consumer perception; learning and memory; nature of consumer attitudes; consumer attitude formation and change.

(16 hours)

Unit-3: Environmental Determinants of Consumer Behaviour

Family influences; the influence of culture; subculture and cross cultural influences; group dynamics and consumer reference groups; social class and consumer behavior.

(12 hours)

Unit-4: Consumer's Decision Making Process

Problem recognition; search and evaluation; purchase process; post purchase behavior; personal influence and opinion leadership process; diffusion of innovations; models of consumer behavior; researching consumer behavior; consumer research process.

(12 hours)

Unit-5: Consumer Satisfaction and Consumerism

Concept of consumer satisfaction; working towards enhancing consumer satisfaction; sources of consumer dissatisfaction; dealing with consumer complaint, concept of consumerism consumerism in India; The Indian consumer; reasons for growth of consumerism in India
Consumer protection ACT 1986

(12 hours)

Skill Development Activities:

- 1) Conduct informal interview of a local retail store and determine what demographic and soci economic segments the store appears to satisfy. How did the owner select this segment segments?



Fifth Semester BBM
Elective Paper-II
MARKETING GROUP

BM 507: ADVERTISING AND MEDIA MANAGEMENT

Objective: To acquaint students with the theory and practice of advertising as well as media management

Pedagogy: Class room lectures, Seminar, Group discussion.

Teaching hour per week = 4 hours.

Maximum Marks = 100.

Exam Duration = 3 hours.

Unit-1: Basic Concept

Meaning – Definition – Importance – objectives – Functions of Advertising. Advertising as a tool marketing, Economic, Social and ethical aspects of advertising. Role of advertising in product life cycle
(14 hours)

Unit-2: Advertising and Campaign Planning

Marketing strategy and situation analysis; Advertising plan, DAGMAR approach advertising strategy advertising campaign – Advertising planning process.
(10 hours)

Unit-3: Message Design and Development

Creative approaches Art of copy writing – Advertising layout - Advertising copy testing – advertising appeal, different types of advertising appeal, advertising theme.
(12 hours)

Unit-4: Advertising Media Management

Role of Media – types of Media – Non media advertising – Media planning and Scheduling- advertising on Internet- media selection decision and Scheduling
(14 hours)

Unit-5: Advertising Effectiveness and Budget

Methods of measuring advertising effectiveness – Advertising agency - factors influencing agency selection - functions of ad-agency - Advertising regulation, advertising budget process and factors influencing in Ad budget.
(14 hours)

Skill Development Activities:

- 1) Define the advertising goals, measure advertising result (DAGMAR) for a cosmetic products
- 2) Sketch out ad copy for home loan product.
- 3) Sketch the competitive position for the development of an advertising plan for airlines.
- 4) List out top ten advertising agency in India, Asia and world.
- 5) prepare a advertising budget and factors influencing on advertising budget.

Books for References:

- 1) Sontakki – Advertising
- 2) Mahendra Moban - Advertising Management – cases of theory, Tata McGraw
- 3) Wells – Advertising
- 4) Jenkins & Yadav – Advertising
- 5) Rajeev Batra Et. Al Advertising Management – PHI Edition, New Delhi.



Fifth Semester BBM
Elective Paper-I
MARKETING GROUP

BM 506: CONSUMER BEHAVIOUR

Objective: To develop an understanding about the *consumer decision making process* and its applications in present market.

Pedagogy: Class room lectures, Seminar, Group discussion.

Teaching hour per week = 4 hours.

Maximum Marks = 100.

Exam Duration = 3 hours.

Unit-1: Introduction

Introduction to consumer Behaviour - A managerial and consumer perspective. Why to study consumer Behaviour? Applications of consumer behavior knowledge; current trends in consumer behavior, market segmentation and consumer behavior.

(12 hours)

Unit-2: Individual Determinants of Consumer Behaviour

Consumer needs and motivation; personality and self concept; consumer perception; learning and memory; nature of consumer attitudes; consumer attitude formation and change.

(16 hours)

Unit-3: Environmental Determinants of Consumer Behaviour

Family influences; the influence of culture; subculture and cross cultural influences; group dynamics and consumer reference groups; social class and consumer behavior.

(12 hours)

Unit-4: Consumer's Decision Making Process

Problem recognition; search and evaluation; purchase process; post purchase behavior; personal influence and opinion leadership process; diffusion of innovations; models of consumer behavior; researching consumer behavior; consumer research process.

(12 hours)


Unit-5: Consumer Satisfaction and Consumerism

Concept of consumer satisfaction; working towards enhancing consumer satisfaction; sources of consumer dissatisfaction; dealing with consumer complaint, concept of consumerism in India; The Indian consumer; reasons for growth of consumerism in India
Consumer protection ACT 1986

(12 hours)

Skill Development Activities:

- 1) Conduct informal interview of a local retail store and determine what demographic and soci economic segments the store appears to satisfy. How did the owner select this segment segments?



**Sixth Semester BBM
Elective Paper-III
MARKETING GROUP**

BM605: SALES AND DISTRIBUTION MANAGEMENT

Objective: To acquaint the students with the theory and practice of sales and distribution management of firms sales operations.

Pedagogy: Class room lectures, Seminar, Group discussion.

Teaching hour per week = 4 hours.

Maximum Marks = 100.

Exam Duration = 3 hours.

