

Jnana Sahyadri Shankaraghatta 577 451

(Shivamogga District, Karnataka)

Web: http://kuvempu.ac.in

Regulations Governing the Post-Graduate Programmes of Kuvempu University under Choice Based Credit System (CBCS)

Preamble

Kuvempu University is the first affiliate-type university in the State to offer its Post-Graduate Programmes under Choice Based Credit System (CBCS) from 2005-06 academic year successfully. However, during this four-year period, it has experienced some practical difficulties and also obtained the feedback from its stakeholders including the student-community which is the major stakeholder group. This necessitated a thorough and comprehensive revision of its Regulations governing the Post-Graduate Programmes. Hence, this Regulations.

Draft Regulations Governing the Post-Graduate Programmes of Kuvempu University under Choice Based Credit System (CBCS)

- 01. Title: This Regulation shall be called Kuvempu University Regulations Governing the Post-Graduate Programmes under Choice Based Credit System, 2010.
- 02. **Commencement:** This Regulation shall come into force from the date on which it is assented to by the Chancellor.
- 03.**Definitions**: In this Regulations, unless the context otherwise requires,
 - 3.1. **University** means Kuvempu University,
 - 3.2. **Post-Graduate Programmes** means Master's Degree Programmes excluding P.G Diploma, M.Phil and Ph.D Programmes,
 - 3.3. **Student** means the student admitted to Post-Graduate Programme under this Regulations,
 - 3.4. **Degree** means Master's Degree,
 - 3.5. **Board of Studies** means the Board of Studies (Post-Graduate) of Kuvempu University in the discipline/subject concerned.

- 3.6. **Academic Council** means Academic Council of Kuvempu University,
- 3.7. **Fee** means the fee prescribed by the University for the Post-Graduate Programmes from time to time,
- 3.8. **Course** means a logical part of a subject matter of the programme. Alternatively, this shall be called a paper,
- 3.9. **Hard Core Courses** means fundamental courses which every student admitted to a particular Post-Graduate Programme should study and complete successfully, besides other courses, to be eligible to receive the Degree and which cannot be substituted by any other course/s,
- 3.10. **Soft Core Courses** means the courses in a stream of specialization which a student selects out of two or more streams of specialization offered by the Department. In some specialized academic programmes such as MTA (Tourism Administration), MBFI (Banking, Finance and Insurance), etc, the Soft Core Courses shall mean the allied courses,
- 3.11. **Elective Courses** means the inter-disciplinary courses offered by a Department for the students of other Departments,
- 3.12. **Advisory Committee** means the Advisory Committee in the School constituted by the University,
- 3.13. **Credit** means the unit by which the teaching/course work is measured. For this Regulation, one Credit means one hour of teaching work or two hours of practical work per week for 16 weeks in a semester. Each course shall be designed with different pedagogy such as lectures, tutorials, case studies, laboratory work, seminars, practical training, report and/or assignment writing, viva-voce, etc to meet effective teaching and learning needs, and the credits shall be assigned accordingly, and

3.14. **Grade** means an index of conversion of marks secured by a student after completing prescribed credits and relevant examination in each Course. Grade shall be computed by considering both the marks secured and the credits earned in each course, semester and the whole academic programme.

04. Eligibility to Apply for Admission

- The students who have successfully completed the three-4.1. year Degree programme or any other Degree programme of this university or of any other university recognized as equivalent thereto by this university shall be eligible to apply for admission to the P. G programme/s of this University provided they possess the minimum percentage of marks as may be prescribed by the University from time to time, and
- 4.2. The admission to any P. G Programme shall be based on the Admission Rules of the University considering the %age of marks in cognate or any other subject/s at the Graduate Studies, total intake fixed for each P. G Programme, reservation of seats to different sections of the society as per the Reservation Policy of the Government, etc and/or the performance of the applicants in the entrance test.

05. Duration of the Programme

5.1. The Programme of study for the Post-Graduate Degree shall normally extend over a period of two academic years (in the case of M.Ed, it shall be one year; and three years in the case of M.Tech and MCA), each academic year comprising of two semesters, and each semester comprising of 18 weeks which shall include 16 weeks for class/course work and the immediate next 2 weeks for conducting semester-end examination,

- 5.2. No student shall be permitted to obtain P. G Degree earlier than four semesters (in the case of M.Ed, not earlier than two semesters; and six semesters in the case of M.Tech and MCA) or to take more than eight semesters (in the case of M.Ed, it shall be four semesters; and 12 semesters in the case of M.Tech and MCA). That means, the student shall complete the academic programme within four years (in the case of M.Ed, it shall be within two years; and six years in the case of M.Tech and MCA) from the date of admission to the first semester of Post-Graduate Programme, and
- 5.3. Whenever the curricula are revised, and whenever a candidate is reappearing, within the above maximum period (5.2), he/she shall be allowed to reappear for the P. G Degree examinations according to the pre-revised curricula (i.e., the curricula in which he/she has studied the Course/s as regular student).

06. Attendance

- 6.1. Each course shall be taken as a unit for the purpose of calculating the attendance,
- 6.2. Each teacher shall mark the attendance in every hour of teaching of each course. The attendance shall also be notified on the Notice Board of the Department during first week of every subsequent month,
- 6.3. Certain portion of internal assessment marks shall be allotted for the regularity of the student in attending the classes,
- 6.4. A student shall be considered to have satisfied the requirement of attendance for each course, if he/she has attended not less-than 75% of the number of classes held up to the end of the semester including tests, seminars, group discussion, practical, tutorials, special classes and lectures, etc,

- 6.5. However, if a student represents his/her Institution, University, State or Nation in Sports, NCC, NSS or Cultural or any other officially sponsored activities, he/she shall be eligible for the attendance benefit for the actual number of days participated subject to a maximum of 20 days in a semester based on the specific recommendations of the chairperson of the Department concerned. This facility (attendance benefit) shall also be extended to the students who were absent due to accident/serious illness leading to actual hospitalization. In both the cases, the %age of classes attended shall be determined (for the purpose of Regulations 6.4 and 9.9) by dividing the number of hours of classes attended by the number of hours of classes engaged (excluding the classes held on the days he/she was not present due to hospitalization or participation in sports, etc), and
- 6.6. A student who does not satisfy the requirements of attendance (atleast 75% in each course) shall be ineligible to appear for the examination of that course/s. And the student shall repeat that course in the subsequent year/s as regular student at his/her own risk.
- 07. **Medium of Instruction**: The medium of instruction shall normally be English except in relevant/concerned languages such as Hindi, Kannada, Sanskrit, Urdu, etc.

08. Structure of Academic Programmes and Min-Max Credits

- 8.1. There shall be four categories of courses viz., Hard Core Courses, Soft Core Courses, Elective Courses and Soft Skill Courses for every P. G Programme,
- 8.2. Hard and Soft Core Courses shall be the courses offered by the concerned Department. Each student shall compulsorily undertake project work leading to Project Report and it shall be a part of Hard Core Courses,

- 8.3. Guiding of every 10 students or less of final semester in their Project Report shall be treated as equivalent to one hour of teaching work per week subject to a maximum of 2 hours per teacher per week,
- 8.4. Elective Courses are the courses offered for the students of other Departments. Further, these courses, offered by Science Departments, shall be without laboratory practical as the group of students taking these courses is diverse,

8.5. Soft Skill Courses

- 8.5.1. Besides, there shall be three Soft Skill Courses viz., Communication Skills, Computer Skills and Life Skills. These Courses shall be offered by the Departments of Studies in English, Computer Science and Commerce respectively for the students of all the Departments of P. G Studies with necessary financial and other support from the University,
- 8.5.2. Each of these three courses shall carry one credit and there shall be no semester-end examination for these courses,
- 8.5.3. Further, the credits of these courses shall not be considered for computing the Cummulative Grade Point Average (CGPA) which is the base for the declaration of result of the students.
- 8.5.4. However, to successfully complete the Master's Degree, every student must complete these courses earning three credits within the first two semesters. The chairpersons of the respective Departments (i.e., the Departments conducting these courses) shall compile the credits and certify the successful completion of these Soft Skill Courses, and

- 8.5.5. However, the students who have studied atleast one course on Computer Skills at the Graduate Studies and/or the students who are required to study atleast one course on Computer Skills/Applications as either Hard Core or Soft Core Course at their post-graduate studies shall be exempted from Computer Skills Similarly, the students of M.A (English) course. shall be eligible for exemption from Communication Skills course. In both the cases, the Chairpersons of the concerned Departments (i.e., the Departments in which these students have taken admission for their P. G Programme) shall send a certificate to this effect to the Registrar (Evaluation) who shall, in turn, take steps to include one credit in the marks statements of these students.
- 8.6. The credits for each Hard Core Course shall range from 3 to 6 and that of Soft Core Course from 2 to 4. In the case of Elective Courses, each course shall carry 2 credits. Further, in the case of Science subjects, each practical for 2 hours per week for 16 weeks in a semester shall carry one credit,
- 8.7. A student shall register for a minimum of 18 credits and a maximum of 32 credits per semester,
- 8.8. The minimum and maximum (min-max) number of credits for the Master's Degree Programmes shall be as detailed below,

Sl.	Academic	Duration	Minimum	Maximum
No	Programme	(years)	Credits	Credits
01	M.Ed, etc	01	40	50
02	M.A (in different disciplines), M.Com, M.Sc (in different disciplines), MSW, MTA, MBFI, MBA, M.P.Ed, LL.M, etc	02	80	100
03	M.Tech, MCA, etc	03	120	150

8.9. Within the above Min-Max Credits, the Boards of Studies in different disciplines/subjects shall prescribe the structure of academic programmes – number and titles of Hard and Soft Core Courses, course inputs, course-wise credits and weekly teaching hours, examination duration, question paper pattern, maximum marks, Elective Courses and their course inputs, etc, and

8.10. Elective Courses

- 8.10.1. Each Department of P. G Studies shall offer, for the students of other Departments, a minimum of one and a maximum of two Elective Courses with two credits per course in the II (even) and III (odd) Semesters,
- 8.10.2. Students of all P. G Programmes shall select, study and successfully complete atleast one Elective Course (out of a number of Elective Courses offered by other Departments) each in II and III Semester earning atleast four credits, and
- 8.10.3. Students from the same Department shall not be eligible to select the courses offered as Elective Courses by their Department.