Unit-1: Selling Concept

Concept of selling, objectives, Functions of Sales management, Fundamental of selling process, Salesmanship, Product and Consumer knowledge.

(15)

Unit-2: Sales Planning

Importance and types of sales planning – sales planning process, sales forecasting, determining sales territories sales quota and sales budget.

(12)

Unit-3: Sales Organization

Setting up a sales organization – Planning process, Principles of determining sales organization – forms of sales organization

(12)

Unit-4: Sales Force Management

Estimating manpower requirement for sales department – planning for man power requirement and selection, training and development – placement and induction – motivating sales compensation and promotion policies.

(14)

Unit-5: Distribution Management

Concept of distribution, channels of distribution – Importance of retailing and wholesaling of retaining wholesaling franchise and dealership organized retail outlets in India.

(12)

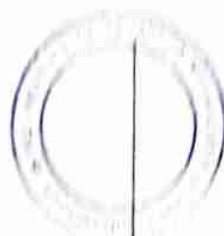
Skill Development Activities:

- 1) Visit any two organized retail outlets and prepare layout planning.
- 2) List out top ten organized retailers in India, Asia and world.
- 3) Sketch out the plan for location layout and budget starting of retail outlet.
- 4) Meet any five sales executive and list out the quantities required for a sales executive.

Books for References:

- 1) Berman , Barry and Joel Evans : Retail Management, Prentice Hall , New Delhi
- 2) Dalymple D.J And W.J Cron : Sales Management –John Wiley New York
- 3) Lancaster G - Selling and Sales Management, Macemihjan New Delhi
- 4) Sales and Distribution Management, Icfai University press, Hyderabad
- 5) Gupta Vaswar Das – Sales Management, Prentice Hall, Delhi

Sixth Semester BBM
Elective Paper-IV
MARKETING GROUP



BM606: RETAIL MANAGEMENT

Objective: To expose students to acquire skills in retail management

Pedagogy: Class room lectures, Seminar, Group discussion

Teaching hour per week = 4 hours.

Maximum Marks = 100.

Exam Duration = 3 hours.

Unit-1: Introduction To Retailing

Definition - Functions of retailing - Types of retailing - Forms of retailing Based on Ownership, Retail theories wheel of retailing - Retail Life Cycle, Retailing in India - Influencing factors Present Indian Scenario, Retailing from the International Perspective. (12 hours)

Unit-2: Consumer Behaviour in Retail Context

Buying Decision Process and its Implication on Retailing - Influence of Group and Individual factors, Customer Shopping Behaviour Customer service Satisfaction, Retail Planning Process Factors to consider - Preparing a complete Business Plan Implementation - Risk Analysis. (10 hours)

Unit-3: Retail Operations

Choice of store location - Influencing factors market area analysis - Trade area analysis - Retailing plan method - Site evaluation, Retail operations, store layout and visual merchandising store designing space planning, Retail operations, Inventory management Merchandising management Category management. (12 hours)

Unit-4: Retail Marketing Mix

Retail marketing mix an introduction, Retail marketing mix, product - decisions related to selection of goods (merchandise management revisited) decisions related to delivery of service, Retail marketing mix, pricing - influencing factors approaches to pricing, Price sensitivity, value pricing - markdown pricing, Retail marketing mix, place supply channel - SCM principles - retail logistics computerized replenishment system - corporate replenishment policies, Retail marketing mix, Promotion setting objectives communication effects promotional mix, Human resource management in retailing Manpower planning, Recruitment and Training compensation performance appraisal. (18 hours)

Unit-5: Impact of it in Retailing

Non store retailing, The impact of Information technology in retailing - Integrated systems and networking -EDI - Bar coding - Electronic articles surveillance - Electronic shelf labels customer database management system, Legal aspects in retailing, Social issues in retailing, Ethical issues in retailing. (12 hours)

Skill Development Activities:

1. Prepare a report of Un-organized retailers and their nature of operation in your locality.
2. Explore and report scanning methodologies used to know the status of inventory by category.
3. List in detail the assortment of any one organized retailer.

Books for reference:

- 1) Barry Berman and Joel Evans, "Retail Management - A strategic Approach", 8th edition PHI private limited, New Delhi 2002
- 2) A.J Lamba, "The Art of Retailing" 1st edition, Tata Mc Graw Hill, New Delhi, 2003
- 3) Retailing Management by Swapana Pradhan, 2/e 2007 & 2008, TMH
- 4) Integrated Retail Management By James r. Ogden & Denise T Ogden, 2007
- 5) Bizantra, Retail Management Levy and Welts TMH 5th edition 2002
- 6) Retail Management by Rosemary Varley, Mohammed Rafiq
- 7) Retail Management by Chetan Bajaj - Oxford publication.
- 8) Retail Management by Uniyal and Sinha -Oxford publication.

Department of B.Com

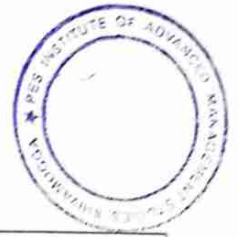
List of B.Com students who have opted Specialization Stream
For the academic year 2015-16

Sl. No.	Reg. No.	Name of the students	Specialization Stream
1	C1331802	Akshay H M	Quantitative Techniques
2	C1331803	Akshay R Jain	Quantitative Techniques
3	C1331804	Akshaykumar Nb	Quantitative Techniques
4	C1331805	Akshit Kumar M Jain	Quantitative Techniques
5	C1331806	Anthisha A	Quantitative Techniques
6	C1331807	Anushka R Shah	Quantitative Techniques
7	C1331809	Apsa Tabassum	Quantitative Techniques
8	C1331810	Bhavik M Jain	Quantitative Techniques
9	C1331811	Bi Bi Fathima	Quantitative Techniques
10	C1331812	Charansingh T	Quantitative Techniques
11	C1331814	Divya Hr	Quantitative Techniques
12	C1331816	Ganesh Rao M	Quantitative Techniques
13	C1331817	Govindaraj H K	Quantitative Techniques
14	C1331818	Gurunath V	Quantitative Techniques
15	C1331819	Harish J Jain	Quantitative Techniques
16	C1331822	Iffath Jahan	Quantitative Techniques
17	C1331824	Juggesh N	Quantitative Techniques
18	C1331825	Kavya Gr	Quantitative Techniques
19	C1331826	Komal M Jain	Quantitative Techniques
20	C1331827	Kunal A Jain	Quantitative Techniques
21	C1331828	Kushboo	Quantitative Techniques
22	C1331829	Lakshmi H	Quantitative Techniques
23	C1331830	Lekha B	Quantitative Techniques
24	C1331831	Lepana Tn	Quantitative Techniques
25	C1331832	Megha B A	Quantitative Techniques
26	C1331833	Meghana T H	Quantitative Techniques
27	C1331835	Mutthuraj K	Quantitative Techniques

28	C1331836	Nagesh Gn	Quantitative Techniques
29	C1331837	Namratha P Jain	Quantitative Techniques
30	C1331838	Neha Dath	Quantitative Techniques
31	C1331839	Nidhi Mk	Quantitative Techniques
32	C1331841	Pavan Kr	Quantitative Techniques
33	C1331842	Payal R Jain	Quantitative Techniques
34	C1331843	Prabhu S	Quantitative Techniques
35	C1331844	Prajwal P	Quantitative Techniques
36	C1331846	Prathik Ka	Quantitative Techniques
37	C1331847	Praveen R Nair	Quantitative Techniques
38	C1331849	Rahul Kochar	Quantitative Techniques
39	C1331850	Rajani Ks	Quantitative Techniques
40	C1331851	Rakesh Bt	Quantitative Techniques
41	C1331852	Rakesh Km	Quantitative Techniques
42	C1331853	Rakesh Sp	Quantitative Techniques
43	C1331854	Rashmi Km	Quantitative Techniques
44	C1331855	Renukaprasad H R	Quantitative Techniques
45	C1331856	Shankar Satish Seerwani	Quantitative Techniques
46	C1331858	Shringar S	Quantitative Techniques
47	C1331859	Shriya Mehta	Quantitative Techniques
48	C1331860	Simran A Jain	Quantitative Techniques
49	C1331861	Suman S Bohra	Quantitative Techniques
50	C1331862	Sumana N	Quantitative Techniques
51	C1331863	Swarnamaye Cs	Quantitative Techniques
52	C1331864	Syed Safwan	Quantitative Techniques
53	C1331865	Tejaswi Chatra N	Quantitative Techniques
54	C1331866	Varshasv	Quantitative Techniques
55	C1331867	Vijayakumar Nj	Quantitative Techniques
56	C1331868	Vineetha Jain	Quantitative Techniques
57	C1331869	Vipul Jain	Quantitative Techniques
58	C1331870	Yashaswini D	Quantitative Techniques
59	C1328865	Mohammed Meraj	Quantitative Techniques
60	C1331871	Shilpa Ts	Quantitative Techniques

Head of Department
 HOD
 Department of Commerce & Management
 PES Institute of Advanced Management Studies
 NH 206, Sagar Road
 SHIVAMOGGA-577 204.

Principal
 Principal
 02/05/2015
 PES Institute of Advanced Management Studies
 NH 206, Sagar Road
 SHIVAMOGGA-577 204.



The following is the List of B.Com Specialization Streams

Specialization Stream – A: Accounting

Course – I (Fifth Semester)	507A1: Accounting Standards – I
Course – II (Sixth Semester)	607A2: Accounting Standards – II

Specialization Stream – B: Marketing Management

Course – I (Fifth Semester)	507B1: Marketing Management
Course – II (Sixth Semester)	607B2: Consumer Behaviour

Specialization Stream – C: Financial Management

Course – I (Fifth Semester)	507C1: Advanced Financial Management
Course – II (Sixth Semester)	607C2: Security Analysis and Portfolio Management

Specialization Stream – D: Banking and Insurance

Course – I (Fifth Semester)	507D1: Accounting Standards – I
Course – II (Sixth Semester)	607D2: Accounting Standards – II

Specialization Stream – E: Business Taxation

Course – I (Fifth Semester)	507E1: Business Taxation – I
Course – II (Sixth Semester)	607E2: Indirect Taxation – II

Specialization Stream – F: E-Commerce

Course – I (Fifth Semester)	507F1: E-Commerce – I
Course – II (Sixth Semester)	607F2: E -Commerce -II

Specialization Stream – G: Quantitative Techniques

Course – I (Fifth Semester)	507G1: Quantitative Techniques – I
Course – II (Sixth Semester)	607G2: Quantitative Techniques - II

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B.Com – V Semester

Specialization Stream - J: Quantitative Techniques

Course – 507J1: Quantitative Techniques - I

- **Course Objectives:** To enable the students to understand and apply mathematical and statistical techniques to practical business problems.
- **Pedagogy:** Combination of Class Room Lectures, Group Discussions, Assignments and Presentation by Students.