09. Continuous Assessment Programmes and Evaluation

- 9.1. Out of the total marks for each course, 25 marks shall be earmarked for Continuous Assessment (Internal Assessment) and the remaining 75 marks for the semester-end examination,
- 9.2. In the case of Project Report, it (Project Report) shall be evaluated for 75 marks and the viva-voce examination shall be conducted by the Board of Examiners for the remaining 25 marks,

- 9.3. In the case of elective courses, each elective course shall carry a maximum of 50 marks comprising of 40 marks for semester-end examination and 10 marks for internal assessment. Internal Assessment marks shall be awarded to the students based on a test (5 marks), assignment-cum-group discussion (2.5 marks), and regularity of the students in attending the classes (2.5 marks as per Regulation 9.9 below),
- 9.4. Each course/semester shall have continuous evaluation which shall include tests, seminars/group discussion, field work-based/library-based assignments, and regularity to the class work,
- 9.5. Session Tests (minimum of two for each course per semester) for the internal assessment at regular interval shall be conducted. Any student who could not attend any of the session tests due to medical reason or due to extra-ordinary circumstances, a separate test shall be conducted before the end of semester classes by the course teacher under intimation to the chairperson of the Department,
- 9.6. For the purpose of uniformity, first session test shall be conducted during 9th week of the semester for the syllabi covered till then. And the second session test shall be conducted during the 16th week of the semester for the entire syllabi,
- 9.7. The marks obtained in the tests shall be displayed on the notice board of the Department. The tests and assignments for each course shall be written in a separate book and after evaluation, the same should be shown to students,

9.8. 25 marks earmarked for continuous assessment in each of the Hard Core and Soft Core Courses shall be distributed among different activities as follows,

S1.	Continuous Assessment	Maximum
No	Programme	Marks
01	Two Session Tests (5 marks per	
	test)	10
02	Seminar/Group Discussion (to be	
	assessed on the basis of writing,	
	comprehension, communication,	
	articulation, and presentation skills)	05
03	Field Work and/or Assignments	05
		2 -
04	Regularity and Attendance	05

9.9. Five marks in each course earmarked for regularity in attending the classes shall be awarded as follows,

%age of	Marks to be	Awarded
Class Work Attended	Hard and Soft Core Courses	Elective Courses
< 75	00	00
≥75 < 80	01	0.5
≥ 80 < 85	02	1.0
\geq 85 < 90	03	1.5
≥90 < 95	04	2.0
≥ 95	05	2.5

9.10. Students seeking the attendance benefit/condonance of attendance shortage (as under Regulation 6.5) shall produce attendance/medical certificate/s from the concerned authority and that period shall be considered for the award of marks as under Regulation 9.9,

- 9.11. In each of the activities pertaining to the internal assessment marks, complete transparency shall be ensured by the course teacher, and the student who is not satisfied with the marks awarded to him/her can make an appeal to the chairperson of the Department with justifiable reasons. On receipt of appeal, the chairperson of the Department shall convene a meeting of the Departmental Council and redress the grievances of the student appropriately, and
- 9.12. In case of candidates who appear for improvement examination, the marks obtained in the internal assessment shall not be revised. There shall be no improvement for internal assessment.

10. Semester-end Examination and Evaluation

- 10.1. There shall be semester-end examination of three-hour duration for 75 marks for each of Hard and Soft Core Courses. However, in the case of Elective Courses, the semester-end examination shall be conducted for 40 marks for 1½ hours for each course,
- 10.2. Project Reports and answer scripts of the semester-end examination shall be evaluated by two examiners (preferably, one internal and another external; however, under no circumstances a script/Project Report shall be valued only by two internal examiners). The marks awarded to that answer script/Project Report shall be the average of these two evaluations,
- 10.3. If the difference in the marks between two evaluations exceeds 20% of the maximum marks, such a script/Project Report shall be valued by a third external examiner. The marks awarded to that answer script or Project Report shall be the average of two nearer marks out of the three evaluations,

- 10.4. In the fourth semester, the Project Report shall be evaluated for 75 marks by both internal and external examiners. And for the remaining 25 marks, project viva-voce examination shall be conducted by the Board of Examiners, and
- 10.5. In the case of the academic programmes in the Faculty of Science and Technology, there shall be semester-end practical examination for 3 4 hours duration carrying 50 marks per practical.
- 11. **Challenge Evaluation**: A student who desires to challenge the marks awarded to him/her in the semester-end examination may do so by submitting an application along with the prescribed fee to the Registrar (Evaluation) within 15 days from the date of announcement of the result. Such candidates shall be provided with a photo copy of the answer book after concealing the name and signature of the examiners. The challenged valuation script shall be got valued by another external examiner. The marks awarded to that answer script or Project Report shall be the average of two nearer marks out of the three/four evaluations.

12. Carry-over Facility

- 12.1. CBCS is a fully carry-over system,
- 12.2. However, the P. G programme should be completed by the students within double duration of the normal course period,
- 12.3. During the normal course period, the candidates shall normally be permitted to take examination of odd semester courses at the end of odd semester, and examination of even semester courses at the end of even semester, and
- 12.4. However, in the case of the students who have completed the course period and also those who are in the final semester shall be permitted to appear in the cross semester examination (i.e., odd semester courses with even semester course examination and vice-versa) after paying an additional fee per course as prescribed by the University from time to time.

13. Minimum for Pass and Provision for Improvement of the Result

- 13.1. Minimum for pass in each course shall be 45% (both the internal assessment marks and semester-end examination marks put together), out of which atleast 35% (26 marks out of 75) shall be from semester-end examination,
- 13.2. A candidate shall be exempted from re-appearing for the examination in a course in which he/she has secured not less-than 45% in the previous examinations as above (Regulations 13.1),
- 13.3. A candidate who has secured atleast 45% marks in each of the courses prescribed for the academic programme and who has earned the minimum credits (as specified in Regulations 8.5.4, 8.7, 8.8 and 8.10.2) shall be considered to have passed the Master's Degree, and
- 13.4. The candidates who seek to improve their results of any of the semesters shall do so by submitting a representation along with a prescribed fee to the Registrar (Evaluation) and surrendering the Degree Certificate/Provisional Pass Certificate/Original Marks Cards of that semester/s within the maximum period as specified in Regulations 5.1 to 5.3.

14. Grading and Declaration of Result

- 14.1. **Grade** means an index of conversion of marks secured by a candidate after completing the prescribed credits and relevant examination in each course,
- 14.2. **Grade and Credit Points** are computed for each course considering the marks secured and the credits earned in each course. **Grade Points** shall be computed by dividing the marks secured by the candidate in each course by 10% of the maximum marks for that course. And **Credit Points** are determined by multiplying the Grade Points in each course by the credits of that course. Both the Grade Points and Credit Points shall be computed for each course in each semester,

- 14.3. **Grade Point Average** (GPA) shall be computed and given to each candidate based on his/her semester performance. This shall be determined by dividing the sum of credit points earned by the student in all the courses of a semester by the total number of credits for which the candidate has taken examination in that semester,
- 14.4. **Cummulative Grade Point Average** (CGPA) is computed for the whole academic programme considering the aggregate of Credit Points of all the semesters earned by the student and dividing this sum by the total credits of all the semesters,
- 14.5. The CGPA obtained as above (14.4) shall be the base for the determination of Grade and for the declaration of the result as follows. However, the overall %age of marks shall be shown in the marks statement of final semester.