Teaching Hours per Week: 4 hours
hours

Maximum Marks: 100

Examination Duration: 3

Course Inputs

Unit-1: Arithmetic and Geometric Progression (8 hours): Arithmetic Progression, Geometric Progression, some of nth term of Arithmetic Progression and Geometric Progression, Arithmetic Mean and Geometric Mean.

Unit -2: Matrices and Determinants Matrices (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, Inverse of a Square Matrix (excluding Matrix Method).

Unit- 3: 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).

Unit- 4: 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).

Unit -5: Theory of Probability (10 hours): Introduction, Random Experiments, Sample Space and Probability, Theory of Expectations, Random Variables, and Problems related to Probability based on Combination, Law of Probability, Events, and Compound Events.

Unit- 6: Theoretical Distribution (6 hours): Introduction, Binomial Distribution, Poisson Distribution, Normal Distribution, and Problems.

Recommended Books for Reference

- Business Mathematics, Sanchethi Kappor
- Business Mathematics, S. P. Gupta
- Mathematics for Cost Accountants, R. Gupta
- Business Mathematics: Madappa Sridhara Rao
- Business Mathematics: Dorairaj, S. N
- Business Mathematics: B. H. Suresh
- Business Mathematics: Sanchethi Aggarwal
- Business Mathematics: Aggarwal
- Business Mathematics: Oak and other (Himalaya Publishing House)

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B.Com - VI Semester

Specialization Stream - J: Quantitative Techniques

Course - 607J2: Quantitative Techniques - II

- **Course Objectives:** To enable the students to understand and apply mathematical and Statistical techniques to practical business problems.
- **Pedagogy:** Combination of Class Room Lectures, Group Discussions, Assignments and Presentation by Students.

Teaching Hours per Week: 4 hours Maximum Marks: 100 Examination Duration: 3 hours

Course Inputs

Unit -1: Games and Strategies (10 hours): Introduction to Games, Two-Person Zero-Sum Games, Some Basic Terms, The Maximin-Minimax Principle, Games without Saddle Points -Mixed.

Unit - 2: Assignment Problems (10 hours): Introduction, Mathematical Function of the Problems, Assignment Cases in Assignment Problems, A Typical Assignment Problem, The Travelling Salesman Problem.

Unit-3: 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, Test for Optimality.

Unit-4: Decision Analysis (10 hours): Introduction, Decision Making Problem, Decision Making Process, Decision Making Environment, Decision under Uncertainty, Decisions under Risk, Decision Tree Analysis.

Unit-5: 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.

Unit-6: 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.

Recommended Books for Reference

- Business Mathematics, Sanchethi Kappor
- Business Mathematics, S. P. Gupta
- Mathematics for Cost Accountants, R. Gupta
- Business Mathematics: Madappa Sridhara Rao
- Business Mathematics: Dorairaj, S. N
- Business Mathematics: B. H. Suresh
- Business Mathematics: Sanchethi Aggarwal
- Business Mathematics: Aggarwal
- Business Mathematics: Oak and other (Himalaya Publishing House)
- Kanti Swarup, P. K Gupta Man Mohan, Operations Research
- V. K. Kapoor, Quantitative Techniques.

* * * *

No. 05/2015-16

Date: 18-05-2015

To
The Coordinator,
IQAC,
Kuvempu University,
Shankarghatta.

Sir,

Subject: Interdisciplinary elective paper.

I wish to inform you that III Semester M.Com students of our Institution 2014-16 batch have selected Management Skills of MBA department as an Inter disciplinary elective paper as first choice. The CD containing the list of students with register numbers has been enclosed herewith. Hence I request you to do the needful.

Thanking you,

Yours faithfully,


(Anand M.B)

Coordinator

P.G Department of Commerce

PES Institute of Advanced Management Studies

N H 206, Sagar Road, Shivamogga-577 204

Copy to:


(S.R. Nagaraja)

Principal

PES Institute of Advanced Management Studies

NH 206, Sagar Road

SHIVAMOGGA-577 204

The Chairman, BOE, Dept. of MBA, Kuvempu University, Shivamogga.

Sent on 18/5/15
by post
☺

No. 06/2015-16

Date: 18-05-2015

To
The Chairman,
BOE, Dept. of MBA,
Kuvempu University,
Shivamogga.
Sir,

Subject: Interdisciplinary elective paper.

I wish to inform you that III Semester M.Com students of our Institution 2014-16 batch have selected Management Skills of MBA department as an Inter disciplinary elective paper as first choice. The CD containing the list of students with register numbers has been enclosed herewith. Hence I request you to do the needful.

Thanking you,

Yours faithfully,


(Anand M.B)

Coordinator

P.C Department of Commerce

PES Institute of Advanced Management Studies
N H 206, Sagar Road, Shivamogga-577 204

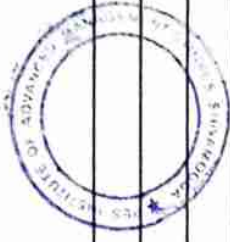
Copy to:

The Coordinator, IQAC, Kuvempu University, Shankarghatta.