CGPA	Result,	Description of
CGFA	Grade	Result Grade
< 4.50	D	Fail
\geq 4.50 < 5.00	С	Pass
$\geq 5.00 < 5.50$	В	Second Class
$\geq 5.50 < 6.00$	B^{+}	High Second Class
$\geq 6.00 < 6.50$	A	First Class
\geq 6.50 < 7.50	A^{+}	High First Class
≥ 7.50	A ⁺⁺	First Class with Distinction

15. Schools of Studies

15.1. For the successful implementation of CBCS, the Departments of Studies shall be classified into ten Schools of Studies as specified below. However, it shall be noted here that the list presented below is only indicative but not exhaustive and the University shall have the power to add any new Department of Studies as and when established into the relevant School of Studies,

S1.	0.1.1	F 1	D
No	School	Faculty	Departments
01	Bio-sciences	Science and	Applied Zoology, Applied
		Technology	Botany, Bio-Technology, Microbiology, etc
02	Business	Commerce	Commerce, Institute of
	Studies		Management Studies, Tourism Administration, etc
03	Chemical	Science and	Chemistry, Industrial
	Sciences	Technology	Chemistry, Bio-chemistry, etc
04	Earth and	Science and	Applied Geology,
	Environmental	Technology	Environmental Science, etc
	Sciences		
05	Education	Education	Physical Education, Education,
			Adult Continuing Education and Outreach Extension etc
06	Engineering	Engineering	E & E, E & C, Information
	and	and	Technology, Computer
	Technology	Technology	Science, Civil Engineering,
07	Languages and	Arts	Environmental Engineering, etc English, Hindi, Kannada,
	Literature		Sanskrit, Urdu, etc
08	Law	Law	Law, etc
09	Physical	Science and	Mathematics, Computer
	Sciences	Technology	Science, Physics, Electronics,
10	G : 1		Library Sciences, etc
10	Social	Arts	Sociology, Political Sciences, History and Archeology,
	Sciences		Economics, Social Work,
			Journalism and Mass
			Communication, etc

- 15.1. Every School shall be headed by a Director who shall be nominated by the university for a period of two years among the Professors on rotation basis according to seniority in that School. If senior most Professor is Dean, then the next senior most Professor shall be appointed as Director,
- 15.2. Each School shall have an Advisory Committee consisting of all Professors and Readers, and one Lecturer from each of the constituent Departments of School on rotation basis according to seniority for a period of two years,
- 15.3. The Advisory Committee shall meet at least twice in a semester. In the last meeting of each semester, the committee shall finalize the internal assessment marks of the students of all the constituent Departments of the School and also that of colleges offering P. G Programmes for the semester. Under the circumstances of drastic variations in the Internal Assessment Marks, the Advisory Committee shall be competent to bring in the normalization,
- 15.4. However, the Chairperson of the Departmental Council shall continue to function as the administrative and academic head of the concerned Department. And, the Director of the School shall co-ordinate and integrate the academic programmes and all logistics for the successful implementation of CBCS in a particular School. Further, the Director shall also be in-charge of the common facilities like, instrumentation centre, seminar hall, computer centre, lecture halls, common laboratories, etc so that all the common facilities are utilized to the maximum extent,
- 15.5. Similarly, the Deans of Faculties shall continue to function as per Karnataka State Universities Act, 2000, and
- 15.6. The existing structure and modalities of Boards of Studies, Faculties and Boards of Examiners shall continue to function as per the existing rules/Provisions of KSUA, 2000 even under CBCS.

16. Repeal and Savings

- 16.1. Notwithstanding anything contained in this Regulations, the Provisions of any Order, Rule or Regulations in force shall be inapplicable to the extent of their inconsistency with this Regulations,
- 16.2. The University shall issue such orders, instructions, etc and prescribe such format, procedure, etc as it may deem fit to implement the Provisions of this Regulations, and
- 16.3. If any difficulty arises in the implementation of this Regulations, the Vice-chancellor shall, in consultation with the Deans, be competent to issue necessary clarification. And he/she shall, at the earliest possible opportunity thereafter, report the action taken by him/her to the Academic Council for ratification.

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Assented by the Chancellor on 16-08-2010 From the academic year 2010-11



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(ಕುಮೆಯ ವಿಶ್ವವಿರಾಭಿಕಾಯದ ಸಂಯೋಜನೆಗೊಳವತ್ತದ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾವೃತೆ ಪಡೆದಿದೆ) 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)

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
				List of Students
1	M.Com	2020	•	with signature
				List of Students
2	BBA	2020	₩.	with signature
				List of Students
3	B.Com	2020	Attached	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

2019-20 are here by informed to opt your choice of specialization by putting your signature out of All the candidates who have taken admission to the P G course in Commerce for the Academic Year 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

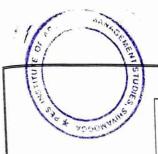
Signature of the Principal

Principal

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

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

Signature of the Coordinator



List of Students Opted for Specialization

SI. No.	SI. No. Name of the Student	Stream - A	Stream – B	Stream – C	Stream – D	Stream –E
	Arpitha L		A STATE	1		
2	Asifa Khanum		- Contrar			1
3	Kanchana K		Kanchawa.K	1		•
4	Pooja S			l		
5	Rakesh U	į.	TRANAI.		_	l
9	Samantha P R		A A	1		l
7	Suma B Y		Suma B.Y.	.\	l	\\
∞	Sushma S.V		Sustema S.N.	1	1	1
6	Usha H.T		(MX)		j	-
10	Varshitha S. P		Varenstha. S.P	1		l

Signature of the Coordinator

Co-ordinator
P.G. Department of Commerce

P.G. Department of Commerce ors treffute of Advanced Management Studies

Assignature of the Principal

Principal

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

ಹಿಇಎಸ್ ಇನ್ ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ಡಾನ್ಸ್ ಮ್ಯಾನೇಚ್ರಮೆಂಟ್

(ಕುವೆಂಡು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸಂಯೋಜನೆಗೊಳಪಟ್ಟಿದೆ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾನ್ಯತೆ ಪಡೆದಿದ 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)

Date: 04-12-2019

PES Institute of Advanced Management Studies

SHIVAMOGGA-577 204.

No. 220/2019-20

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,

PES Institute of Advanced Management Studies

NH 206, Sagar Road SHIVAMOGGA-577 204

Copy to:

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

KUVEMPU UNIVERSITY

Internal Quality Assurance Cell (IQAC)

Department of Commerce

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

					Signature of the		
LNo	Name of the Candidate	Reg.No	Option-I	Option-II	Option-III	Option-JV	student
ī	ARPITA L	PC191201	MBA-ED & MSME	Economics-RD	MOE-IE	JMC-M&S	Britha
à	ASIFA KHANUM	PC191202	MBA-ED & MSME	Economics-RD	MOE-IE	JMC-M&S	Asita thorum
3	KANCHANA K	PC191203	MBA-ED & MSME	Economics-RD	MOE-IE	JMC-M&S	Karchaua.K
4	POOJA S	PC191204	MBA-ED & MSME	Economics-RD	MOE-IE	JMC-M&S	Reof .
5	RAKESH U	PC191205	MBA-ED & MSME	Economics-RD	MOE-IE	JMC-M&S	photos.
6.	SAMANTHA P R	PC191206	MBA-ED & MSME	Economics-RD	MOE-IE	JMC-M&S	Att.
1	SUMA B.Y	PC191207	MBA-ED & MSME	Economics-RD	MOE-IE	JMC-M&S	Suma. B.Y
8	SUSHMA S.V	PC191208	MBA-ED & MSME	Economics-RD	MOE-IE	JMC-M&S	Suglima S.V.
9	USHA H.T	PC191209	MBA-ED & MSME	Economics-RD	MOE-IE	JMC-M&S	What
10	VARSHITHA S.P	PC191210	MBA-ED & MSME	Economics-RD	MOE-IE	JMC-M&S	Vourshitha - 8 f

Co-ordinator P.G. Department of Commerce

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

Principal Management Studies

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NH 206, Sagar Road SHIVAMOGGA-577 204



PES Institute of Advanced Management Studies Shivamogga UG Department of Management

Circular

Date: 01-04-2019

subjects out of 3 electives offered by Kuvempu University. The students have to study two papers under elective All the students of final Year BBA for the Academic Year 2019-20 are hereby informed to select their 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)

MARKETING GROUP

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

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

BM506 Advanced Financial Management

BM506 Consumer Behaviour BM507 Advertising and Media Management BM605 Sales and Distribution Management BM606 Retail Management Principal
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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 **BM605 Industrial Relations** BM507 Strategic Human Resource Management BM606 Compensation Management

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

Head of the Department

PES Institute of Advanced Management Studies NH 206, Sagar Road Principal

SHIVAMOGGA-577 204

List of Students Opted Specialization

Reg.No		Name of the Student	Finance Group Ma	rketing Group	Human Resource Group	ruma
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SHIVAMOGGA-577 204.

Head of the Department

Department of Management Studies PES Institute of Advanced Management Studies 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 in the students with the various factors considered while managing the finance of a business unit and the risks involved in it.

Pedagogy: Class room lecturers; 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: oncept 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, Gordoni Model and MM's hypothesis (theory and problems)

(12 bours)

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 McGrow 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 Vanhome.

Fifth Semester BBM Elective Paper-II FINANCE GROUP



(10 hours)

(06 hours)

(16 hours)

BM 507: CORPORATE FINANCIAL POLICY

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

Pedagogy: Class room lecturers; 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.

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.

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)

Unit4: Takeovers Takeovers, types, hostile takeover approaches, takeover defenses - Financial defensive measures - coercive offers and defense - anti takeover amendments - poison pill defense.

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.

Unit-6: Mutual Fund & Credit Rating

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

Skill Development Activities:

1) List out any 10 companies which had undergone mergers.

Discuses 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

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



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 lecturers, 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) (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)

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)

*

Unit-4: Capital Asset pricing Model

(12 hours)

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) The second of th

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)

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
- 3) List out the names of companies which are listed in Nifty index and Sensex index. 3) List out me names of companies
 4) Write a brief note on BOLT & NEAT

 A 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
- Punathivathi Pandian Security Analysis & Portfolio Management HPH

 Punathivathi Pandian Security Analysis & Portfolio Management Vikas Publishing House

 Investment Management V.K Bhalla 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 THE RESERVE TO THE STATE OF THE commodity markets.

Pedagogy: Class room lecturers, 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.

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.

Unit-5: Hedging techniques

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

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

- Pay off for Options - using futures versus option

Skill Development Activities:

- 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
- World Resources and Trade Khanna and Gupta
- 3) World Resources Zimmerman
- 4) Economic Geography Truman A Harsshron & John Alexander.