(S.R. Nagaraja)

Principal

PES Institute of Advanced Management Studies
NH 206, Sagar Road
SHIVAMOGGA-577 204




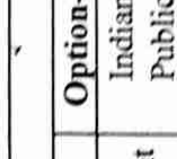

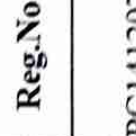


KUVEMPU UNIVERSITY
Internal Quality Assurance Cell (IQAC)

Department of Commerce



Elective Paper for 3rd Semester Students 2015-16

Sl. No	Name	Reg.No	Elective Paper				Signature of the student
			Option-I	Option-II	Option-III	Option-IV	
		-	MBA	Economics	Political Science	M.S.W	-
1	ANIL C	PC141201	Management Skills	Indian Public Finance	Public Administration	Management of Non-Governmental Organizations	<i>Anil C</i>
2	ANKUTHA A R	PC141202	Management Skills	Indian Public Finance	Public Administration	Management of Non-Governmental Organizations	<i>Ankutha</i>
3	ARPITTHA U J	PC141203	Management Skills	Indian Public Finance	Public Administration	Management of Non-Governmental Organizations	<i>Arpitha U.J</i>
4	ASHWINI S.E	PC141204	Management Skills	Indian Public Finance	Public Administration	Management of Non-Governmental Organizations	<i>Ashwini</i>
5	AVINASH V	PC141205	Management Skills	Indian Public Finance	Public Administration	Management of Non-Governmental Organizations	<i>Avinash V</i>
6	BHAVYASHREE	PC141206	Management Skills	Indian Public Finance	Public Administration	Management of Non-Governmental Organizations	<i>Bhavya</i>

Sl. No	Name	Reg.No	Elective Paper				Signature of the student
			Option-I	Option-II	Option-III	Option-IV	
7	DIVYA D KATKAR	PC141207	Management Skills	Indian Public Finance	Public Administration	Management of Non-Governmental Organizations	
8	DIVYA U	PC141208	Management Skills	Indian Public Finance	Public Administration	Management of Non-Governmental Organizations	 15/6/15
9	FATHIMA K	PC141209	Management Skills	Indian Public Finance	Public Administration	Management of Non-Governmental Organizations	—
10	GOUTHAM K S D	PC141210	Management Skills	Indian Public Finance	Public Administration	Management of Non-Governmental Organizations	
11	KAVITHA	PC141211	Management Skills	Indian Public Finance	Public Administration	Management of Non-Governmental Organizations	
12	KRUTHI K	PC141212	Management Skills	Indian Public Finance	Public Administration	Management of Non-Governmental Organizations	
13	MAMATHA P S	PC141213	Management Skills	Indian Public Finance	Public Administration	Management of Non-Governmental Organizations	
14	MAYURI S	PC141214	Management Skills	Indian Public Finance	Public Administration	Management of Non-Governmental Organizations	—



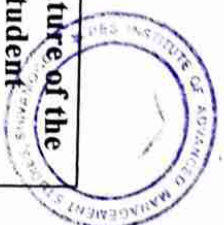
Sl. No	Name	Reg.No	Elective Paper				Signature of the student
			Option-I	Option-II	Option-III	Option-IV	
15	MEGHANA H.M	PC141215	Management Skills	Indian Public Finance	Public Administration	Management of Non-Governmental Organizations	
16	NAVYASHREE M	PC141216	Management Skills	Indian Public Finance	Public Administration	Management of Non-Governmental Organizations	Navyashree - M
17	NIKSHITHA M.K	PC141217	Management Skills	Indian Public Finance	Public Administration	Management of Non-Governmental Organizations	—
18	NIVEDITA B	PC141218	Management Skills	Indian Public Finance	Public Administration	Management of Non-Governmental Organizations	
19	PAVITHRA C	PC141219	Management Skills	Indian Public Finance	Public Administration	Management of Non-Governmental Organizations	
20	POOJA J	PC141220	Management Skills	Indian Public Finance	Public Administration	Management of Non-Governmental Organizations	—
21	POOJA U KAMATH	PC141221	Management Skills	Indian Public Finance	Public Administration	Management of Non-Governmental Organizations	
22	POONAM SIDDANNA DODDAMANI	PC141222	Management Skills	Indian Public Finance	Public Administration	Management of Non-Governmental Organizations	Poonam SID

Sl. No	Name	Reg.No	Elective Paper				Signature of the student
			Option-I	Option-II	Option-III	Option-IV	
23	PRAVEEN D.P	PC141223	Management Skills	Indian Public Finance	Public Administration	Management of Non-Governmental Organizations	
24	RADHA R	PC141224	Management Skills	Indian Public Finance	Public Administration	Management of Non-Governmental Organizations	
25	RAKESH PATEL M.P	PC141225	Management Skills	Indian Public Finance	Public Administration	Management of Non-Governmental Organizations	
26	RAMYA M SONDUR	PC141226	Management Skills	Indian Public Finance	Public Administration	Management of Non-Governmental Organizations	
27	RANJITHA R. S	PC141227	Management Skills	Indian Public Finance	Public Administration	Management of Non-Governmental Organizations	
28	RASHMI H L	PC141228	Management Skills	Indian Public Finance	Public Administration	Management of Non-Governmental Organizations	
29	SANDHYA U	PC141229	Management Skills	Indian Public Finance	Public Administration	Management of Non-Governmental Organizations	
30	SANJANA S SINDHE	PC141230	Management Skills	Indian Public Finance	Public Administration	Management of Non-Governmental Organizations	