The bear of the season of the government of the (10 hours)



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

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

507A1: Accounting Standards - I Course - I (Fifth Semester)

607A2: Accounting Standards - II

Course – II (Sixth Semester)

Specialization Stream - B: Marketing Management

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

Course – II (Sixth Semester)

Specialization Stream - C: Financial Management

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

Specialization Stream - D: Banking and Insurance

507D1: Accounting Standards - I Course - I (Fifth Semester)

Course - II (Sixth Semester)

607D2: Accounting Standards - II

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Ament Studies

Specialization Stream - E: Business Taxation

Course - I (Fifth Semester)

Course - II (Sixth Semester)

507E1: Business Taxation - I

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 - II (Sixth Semester) Course - I (Fifth Semester)

507G1: Quantitative Techniques - I

607G2: Quantitative Techniques - II

Head of the Department

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

Principal

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

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	<u>a</u>	Principal					Head of the Department		
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NH 206, Sagar Road SHIVAMOGGA-577 204.

Kuvempu University, Jnana Sahyadri, Shankaraghatta 577 451

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.

Recommend	hal	Rooks	for Re	ference
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	Business Mathematics, Sanchethi Kappor
	Business Mathematics, S. P. Gupta
	Mathematics for Cost Accountants, R. Gupta
	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: Dorairaj, S. N
	Dusiness mathematics, p. 11. Jul Con
	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.
	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.

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Kuvempu University, Jnana Sahyadri, Shankaraghatta 577 451

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.

Examination Duration: 3 hours Maximum Marks: 100 Teaching Hours per Week: 4 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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PES Institute of Advanced Management Studies Shivamogga P G Department of Commerce

Circular

Date: 01-08-2018

2018-19 are here by informed to opt your choice of specialization by putting your signature out of All the candidates who have taken admission to the P G course in Commerce for the Academic Year 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 Principal

Ignature of the Coordinator

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

P.G. Department of Commerce Co-ordinator

Principal

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



List of Students Opted for Specialization

				The second secon		
SI. No.	Name of the Student	Stream - A	Stream – B	Stream – C	Stream – D	Stream –E
-	AISHWARYA S	1	S. on mit			
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8	ARCHANA M NAYAK	1	John Low Lough	j		1
4	ASHWINI P	١	Jimmos			
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SHIVAKUMARA A S	SHUBHA G S	SWHETHA S GULGULE	SNEHA R CHAUHAN	SOWMYA A S	SUHAS G	SWATHI B J	SWATHI R	SYEDA KAUNAIN	TASMIYA KOUNAIN	UMME HANI
77	23	24	25	56	27	28	29	30	3.1	32



OES Institute of Advanced Management Studies NH-276, Sagar Road, SHIVAMOGGA-577 204. Co-ordinator
P.G. Department of Commerce

PES Institute of Advanced Management Studies. Signature of the Principal Principal

SHIVAMOGGA-577 204. NH 206, Sagar Road



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(ಕುವಂಮ ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸಂಯೋಜನೆಗೊಳಪಟ್ಟದೆ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾನ್ಯತೆ ಪಡೆದಿದೆ) ಎನ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ – 577 204 (ಕರ್ನಾಟಕ)

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. 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,

PES Institute of Advanced Management Studies

NH 206, Sagar Road

SHIVAMOGGA-577 204

Strained William Strained William October 12 Town

Copy to:

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

			KUVEMPU	UNIVERSITY	RSITY			
		Inter	Internal Quality Assurance Cell (IQAC)	Assurance	Cell (IQ	AC)	12/	1
			Department of Commerce	nt of Com	merce		T	HOUD Ka
		Elective	Elective Paper for III Semester Students 2019-20	Semester S	Students 2	019-20	0	
	;			E	Elective Paper	per	Cirmotore of	100 E 100
	Name	Reg.No	Option-I	Option-II	Option- III	Option-IV	the student	
7 1	AISHWARYA S	PC181201	Management Skills	Indian Economy	Public Adminis tration	Drinking Water Resources, Qulaity and Management	THE MICH	
7	ANANDA N	PC181202	Management Skills	Indian Economy	Public Adminis tration	Drinking Water Resources, Qulaity and Management	M. sopracy	
7	ARCHANA M NAYAK	PC181203	Management Skills	Indian Economy	Public Adminis tration	Drinking Water Resources, Qulaity and Management	الماريد مامريدي	
¥	ASHWINI P	PC181204	Management Skills	Indian Economy	Public Adminis tration	Drinking Water Resources, Qulaity and Management	Brugar &	
7	CHANDANA G.P	PC181205	Management Skills	Indian Economy	Public Adminis tration	Drinking Water Resources, Qulaity and Management	Colour P.	
U	CHANDANA JADAV	PC181206	Management Skills	Indian Economy	Public Adminis tration	Drinking Water Resources, Qulaity and Management	Charling	4
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14	NETHRAVATHI B N	PC181214	Management Skills	Indian Economy	Public Adminis tration	Drinking Water Resources, Qulaity and Management	Carton Carton
15	15 POOJA N	PC181216	Management Skills	Indian Economy	Public Adminis tration	Drinking Water Resources, Qulaity and Management	Goda.N
16	16 RAKSHITHA N S	PC181217	Management Skills	Indian Economy	Public Adminis tration	Drinking Water Resources, Qulaity and Management	To Mary Land
17	17 SABIRA	PC181218	Management Skills	Indian Economy	Public Adminis tration	Drinking Water Resources, Qulaity and Management	So So So So
18	18 SANJAY C	PC181219	Management Skills	Indian Economy	Public Adminis tration	Drinking Water Resources, Qulaity and Management	2 trang
19	SAVYA D.S	PC181220	Management Skills	Indian Economy	Public Adminis tration	Drinking Water Resources, Qulaity and Management	S.G. WROS
20	20 SHAZIYA BANU	PC181221	Management Skills	Indian Economy	Public Adminis tration	Drinking Water Resources, Qulaity and Management	Shazia Banu

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NH 206, Sagar Road
SHIVAMOGGA-577 204.

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21	SHIVAKUMARA A S	PC181222	Management Skills	Indian Economy	Public Adminis tration	Drinking Water Resources, Qulaity and Management	O.S.
22	SHWETHA S GULGULE	PC181224	Management Skills	Indian Economy	Public Adminis tration	Drinking Water Resources, Qulaity and Management	Shwette.
23	SNEHA R CHAUHAN	PC181225	Management Skills	Indian Economy	Public Adminis tration	Drinking Water Resources, Qulaity and Management	\$87.0
24	4 SOWMYA A.S	PC181226	Management Skills	Indian Economy	Public Adminis tration	Drinking Water Resources, Qulaity and Management	y. Smrangs
2	25 SUHAS G	PC181227	Management Skills	Indian Economy	Public Adminis tration	Drinking Water Resources, Qulaity and Management	Carlo de Sp
2	26 SWATHI B J	PC181228	Management Skills	Indian Economy	Public Adminis tration	Drinking Water Resources, Qulaity and Management	Bear M. B.J
- N	27 SWATHI R	PC181229	Management Skills	Indian Economy	Public Adminis tration	Drinking Water Resources, Qulaity and Management	Swood P. P.

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aper	Option-IV	Drinking Water Resources, Qulaity and Management						
Elective Paper	Option- III	Public Adminis tration						
F	Option-II	Indian Economy						
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	Reg.No	PC181214	PC181216	PC181217	PC181218	PC181219	PC181220	PC181221
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NH 206, Sagar Road
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				E	Elective Paper	aper	Signature of
S Si	Name	Reg.No	Option-I Option-II	Option-II	Option- III	Option-IV	the student
28	28 SYEDA KAUNAIN	PC181230	Management Skills	Indian Economy	Public Adminis tration	Drinking Water Resources, Qulaity and Management	Laway .
29	29 TASMIYA KOUNAIN	PC181231	Management Skills	Indian Economy	Public Adminis tration	Drinking Water Resources, Qulaity and Management	10 sms of
30	30 UMME HANI	PC181232	Management Skills	Indian Economy	Public Adminis tration	Drinking Water Resources, Qulaity and Management	13/1

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

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



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Phone: 8147053085

PES Institute of Advanced Management Studies

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Website: pestrust.edu.in/pesiams

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

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.

HOD. Dept of BBAG B. Com

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

Principal 3/4/218
Principal Management Studies

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	Rakceli
2	Mr. G. P. Nagesh	- Seint
3	Mr. Mohan D	Dans.
4	Mr. Harsha C Mathad	Hot.
5	Mr. Vinay Kumar K. S	XKS.
6	Mr. Praveen B	R
7	Ms. Swathi J	8
8	Mr. Sathish V	Suther
9	Ms. Lathashree M. L	Latharber

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

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.