Sl. No	Name	Reg.No	Elective Paper				Signature of the student
			Option-I	Option-II	Option-III	Option-IV	
31	SHRASWATHI C S	PC141231	Management Skills	Indian Public Finance	Public Administration	Management of Non-Governmental Organizations	Shraswathi C.S
32	SEEMA B R	PC141232	Management Skills	Indian Public Finance	Public Administration	Management of Non-Governmental Organizations	Seema B.R
33	SHALINI K B	PC141233	Management Skills	Indian Public Finance	Public Administration	Management of Non-Governmental Organizations	Shalini K.B
34	SHREYAS B	PC141234	Management Skills	Indian Public Finance	Public Administration	Management of Non-Governmental Organizations	Shreyas B
35	SHRIKANTH S R	PC141235	Management Skills	Indian Public Finance	Public Administration	Management of Non-Governmental Organizations	Shrikanth S.R
36	SHYALAJ S.D	PC141236	Management Skills	Indian Public Finance	Public Administration	Management of Non-Governmental Organizations	Shyala S.D
37	SUCHITRA DEVI PRAS	PC141237	Management Skills	Indian Public Finance	Public Administration	Management of Non-Governmental Organizations	Suchitra
38	SUSHMITHA M SHET	PC141238	Management Skills	Indian Public Finance	Public Administration	Management of Non-Governmental Organizations	Sushmitha M. Shet



Sl. No	Name	Reg.No	Elective Paper				Signature of the student
			Option-I	Option-II	Option-III	Option-IV	
39	VEENA L K	PC141239	Management Skills	Indian Public Finance	Public Administration	Management of Non-Governmental Organizations	Veena. L.K
40	VEERESH R D	PC141240	Management Skills	Indian Public Finance	Public Administration	Management of Non-Governmental Organizations	ವಿಷ್ಣು ರೆಡ್ಡಿ


18/12/2015
Coordinator

P G Department of Commerce
PES Institute of Advanced Management Studies
N H 206, Sagar Road, Shivamogga-577 204


Principal
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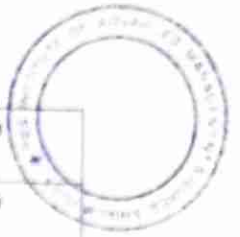


Department of BBM

**List of BBM students who have opted Specialization Stream
For the academic year 2014-15**

Sl. No.	Reg. No.	Name of the students	Specialization Stream
1	BM126901	Afsha I Y	Marketing Group
2	BM126902	Anoop V Shetty	Marketing Group
3	BM126903	Anusha Jadhav J	Marketing Group
4	BM126904	Dishanth C Chandnani	Marketing Group
5	BM126905	Gagan R	Marketing Group
6	BM126906	Jwala Alekhya	Marketing Group
7	BM126907	Keerthi B R	Marketing Group
8	BM126908	Kushboo P	Marketing Group
9	BM126909	Likith K	Marketing Group
10	BM126910	Madhu S	Marketing Group
11	BM126911	Mohammed Adil	Marketing Group
12	BM126913	Mohammed Abdulla Salim	Marketing Group
13	BM126914	Mohammed Bilal Khan	Marketing Group
14	BM126915	Mohammed Faizan	Marketing Group
15	BM126917	Nadeem Qureshi	Marketing Group
16	BM126918	Nischitha S	Marketing Group
17	BM126919	Preetham Raj S	Marketing Group
18	BM126922	Sanchi A V	Marketing Group

19	BM126923	Sankeerthana K S	Marketing Group
20	BM126924	Shashanka N	Marketing Group
21	BM126925	Shreya R	Marketing Group
22	BM126927	Srujana S P	Marketing Group
23	BM126929	Suhas	Marketing Group
24	BM126931	Vishesh V Kamath	Marketing Group
25	BM126932	Chandana R	Marketing Group
26	BM126928	Suhaib S	Marketing Group



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Department of B.Com

**List of B.Com students who have opted Specialization Stream
For the academic year 2014-15**

Sl. No.	Reg. No.	Name of the students	Specialization Stream
1	C1227101	Aamir Hassan Yousuf	Quantitative Techniques
2	C1227102	Abhishek M	Quantitative Techniques
3	C1227103	Adarsh R	Quantitative Techniques
4	C1227104	Akash P	Quantitative Techniques
5	C1227105	Ambesh Kumar I Jain	Quantitative Techniques
6	C1227106	Ashish J Jain	Quantitative Techniques
7	C1227107	Avinash J	Quantitative Techniques
8	C1227108	Ayesha Siddakha	Quantitative Techniques
9	C1227109	Farhana F	Quantitative Techniques
10	C1227110	Harshitha S	Quantitative Techniques
11	C1227111	Lakshmikanth G	Quantitative Techniques
12	C1227112	Manasa K.R	Quantitative Techniques
13	C1227113	Mayank Kumar Bafna	Quantitative Techniques
14	C1227114	Mohamed Faizal Sait	Quantitative Techniques
15	C1227115	Mohammed Nayaz Madni	Quantitative Techniques
16	C1227116	Mrudula S	Quantitative Techniques
17	C1227117	Namitha Sharma	Quantitative Techniques
18	C1227118	Naveen D Koliwad	Quantitative Techniques
19	C1227119	Naveen Kumar	Quantitative Techniques
20	C1227120	Nihal K.M	Quantitative Techniques
21	C1227121	Nikhil Kumar	Quantitative Techniques
22	C1227122	Nithyananda A.C	Quantitative Techniques
23	C1227123	Pooja Jain	Quantitative Techniques
24	C1227124	Pooja M Jain	Quantitative Techniques