Head of the Department Department of Management Studies

PES Institute of Advanced Management Studies SHIVAMOGGA-577

281. No	Name of the Faculty	Signature
1	Mr. Rakesh D'souza	Ratecle
2	Mr. G. P. Nagesh	Each
3	Mr. Mohan D	Barro
4	Mr. Harsha C Matchad	fert.
5	Mr. Vinay Kumar K. S	#KS
6	Mr. Praveen B	
7	Mr. Mahesh K S	naherly
8	Ms. Swathi J	8
9	Mr. Sathish V	Listund



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Website: pestrust.edu.in/pesiams

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

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

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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 N	Janagement	
	Course – I (Fifth Semester)	507B1: Marketing Management	
	Course – II (Sixth Semester)	607B2: Consumer Behaviour	
	Specialization Stream - C: Financial Management		
(T)	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 Ta	xation	
	Course – I (Fifth Semester)	507E1: Business Taxation – I	
	Course – II (Sixth Semester)	607E2: Indirect Taxation – II	
•	Specialization Stream - F: E-Commerc	ce	
	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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ಎನ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗೆ – 577 204 (ಕರ್ನಾಟಕ)

Phone: 8147053085

PES Institute of Advanced Management Studies

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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 2018-19

Sl. No.	Reg. No.	Name of the students	Specialization Stream
1	C1611501	Aasiya	Quantitative Techniques
		Abhilash S	Quantitative Techniques
2	C1611502		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	
8	C1611509	Divya D	Quantitative Techniques
9	C1611510	Faiza Tanheem	Quantitative Techniques
10	C1611511	Ganesh S Bhat	Quantitative Techniques
	C1611513	Kankanala Venkata Sumadeepthi	Quantitative Techniques
11	C1611514	Khushbu B Jain	Quantitative Techniques
12		Mallikarjun Nagaraj Yaligar	Quantitative Techniques
13	C1611515	Manisha R Patel	Quantitative Techniques
14	C1611516		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	
19	C1611521	Mohammed Asif	Quantitative Techniques
20	C1611522	Mohammed Ihasaan	Quantitative Techniques
21	C1611523	Mohammed Rizwan	Quantitative Techniques
22	C1611524	Nafiya Khanum	Quantitative Technique
23		0.8	Quantitative Technique
			Quantitative Technique
24	C1011327		

			1 10 1
25	C1611528	Pooja Vishwanath Gowda	Quantitative Techniques
26	C1611529	Poorvik N R	Quantitative Techniques
27	C1611531	Prerana Jain	
28	C1611532	Rashmi M C	Quantitative Techniques
29	C1611533	Rincy K E	Quantitative Techniques
30	C1611534		Quantitative Techniques
31		Rohan R Jain	Quantitative Techniques
32	C1611535	Ruchika U Jain	Quantitative Techniques
1	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	
36	C1611540	Saloni V Jain	Quantitative Techniques
37	C1611541	Sanjay K.E	Quantitative Techniques
38	C1611542	Shashwathi N S	Quantitative Techniques
39	C1611543		Quantitative Techniques
40	C1611544	Shrinidhi H S	Quantitative Techniques
41	1212.0	Shynika C Jain	Quantitative Techniques
2.5	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 Quantitative Techniques
47	C1611552	Ujwal Sirvi T	
48	C1611553	Veeresh Patil G M	Quantitative Techniques
49	C1611554	Venkatesh V.G	Quantitative Techniques
50	C1611555		Quantitative Techniques
30	C1011333	Yashwanth S S	Quantitative Techniques

Head of Department
Lepartment of Heberce & Management
Les Institute of Advanced Management Studies
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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 nth term of AP and GP; Finding number of AP and GP upto nth 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, Typesof 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)



*ಎಇಎಸ್ ಇನ್ಟ್*ಟ್ಟಾಡ್ ಆಫ್ ಅಡ್ಡಾನ್ಸ್ಡ್ ಮ್ಯಾನೇಜ್ಮಎದ್ನ್ ಸ್ಟ್ರಡೀಸ್

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Phone: 8147053085

PES Institute of Advanced Management Studies

(Affiliated to Kuvernpu 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	Elil
2	Mr. Rakesh D Souza	Rabeeli
3	Mr. Harsha Mathad	tal.
4	Mr. Sathish	Pathers

Co-ordinator 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.



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Phone: 8147053085

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

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	Call
2	Mr. Rakesh D Souza	Rallecle
3	Mr. Harsha Mathad	+nt-
4	Mr. Sathish	Letter

Co-ordinator

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

PES Institute of Advanced Management Studies

NH 206, Sagar Road SHIVAMOGGA-577 204.



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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 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 Patjl	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	Neeha 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	Raiini O	
		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 Financ
25	PC171225	Sanghavi D S	Accounting and Financ
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	
40	PC1/1240	Vinay Kumar G.B	Accounting and Finance

Head obshim Department

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

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



ಪಿಇವಿಸ್ ಇನ್**ಸ್ಟಿಟ್ಬಾ**ಟ್ ಆಫ್ ಅಡ್ವಾನ್ಫ್ ಮ್ಯಾನೆಂಜ್ಮಂಡ್ ಸ್ಟಡಿಂಡ್

(ಕುವೆಂಮ ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸಂಯೋಜನೆಗೊಳಪಟ್ಟದೆ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾನ್ಮತೆ ಕಡದಿದೆ) ಎನ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ – 577 204 (ಕರ್ನಾಟಕ್ರ)

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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

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

Copy to:

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



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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 | Principal

PES Institute of Advanced Management Studies NH 206, Sagar Road

SHIVAMOGGA-577 204

Copy to:

The Coordinator, IQAC, Kuvempu University, Shankarghatta.

Internal Quality Assurance Cell (IQAC) Department of Commerce Elective Paper for III Semester Students 2018-19				KUVEMPU UNIVERSITY	U UNIVE	ERSITY		5 1.1
Department of Commerce Elective Paper Students 2018-19 Elective Paper ABHISHEK			Inte	rnal Quality	Assurance	e Cell (I	QAC)	
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objection in Name Reg.No Option-II Option-II Option-II ABHISHEK R PC171201 Management Skills Indian Adminis Coulaity and Management Tration Public Public Option-IV AMSHA S L PC171202 Management Skills Economy Tration Public Option Water Resources. Skills APOORVA PATIL PC171203 Management Management Indian Adminis Coulaity and Management Tration Public Option Water Resources. Skills Public Option Water Resources. Skills ASHITHA P PC171204 Management Indian Adminis Coulaity and Management Tration Public Option Water Resources. Skills BANU K T PC171206 Management Indian Adminis Coulaity and Management Tration Public Option Water Resources. Skills BANU K T PC171206 Management Indian Adminis Coulaity and Management Tration Public Option Water Resources. Skills BANU K T PC171206 Water Resources. Skills Public Option Management Tration	S		9			Elective F	aper	
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APOORVA PATIL PC171203 Skills Economy Tration Adminis Qulatity and Management Indian Adminis Qulatity and Management Tration Skills Economy Tration Adminis Qulatity and Management Tration Public Drinking Water Resources. Skills Economy Tration Adminis Qulatity and Management Tration Public Drinking Water Resources. Skills Economy Tration Adminis Qulatity and Management Tration Skills Economy Tration Tration Adminis Qulatity and Management Tration Tra	01	AMSHA S L	PC171202	Management Skills	Indian Economy	Public Adminis tration	Drinking Water Resources, Qulaity and Management	1
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BANU K T Petrician Public Drinking Water Resources Skills Economy tration (Administration Administration Administration Administration Administration Administration Administration Administration Public Drinking Water Resources.	100	ASHITHA T S	PC171205	Management Skills	Indian Economy	Public Adminis tration	Drinking Water Resources. Octain and Management	5.5 M. J. M. T.S.
		BANU K T	PC171206	Management Skills		Public Adminis Itation	Drinking Water Resources Qulady and Management	200

					Elective Paper	aper	Signature of
Name Reg.No Option-I		Option-I		Option-II	Option- III	Option-IV	the student
BHANUSHREE G M PC171207 Skills		Managemer Skills	=	Indian Economy	Public Adminis tration	Drinking Water Resources, Qulaity and Management	Bhornus kneed An
BHARANI R PC171208 Skills		Manageme Skills	ınt	Indian Economy	Public Adminis tration	Drinking Water Resources, Qulaity and Management	-
DIVYA D.M PC171209 Skills		Manageme Skills	snt	Indian Economy	Public Adminis tration	Drinking Water Resources, Qulaity and Management	Divega D.M.
10 GOURAVI S D PC171210 Skills	Σ	Managem Skills	ent	Indian Economy	Public Adminis tration	Drinking Water Resources, Qulaity and Management	gerrouged
KATHYAYANI S.K PC171211 Management Skills			ent	Indian Economy	Public Adminis tration	Drinking Water Resources, Qulaity and Management	Kathyoupung 8
12 KAVYA G R PC171212 Skills			lent	Indian Economy	Public Adminis tration	Drinking Water Resources, Qulaity and Management	ME.
NARASAMMA V PC171213 Management Skills		Managem Skills	lent	Indian Economy	Public Adminis tration	Drinking Water Resources, Qulaity and Management	À

OF ADVA

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20	19	18	17	16 H	15 P			
RAMESH M R	RAJINI O	PRIYANKA V	PRASHKILA T S	POOJA N	POOJA KHATAVKAR N BPC171215	NEEHA KOUSAR	Name	
PC171220	PC171219	PC171218	PC171217	PC171216	PC171215	PC171214	Reg.No	
Management Skills	Option-I							
Indian Economy	Option-II	F						
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JE Jan	Payini 0	pouganto.v.	*	Possa, N]	Neuralouros	the student	**

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Sonature of	the student	Ramp. M	Telsari	(A)	di		Sanita	
aper	Option-IV	Drinking Water Resources, Qulaity and Management						
Elective Paper	Option- III	Public Adminis tration						
	Option-II	Indian Economy						
	Option-I	Management Skills						
	Reg.No	PC171221	PC171222	PC171223	PC171224	PC171225	PC171226	PC171227
	Name	RAMYA M	ROHINI S	ROSLIN MASCARENHAS PC171223	RUMANA	SANGHAVI D S	SANIHA E K	SHAGUFTHA
	z s	21	22	23	24	25	26	27