25	C1227125	Pooja S	Quantitative Techniques
26	C1227126	Pooja S Jain	Quantitative Techniques
27	C1227127	Pooja S Kadam	Quantitative Techniques
28	C1227128	Prachi L Jain	Quantitative Techniques
29	C1227129	Pranitha Sajjan K.S	Quantitative Techniques
30	C1227130	Praveen K.V	Quantitative Techniques
31	C1227131	Praveen T.D	Quantitative Techniques
32	C1227132	Prem N.P	Quantitative Techniques
33	C1227133	Ranjith S	Quantitative Techniques
34	C1227135	Shashwathi B.S	Quantitative Techniques
35	C1227137	Shreyas Pandarinath Shendge	Quantitative Techniques
36	C1227138	Shwetha M Patil	Quantitative Techniques
37	C1227139	Shyam Prasad K.V	Quantitative Techniques
38	C1227140	Sushmitha A	Quantitative Techniques
39	C1227141	Varsha H.S	Quantitative Techniques
40	C1227142	Varsha Jain V	Quantitative Techniques
41	C1227143	Vikram Mehta	Quantitative Techniques
42	C1227144	Vishal Raj U Jain	Quantitative Techniques
43	C1227145	Yogesh Jain M	Quantitative Techniques


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ಕಿಇಎಸ್ ಇನ್‌ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸ್‌ಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್

ಎಸ್ ರೋಡ್ 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ - 577 204 (ಕರ್ನಾಟಕ)

(ಕುವೆಂಪು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸಂಯೋಜನೆಯಡಿ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾನ್ಯತೆ ಪಡೆದಿದೆ)

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PES Institute of Advanced Management Studies

N H 206, Sagar Road, Shivamogga - 577 204 (Karnataka)

(Affiliated to Kuvempu University and Recognised by Govt. of Karnataka)

No. 91/2013-14

ದಿನಾಂಕ: 14-12-2013

ಗೆ,

ಡಾ. ಜಿ. ಕೇಶವಯ್ಯ

ಸಂಚಾಲಕರು,

ಐ.ಕ್ಯೂ.ಎ.ಸಿ ವಿಭಾಗ

ಕುವೆಂಪು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ

ಶಂಕರಘಟ್ಟ

ಮಾನ್ಯರೇ,

ವಿಷಯ: 2ನೇ ಸೆಮಿಸ್ಟರ್ ಎಂ.ಕಾಂ ಸ್ನಾತಕೋತ್ತರ ವಿದ್ಯಾರ್ಥಿಗಳ ಎಲೆಕ್ಟಿವ್ ಪತ್ರಿಕೆ ಕುರಿತು.

ಉಲ್ಲೇಖ: ತಮ್ಮ ಕಛೇರಿ ಪತ್ರಸಂಖ್ಯೆ: ಕುವಿ:ಐಕ್ಯೂ.ಎ.ಸಿ:25:2013-14, ದಿನಾಂಕ: 04-12-2013.

ಮೇಲ್ಕಂಡ ವಿಷಯಕ್ಕೆ ಸಂಬಂಧಿಸಿದಂತೆ, ಸ್ನಾತಕೋತ್ತರ 2013-14ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನ 2ನೇ ಸೆಮಿಸ್ಟರ್ ಎಂ.ಕಾಂ ಸ್ನಾತಕೋತ್ತರ ವಿದ್ಯಾರ್ಥಿಗಳ ಹೆಸರುಗಳನ್ನು ನಿಗದಿತ ನಮೂನೆಯಲ್ಲಿ ನೋಂದಣಿ ಸಂಖ್ಯೆಯೊಂದಿಗೆ ನಾಲ್ಕು ವಿಷಯಗಳನ್ನು ಆದ್ಯತೆ ಮೇರೆಗೆ ಭರ್ತಿಮಾಡಿಸಿಕೊಂಡಿದ್ದು, ಅದನ್ನು ಈ ಪತ್ರದೊಂದಿಗೆ ವಿದ್ಯಾರ್ಥಿಗಳು ಸಹಿ ಮಾಡಿರುವ ಪ್ರತಿಯನ್ನು ಐ.ಕ್ಯೂ.ಎ.ಸಿ ಕಛೇರಿಗೆ ಕಳುಹಿಸಲಾಗುತ್ತಿದೆ.

ವಂದನೆಗಳೊಂದಿಗೆ,

ತಮ್ಮ ವಿಶ್ವಾಸಿ,


Principal

PES Institute of Advanced Management Studies

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KUVEMPUNIVERSITY
Internal Quality Assurance Cell (IQAC)