32 SOUJANYA K 33 SRIHARI M KO			31 SINDHU NYAMATI	30 SINCHANA U K	29 SHREYA B R	28 SHAHEEN TAJ	No No	
OLEKAR	AK		YAMATI	NUK	R	TAJ	Name	
PC171233		PC171232	PC171231	PC171230	PC171229	PC171228	Reg.No	•
	Management Skills	Management Skills	Management Skills	Management Skills	Management Skills	Management Skills	Option-I	
	Indian Economy	Indian Economy	Indian Economy	Indian Economy	Indian Economy	Indian Economy	Option-II	
Duklic	Public Adminis tration	Public Adminis tration	Public Adminis tration	Public Adminis tration	Public Adminis tration	Public Adminis tration	Option- III	Elective F
	Drinking Water Resources, Qulaity and Management	Option-IV	Paper					
		Sowsanya.k	Sindhu	Sinches	Shreya 13.R.	\$P	the student	OF A PES ING

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PC171240 Management Indian Adminis Skills Economy tration	39	VEEKSHITHA A R	PC171239	Management Skills	Indian Economy	Public Adminis tration	Drinking Water Resources, Qulaity and Management	35
	40	VINAY KUMAR G.B	PC171240	Management Skills	Indian Economy	Public Adminis tration	Drinking Water Resources, Qulaity and Management	A)

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



ಎಇಎಸ್ ಇನ್**ಸ್ಟಿಟ್ಯೂಡ್ ಆ**ಫ್ ಅಡ್ಡಾನ್ಫ್ ಮ್ಯಾನೇಜ್ ಮೆಂದ್ ಕೃತ್ತೀಸ್

(ಕುಮಾರು ವಿಶ್ವವಿಧ್ಯಾನಿಲಯದ ಸಂಯೋಜನೆಗೊಳವನ್ನಿದ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾದ ಮಾಧ್ಯತ ವಸದಿದೆ)

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

Phone: 8147053085

PES Institute of Advanced Management Studies

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Website: pestrust.edu.in/pesiams

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

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.

HOD DEPT OF BRAGE. COM

Head of the Department
Department of Management Studies

PES Institute of Advanced Management Studies SHIVAIMOGGA-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	Rabeeli
2	Mr. G. P. Nagesh	Call
3	Mr. Mohan D	Barres
4	Mr. Harsha C Matchad	tul:
5	Mr. Vinay Kumar K. S	AKS
6	Mr. Praveen B	9
7	Mr. Mahesh K S	
8	Ms. Swathi J	0
9	Mr. Sathish V	Sallean



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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.

Departer HOD wherce & Management

PES Institute of Advanced Management Studies

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NH 206, Sagar Road
SHIVAMOGGA-577 204.

Sl. No	Name of the Faculty	Signature
1	Mr. Rakesh D'souza	Pakeel
2	Mr. G. P. Nagesh	Cent
3	Mr. Mohan D	Danne.
4	Mr. Harsha C Mat had	-tul.
5	Mr. Vinay Kumar K. S	AKS
6	Mr. Praveen B	R
7	Mr. Mahesh K S	malesh
8	Ms. Swathi J	
9	Mr. Sathish V	Caran



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(ಕುನೆಯ ದಿಕ್ಕದಿಲ್ಲಾನಿಂದದ ಸಂದರ್ಜನಗೊಳವಟ್ಟದ ಮತ್ತು ಕರ್ನಟಕ ಸರ್ಕರದ ಮಾನ್ಯತೆ ಪಡೆದಿದೆ)

Phone: 8147053085

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

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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

			1 6
19	BB158921	Lohith S	Marketing Group
20	BB158923	Medha Bhave	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





The following is the L	ist of BBA Specialization Streams
FINANCE GROUP	L.
Elective Paper – 1 (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 deciosion 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 o 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

Skill Development Activities:

(12 hours

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 lecturers, Seminar, Group discussion.

Teaching hour per week = 4 hours.

Maximum Marks = 100.

Exam Duration = 3 hours.

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

Unit-2: Advertising and Campaign Planning

Marketing-strategy and situation analysis; Advertising plan, DAGMAR approach advertising strateg advertising campaign - Advertising planning process. (10 hor

Unit-3: Message Design and Development

Creative approaches Art of copy writing - Advertising layout - Advertising copy testing - advertis appeal, different types of advertising appeal, advertising theme. (12 ho

Unit-4: Advertising Media Management

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

(14 ho

Unit-5: Advertising Effectiveness and Budget

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

(14 hc

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 Referencesi-

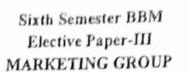
1) Sontakki - Advertising

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.



BM605: SALES AND DISTRIBUTION MANAGEMENT

Objective: To acquaint the students with the theory and practice of sales and 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.

Unit-2: Sales Planning

Importance and types of sales planning - sales planning process, sales for casting, determined sales territories sales quota and sáles budget.

Unit-3: Sales Organization

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

Unit-4: Sales Force Management

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

Unit-5: Distribution Management

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

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 executi

Books for References:

1) Berman, Barry and Joel Evans: Retail Management, Prentice Hall, New Delhi 2) Dalytmple D.J And W.J Cron: Sales Management -John Wiley New Yark

- 3) Laneaster G Selling and Sales Management, Maemihian New Delhi
- 4) Sales and Distribution Management, Icfai University press, Hydarabad 5) Gupta Vaswar Das - Sales Management, Prentice Hall, Delhi

Sixth Semester BBM Llective Paper-IV MARKETING GROUP

BM606: RETAIL MANAGEMENT

No.	
Objective: To expose students to acquire skills in	retail management 's will recognise to Control O
Pedagogy: Class room lectures, Seminar, Group Teaching hour per week = 4 hours. Maximum Marks = 100. Exam Duration = 3 hours.	discussion manual research research aparents of the colored process of the colored points of the colored point
Unit-1: Introduction To Retailing Definition - Functions of retailing - Types o re theories wheel of retailing - Retail Life Cycle, Scenario, Retailing from the International Perspec	stailing Forms of retailing Based on Ownership. Retail Retailing in India - Influencing factors- Present Indian ctive.
	(12 hours)
Unit-2: Consumer Behaviour in Retail Context	
- Preparing a complete Business Plan Implementa	Retailing – Influence of Group and Individual factors. Satisfaction, Retail Planning Process Factors to consider ation—Risk—Analysis.
Unit-3: Retail Operations	(10 hours) o. 163) for a color of success and success are success
method = Site evaluation Retail operations store in planning. Retail operations inventory management Unit-4: Retail Marketing Mix	e layout and visual merchandising store designing space nt Merchandise management Category management.
pricing — influencing factors approaches to pricing — influencing factors approaches to pricing Retail marketing mix; place supply channel replenishment system — corporate replenishment objectives communication effects promotional mix planning. Recruitment and Training compensation unit-5: Impact of it in Retaining Compensation of the impact of Information networking —EDI — Bar coding Electronic article database management system. Legal aspects in retailing	nt policies. Retail marketing mix- Promotion setting ix, Human resource management in retailing Manpower performance appraisal (18 hours) on technology in retailing - Integrated systems and icle surveillance - Electronic shelf labels -customer retailing. Social issues in retailing. Ethical issues in
when there are projected a constraint and a constraint.	
Skill Development Activities:	(12 nours)
1. Prepare a report of Un-organized retailers 2. Explore and report scanning methodologie 2. List in detail the assortment of any one organized.	anized realier. Out that the status of inventory by category.
Robert Server 1908 to thoughted act	eximately the least to the took took that the tenth of
Books for reference:	

- 1) Barry Bermans and Joel Evams, "Retail Management A strategic Approach", 8th editin PHI private limited, New Delhi 2002

 A.J Lamba, "The Art of Retailing" 1" edition, Tata Mc Graw Hill, New Delhi, 2003

 Retailing Management by Swapana Pradhan, 2/e 2007 & 2008.TMH Burn D. Kelby place

- Integrated Retail Management By James r. Ogden & Denise T Ogden, 2007 Bizantra, Retail Management Levy and Weitz TMH 5th edition 2002
- 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	f 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 M	lanagement
Course – I (Fifth Semester)	507C1: Advanced Financial Management
Course – II (Sixth Semester)	607C2: Security Analysis and Portfolio
	Management
Specialization Stream - D: Banking an	d Insurance
Course – I (Fifth Semester)	507D1: Accounting Standards – I
Course – II (Sixth Semester)	607D2: Accounting Standards – II
Specialization Stream - E: Business Ta	xation
Course – I (Fifth Semester)	507E1: Business Taxation – I
Course – II (Sixth Semester)	607E2: Indirect Taxation – II
Specialization Stream - F: E-Commerc	e
Course – I (Fifth Semester)	507F1: E-Commerce – I
Course – II (Sixth Semester)	607F2: E -Commerce -II
Specialization Stream - G: Quantitativ	e Techniques
Course – I (Fifth Semester)	507G1: Quantitative Techniques – I
Course – II (Sixth Semester)	607G2: Quantitative Techniques - II



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(ಕುರುಣ ಕಿತ್ತರಲ್ಲಾಕುಂದರ ಸಂಮುಂದರೇ ಸಂಸ್ಥೆಕ ಮತ್ತು ಕರ್ನಚಿ ಸರ್ಕಾರ ಮುದ್ದಕ ಪತ್ತುತೆ, ಎಸ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ – 577 204 (ಕರ್ನಾಟಕ)

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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

			La C
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

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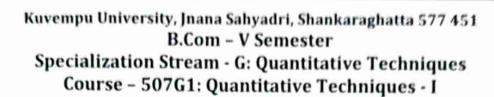
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60	C1511567	Shwetha M Y	(2)
61	C1511568	Shwetha S.H	Quantitative Technique
62	C1511569	Simran	Quantitative Technique
6.3	C1511570		Quantitative Technique
64	C1511571	Sriraksha S P	Quantitative Technique
65		Sumana R S	Quantitative Technique
66	C1511572	Sumanth H.S	Quantitative Techniques
67	C1511573	Syed Sadiq	
	C1511574	Thanuja B.R	Quantitative Techniques
68	C1511575	Thilak S	Quantitative Techniques
69	C1511576	Ujwala C	Quantitative Techniques
70	C1511577		Quantitative Techniques
71	C1511578	Uthkarsha K.P	Quantitative Techniques
72		Varsha N K	Quantitative Techniques
73	C1511579	Vidhi C M Jain	Quantitative Techniques
74	C1511580	Vikas U Chikkeri	Quantitative Techniques
75	C1511581	Yashwanth S	Quantitative Techniques
	C1504869	Rukmini K.V	
76	C1510071	Pranil Raj	Quantitative Techniques
77	C1510115		Quantitative Techniques
78	C1511582	Suryanarayana C	Quantitative Techniques
		Sapna K Iyer	Quantitative Techniques

Head Street Pes Institute of Advanced Management Studies
NH 206, Sagar Road
SHIVAMOGGA-577 204.

Principal Principal Principal Principal Principal Principal PES 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 nth term of AP and GP; Finding number of AP and GP upto nth 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

PESIAMS

ಹಿಇವಿಹ್ ಇನ್**ಸ್ಟಿಬ್ಯೂಡ್ ಆ**ಫ್ ಅಡ್ಡಾನ್ಫ್ ಮ್ಯಾನೇಜ್ ಮೆಂಡ್ ಸ್ಟ್ರಡೀಹ್

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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 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	Marin
2	Mr. G. P. Nagesh	Sell
3	Mr. Rakesh D Souza	Robeelo
4	Mr. Harsha Mathad	-tul:

Coordinator

Co-ordinator

P.G. Department of Commerce

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



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

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 steams 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	Aproses
2	Mr. G. P. Nagesh	Gehl
3	Mr. Rakesh D Souza	Ratcelo
4	Mr. Harsha Mathad	Jul.

ordinator Co-ordinator

P.G. Department of Commerce

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

PES Institute of Advanced Management Studies

NH 206, Sagar Road SHIVAMOGGA-577 204.



ಪಿಣವಿನ್ ಇನ್**ಸ್ಟಿಬ್ಯೂಲ್ ಆಫ್ ಅಡ್ಡಾನ್ಫ್**ಡ್ ಮ್ಯಾನೇಜ್**ಮೆಂ**ಟ್ ಸ್ಟರ್ಡಿನ್

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PG Department of Commerce List of M.Com students who have opted Soft Core Stream For the academic year 2016-17

Sl. No.	-10g. 110.	Name of the students	Soft Core Stream-B
1	PC161201	Anujnya K	- ALL-ANDERS
2	PC161202	Anupkumar K R	Accounting and Finance
3	PC161203	Ishwarya J	Accounting and Finance
4	PC161204		Accounting and Finance
5	PC161205	Kavya B P	Accounting and Finance
		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	
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		Accounting and Finance
14		Rashmi A S	Accounting and Finance
	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	
20	PC161220	Smitha A	Accounting and Finance
	PC161221	-5- 4X2	Accounting and Finance
		Supritha J	Accounting and Finance
	PC161222	Syed Sheeraz	Accounting and Finance
	PC161223	Vaishali K M	Accounting and Finance
24	PC161224	Varsha S V	Accounting and Finance

Cordinates tor

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

Principalat PES institute of Advanced Management Studies

NH 206, Sagar Road SHIVAMOGGA



ವಿಇವಿನ್ ಇನ್ಫ್ರ್ಯಾಟ್ ಆಫ್ ಉಡ್ವಾನ್ಫ್ ಮ್ಯಾನೇಟ್ ಮಂಟ್ ಸ್ಟರ್ಜಿಸ್

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Phone: 08182 - 640772

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PES Institute of Advanced Management Studies

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

Website: pestrust.edu-in pesiams N H-206, Sagar Road, Shivamogga - 577 204 (Karnataka)

19-05-2017

Editor MBA.
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 faithfally,

(Ahand MAB)

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.



ಪಿಇಎಸ್ ಇನ್ಫ್ಟ್ ಟ್ಯಾಟ್ ಆಫ್ ಅಡ್ವಾನ್ಫ್ ಮ್ಟ್ರಾನೇಜ್ ಮಂಡ್ ಸೈಡೀಸ್

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

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

Website: pestrust.edu.in/pesiams

N.H-206, Sagar Road Shimmedon 577 204 (Parada)

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.

Cobrdinator

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

₹. 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.



ಪಿಇವಿಸ್ ಇನ್ಫ್ ಟ್ಯಾಟ್ ಆಫ್ ಅಡ್ಡಾನ್ಸ್ ಮ್ಯಾನೇಜ್ ಮೈಲ್

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Phone: 08182 - 640772

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081.82 - 640806 Website: pestrust.edu.in/pesiams

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

No. 177/2016-17

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 faithfall

Coordinator

P G Department of Commerce PES Institute of Advanced Management Studies N H 206, Sagar Road, Shivamogga-577 20Principal

agaraja) 17/5 A

Date: 17-05-2017

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

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No	Reg.No	Option-I	Option-II	Option-III Option-IV	Option-IV	student
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Coardinator

p G Department of Communical res treatment of Advanced Hamagement Studies a. II 15t. Sagar Road, Strivemosga-577 204

Principal

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



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Phone: 08182 - 640772

08182 - 640812

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08182 - 640806

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Website: pestrust.edu.in/pesiams

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

No. 177/2016-17

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 faithfally

Coordinator

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

Principal

Date: 17-05-2017

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

Copy to:

The Coordinator, IQAC, Kuvempu University, Shankarghatta.

PES IAMS

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Phone: 8147053085

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Website: pestrust.edu.in/pesiams

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

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.

Head of the Department

Department of Management Studies

SHIVAMOGGA-577 204

Head of the Department

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

PES Institute of Advanced Management Studies

NH 206, Sagar Road SHIVAMOGGA-577 204.

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

Mr. Praveen B

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Phone: 8147053085

PES Institute of Advanced Management Studies

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

Website: pestrust.edu.in/pesiams

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

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.

Head of the Department

Der ment of Management Studies reprod Management Studies

PES institute of Advanced Management Studies

NH 206, Sagar Road

Sr. No	Name of the Faculty	Signatwww.MOGGA-577 204.
1	Mr. Rakesh D'souza	Rakeel
2	Mrs. Vinaya Arasu	Agressiva
3	Mr. G. P. Nagesh	Call
4	Mr. Kiran Kumar C V	Liver burn
5	Mr. Sudeep B	D
6	Mr. Mohan D	Dans.
7	Mr. Harsha C Matchad	ful
8	Mr. Vinay Kumar K. S	445
9	Mr. Praveen B	8



ಎಇಎನ್ ಇನ್ಸ್ಟ್ ಆಫ್ ಅಡ್ಡಾನ್ಡ್ ಮ್ಯಾನೇಜ್ ಮಂಡ್ ಸ್ಟರೀಸ್

(ಕುರುಣು ವಿಶ್ವವಿಧ್ಯಾವಿಲಯದ ಸಂಯೋಜನೆಗೊಳಪಟ್ಟದ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾನ್ಯತ ಪಡೆದಿದೆ) ಎನ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ – 577 204 (ಕರ್ನಾಟಕ)

Phone: 8147053085

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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

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The following is the Li	st of BBA Specialization Streams
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
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



Fifth Semester BBM Elective Paper-I MARKETING GROUP

BM 506: CONSUMER BEHAVIOUR

Objective: To develop an understanding about the consumer deciosion 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.

Unit-4: Consumer's Decision Making Process

(12 hours)

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.

Unit-5: Consumer Satisfaction and Consumerism

(12 hours

Concept of consumer satisfaction; working towards enhancing consumer satisfaction; sources o 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

Skill Development Activities:

(12 hours

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



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 lecturers, 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

Unit-2: Advertising and Campaign Planning

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

(10 hot

Unit-3: Message Design and Development

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

(12 ho

Unit-4: Advertising Media Management

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

(14 ho

Unit-5: Advertising Effectiveness and Budget

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

(14 hc

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 dismanagement of firms sales operations.

Pedagogy: Class room lecturers. Seminar, Group discussion.

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.

Unit-2: Sales Planning

Importance and types of sales planning - sales planning process, sales for casting, detersales territories sales quota and sáles budget.

Unit-3: Sales Organization

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

Unit-4: Sales Force Management

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

Unit-5: Distribution Management

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

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 executi

Books for References:

- 1) Berman, Barry and Joel Evans: Retail Management, Prentice Hall, New Delhi 2) Dalytmple D.J And W.J Cron: Sales Management -John Wiley New Yark
- 3) Laneaster G Selling and Sales Management, Maemihian New Delhi
- 4) Sales and Distribution Management, Icfai University press, Hydarabad

5) Gupta Vaswar Das - Sales Management, Prentice Hall, Delhi



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Sixth Semester BBM Elective Paper-IV MARKETING GROUP

BM606: RETAIL MANAGEMENT

Objective: To expose students to acquire skills in retail management Pedagogy: Class room lecturers, Seminar, Group discussion annual method and the land to the second and the land to the land to

Teaching hour per week = 4 hours. Maximum Marks = 100.

Exam Duration = 3 hours.