Department of Commerce

Elective Paper for 2nd Semester Students 2013-14

Sl. No	Name	Reg.No	Elective Paper				Signature of the student
			Option-I	Option-II	Option-III	Option-IV	
1	AKASH KIRAN MAHENDRAKAR	PC138112	MBA-EDSBM	Economics-WTO	MTA-THM	Sociology-GS	
2	AMBIKA N	PC138113	MBA-EDSBM	Economics-WTO	MTA-THM	Sociology-GS	
3	ANITHA	PC138114	MBA-EDSBM	Economics-WTO	MTA-THM	Sociology-GS	
4	ANKITHA K	PC138115	MBA-EDSBM	Economics-WTO	MTA-THM	Sociology-GS	
5	DARSHAN B J	PC138116	MBA-EDSBM	Economics-WTO	MTA-THM	Sociology-GS	
6	DIVYA G RAIKAR	PC138117	MBA-EDSBM	Economics-WTO	MTA-THM	Sociology-GS	
7	HARISHA S	PC138118	MBA-EDSBM	Economics-WTO	MTA-THM	Sociology-GS	
8	JYOTHI H	PC138119	MBA-EDSBM	Economics-WTO	MTA-THM	Sociology-GS	
9	KUMAR S B	PC138120	MBA-EDSBM	Economics-WTO	MTA-THM	Sociology-GS	
10	KUSUM S PATIL	PC138121	MBA-EDSBM	Economics-WTO	MTA-THM	Sociology-GS	

Sl. No	Name	Reg.No	Elective Paper				Signature of the student
			Option-I	Option-II	Option-III	Option-IV	
11	LAKSHMISHREE H S	PC138122	MBA-EDSBM	Economics-WTO	MTA-THM	Sociology-GS	H.S. Lakshmi
12	LOHITHKUMAR C CHANNAGOWDR	PC138123	MBA-EDSBM	Economics-WTO	MTA-THM	Sociology-GS	Lohith
13	MADHU N R	PC138124	MBA-EDSBM	Economics-WTO	MTA-THM	Sociology-GS	Madhu N.R.
14	MADHUSUDANA H.R	PC138125	MBA-EDSBM	Economics-WTO	MTA-THM	Sociology-GS	Madhu H.R.
15	MITHOSHINI J	PC138126	MBA-EDSBM	Economics-WTO	MTA-THM	Sociology-GS	Mithoshini
16	MUKTHA S G	PC138127	MBA-EDSBM	Economics-WTO	MTA-THM	Sociology-GS	Muktha S.G.
17	NITHIN M.N.	PC138128	MBA-EDSBM	Economics-WTO	MTA-THM	Sociology-GS	Nithin
18	POOJA A	PC138129	MBA-EDSBM	Economics-WTO	MTA-THM	Sociology-GS	Pooja A
19	PRIYANKA B S	PC138130	MBA-EDSBM	Economics-WTO	MTA-THM	Sociology-GS	Priya
20	RAMAKRISHNA R	PC138131	MBA-EDSBM	Economics-WTO	MTA-THM	Sociology-GS	Absent
21	RAMYA K.S	PC138132	MBA-EDSBM	Economics-WTO	MTA-THM	Sociology-GS	Ramya K.S.
22	RANJITHA D M	PC138133	MBA-EDSBM	Economics-WTO	MTA-THM	Sociology-GS	Ranjitha D.M.



Sl. No	Name	Reg.No	Elective Paper				Signature of the student
			Option-I	Option-II	Option-III	Option-IV	
23	RANJITHA S S	PC138134	MBA-EDSBM	Economics-WTO	MTA-THM	Sociology-GS	Ranjitha S S
24	ROOPA S	PC138135	MBA-EDSBM	Economics-WTO	MTA-THM	Sociology-GS	Roopa S
25	SAGARIKA T S	PC138136	MBA-EDSBM	Economics-WTO	MTA-THM	Sociology-GS	Sagarika
26	SAHANA M R	PC138137	MBA-EDSBM	Economics-WTO	MTA-THM	Sociology-GS	
27	SANDHYA C	PC138138	MBA-EDSBM	Economics-WTO	MTA-THM	Sociology-GS	
28	SANJAY NAIK S	PC138139	MBA-EDSBM	Economics-WTO	MTA-THM	Sociology-GS	Sanjay Naik S
29	SHEELA B	PC138140	MBA-EDSBM	Economics-WTO	MTA-THM	Sociology-GS	Sheela B
30	SHILPA B C	PC138141	MBA-EDSBM	Economics-WTO	MTA-THM	Sociology-GS	Shilpa BC
31	SHRUTHI G C	PC138142	MBA-EDSBM	Economics-WTO	MTA-THM	Sociology-GS	Shruthi G C
32	SHRUTHI K S	PC138143	MBA-EDSBM	Economics-WTO	MTA-THM	Sociology-GS	Shruthi K S
33	SKANDASHREE S	PC138144	MBA-EDSBM	Economics-WTO	MTA-THM	Sociology-GS	Skandashree S.
34	SMITHA K U	PC138145	MBA-EDSBM	Economics-WTO	MTA-THM	Sociology-GS	Smitha K U



Sl. No	Name	Reg.No	Elective Paper				Signature of the student
			Option-I	Option-II	Option-III	Option-IV	
35	SOUJANYA J S	PC138146	MBA-EDSBM	Economics-WTO	MTA-THM	Sociology-GS	<i>Soujanya J.S.</i>
36	SPOORTHI M T	PC138147	MBA-EDSBM	Economics-WTO	MTA-THM	Sociology-GS	<i>Spoorthi M.T.</i>
37	SUCHALA K C	PC138148	MBA-EDSBM	Economics-WTO	MTA-THM	Sociology-GS	<i>Suchala K.C.</i>
38	SUNITHA S	PC138149	MBA-EDSBM	Economics-WTO	MTA-THM	Sociology-GS	<i>Sunitha S.</i>

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2/4/22