Unit-1: Introduction To Retailing

Bath in Princer of Wages Acr 12th Definition - Functions of retailing -Types o 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: Trackers in somewhile erace have (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 Size and Asserts and Asserts (Fruad CI)

Unit-3: Retail Operations

(RDP1 not 1823) Charles Leaves Lave 1943) 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. .ครัสแสโทยเอง งูรัย รัสร์ โดยลมี (12 hours)

(Teg 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 mixpricing - 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 actobjectives communication effects promotional mix, Human resource management in retailing Manpower planning. Recruitment and Training compensation performance appraisal in a compensation performance appraisal in a compensation of the training of the trainin

Non store retailing. The impact of Information technology in retailing Integrated systems and networking -EDI = Bar coding Electronic article surveillance - Electronic shelf labels customer networking -EDI = Bar coding - necurome arrior surventance surventance arrior and a database management system. Legal aspects in retailing. Social issues in retailing and the contract of the

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.

2. List in detail the assortment of any one organized realler. Due and the assortment of any one organized realler. TEST expressed evolute associated as manufactured assembly the second evolute associated as manufactured as we see that the second evolute associated as the second evolute associated as the second evolute associated asso

1) Barry Bermans and Joel Evams, "Retail Management - A strategic Approach", 8th editin PHI private limited, New Delhi 2002

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- A.J Lamba, "The Art of Retailing" In edition, Tata Mc Graw Hill, New Delhi, 2003
- Retailing Management by Swapana Pradhan, 2/e 2007 & 2008 TMH
- Integrated Retail Management By James r. Ogden & Denise T Ogden, 2007 Bizantra, Retail Management Levy and Weitz TMH 5th edition 2002
- Retail Management by Rosemary Varley, Mohammed Rafiq
- Retail Management by Chetan Bajaj Oxord publication-
- 8) Retail Management by Uniyal and Sinha -Oxford publication.



ಎಇಎಸ್ ಇನ್ಟ್ರ್ಆ್ಬ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಫ್ ಮ್ಯಾನೇಜ್ಮೆಂಟ್ ಸ್ಟ್ರ್ರ್ಮ್ನ್ನ್

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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 Technique
2	C1411502	Abdul Qadir .	Quantitative Technique
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 Kothori	Quantitative Techniques
8	C1411508	Alisha Akther	
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		Quantitative Techniques
14		Bhagyalakshmi C R .	Quantitative Techniques
15	C1411515	Bhoomika J Jain	Quantitative Techniques
16	C1411516	Chaithanya S	Quantitative Techniques
	C1411517	Chaithra K.M	Quantitative Techniques
17	C1411518	Chaitra G	Quantitative Techniques
18	C1411519	Chaitra .H Quantitative T	
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 Quantitative Techniques
24	C1411525	Karan L .	Quantitative Techniques Quantitative Techniques

25			
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

b

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 Quantitative Techniques
67	C1411578	Tejal	Quantitative Techniques Quantitative Techniques
68	C1411579	Usama Bin Aqeel .	Quantitative Techniques Quantitative Techniques
69	C1411580	Vachana I Besur .	Quantitative Techniques Quantitative Techniques
70	C1411581	Vandana Jain V .	Quantitative Techniques 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

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The following is the I	List of B.Com Specialization Streams	
Specialization Stream - A: Accoun	nting	
Course - I (Fifth Semester)	507A1: Accounting Standards – I	
Course – II (Sixth Semester)	607A2: Accounting Standards – II	
Specialization Stream – B: Marke	ting Management	
Course – I (Fifth Semester)	507B1: Marketing Management	
Course – II (Sixth Semester)	607B2: Consumer Behaviour	
Specialization Stream - C: Financ	rial Management	
Course – I (Fifth Semester)	507C1: Advanced Financial Management	
Course – II (Sixth Semester)	607C2: Security Analysis and Portfolio	
	Management	
Specialization Stream - D: Bankin	ng and Insurance	
Course – I (Fifth Semester)	507D1: Accounting Standards – I	
Course – II (Sixth Semester)	607D2: Accounting Standards – II	
Specialization Stream - E: Busine	ess Taxation	
Course – I (Fifth Semester) 507E1: Business Taxation – I		
Course – II (Sixth Semester) 607E2: Indirect Taxation – II		
Specialization Stream - F: E-Com	merce	
Course – I (Fifth Semester)	ifth Semester) 507F1: E-Commerce – 1	
Course – II (Sixth Semester)	nester) 607F2: E -Commerce -II	
Specialization Stream - G: Quant	itative Techniques	
Course – I (Fifth Semester)	507G1: Quantitative Techniques – I	
Course – II (Sixth Semester)	607G2: Quantitative Techniques - II	

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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.

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

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, Typesof 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)

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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 nth term of AP and GP; Finding number of AP and GP upto nth 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

PES IAMS

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Phone: 8147053085

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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	Agasas
2	Mr. G. P. Nagesh	gine
3	Mr. Rakesh D Souza	Patreeli
4	Ms. Sandhya Kumari	Sandlyn

Coordinator

Co-ordinator

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

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



ವಿಇವಿಷ್ ಇನ್**ಸ್ಟಿಬ್ಯೂದ್ ಆ**ಫ್ ಅಡ್ತಾನ್ಫ್ ಮಾನೇಬ್ ಮಂದ್ ಸ್ಥರ್ಕ್ಲಫ್

(bases before there we were given before therefore transformation and an address)

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: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 steams avilable as per the guidleines of Kuvempu university and weighted the pros and cons of offering each specialization and which would be more benefical 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 specilized 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 enusing batch.

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

Coordinator

Principal 30 04 15

Principal

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



ವಿಇವಿನ್ ಇನ್**ಸ್ಟಿಟ್ಯೂಡ್ ಆಫ್ ಅಡ್ಡಾ**ನ್ಫ್ ಮ್ಯಾನೇಜ್ ಮಂಡ್ ಸ್ಥಡೀಸ್

(ಕುರುದು ಶಿಕ್ಕರಿದ್ಯಾರಿಲಯದ ಸಂಯೋಜನೆಗೊಳಪಟ್ಟದ ಮತ್ತು ಕರ್ನಲಕ ಸರ್ಕಾರದ ಮಾನ್ಯತ ಪಡೆದಿದೆ) ಎನ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ – 577 204 (ಕರ್ನಾಟಕ)

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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 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	Dodawash NAC 1	(W)
	FC131216	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.



ಪಿಇವಿಸ್ ಇನ್ಟ್ ಆಫ್ ಆಫ್ ಅಡ್ಡಾನ್ಸ್ ಮ್ಯಾನೇಜ್ ಮೆಂಟ್ ಸ್ಟಡೀಸ್

(ಕಪೆಯ ವಿಶ್ವವಿದ್ಯಾನಿಯದ ಸಂಯೋಜನೆಗೊಳಪಟ್ಟಿದೆ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾನ್ಯಕ ಪಡೆದಿದೆ ಎನ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ – 577 204 (ಕರ್ನಾಟಕ)

Phone: 08182 - 640772

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PES Institute of Advanced Management Studies

08182 - 640806

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

Website: pestrust.edu.in/pesiams

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

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,

(Anana M.B) 18/5/16

Coordinator

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

R. Nagaraja) 90 | 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 poet
on 20/5/16

Phone: 08182 - 640772

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

Website: pestrust.edu.in/pesiams

Date: 20-05-2016

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

Anand M.B) 1816 Céordinator

P G Department of Commerce

PES Institute of Advanced Management Sturing N H 206, Sagar Road, Shivamogga-577 2.

S.R. Nagaraja) Principal

PES Institute of Advanced Menagement Studies SHIVAMOGCA-577 284 NH 206, Sagar Road

Copy to:

The Coordinator, IQAC, Kuvempu Liversity, Shankarghatta.

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	In	iternal Qua	lity Assura	Internal Quality Assurance Cell (IQAC)	(AC)		S. S
		Depart	rtment of C	ment of Commerce			and the second
	Elec	ctive Paper f	or III Semes	Elective Paper for III Semester Students 2016-17	016-17		
				Elective Paper	Paper		Signature of the
	No	Reg.No	Option-I	Option-II	Option-III	Option-IV	student
L	1 ANITHA M.P	PC151201	MBA-MS	Economics- IPF	PS-PA	MATH-ST	Anither mp
l	2 ANUSHA N C	PC151202	MBA-MS	Economics- IPF	PS-PA	MATH-ST	Anusha Noc
1	3 ANUSHA S	PC151203	MBA-MS	Economics- IPF	PS-PA	MATH-ST	Lumbo. S
	4 BHARATH KUMAR G	PC151204	MBA-MS	Economics- IPF	PS-PA	MATH-ST	Burgs.
4,	5 BHAVANA P	PC151205	MBA-MS	Economics- IPF	PS-PA	MATH-ST	1
	6 CHAITHRA S.D	PC151206	MBA-MS	Economics- IPF	PS-PA	MATH-ST	chevidago s.n.
1,5	7 CHETHAN S	PC151207	MBA-MS	Economics- IPF	PS-PA	MATH-ST	Chethan S
	8 DADAPEER A	PC151208	MBA-MS	Economics- IPF	PS-PA	MATH-ST	Dalaysers, A
T 2,	9 DIVYA V G	PC151209	MBA-MS	Economics- IPF	PS-PA	MATH-ST	Diya.v.a.
	10 FARHANA F	PG151210	MBA-MS	Economics- IPF	PS-PA	MATH-ST	failedy
_							

SI.		;		Elective Paper	Paper		Signature of the
No	Name	Reg.No	Option-I	Option-II	Option-III	Option-IV	student
Ξ.	KESHAVA NAIK	PC151211	MBA-MS	Economics- IPF	PS-PA	MATH-ST	10000
12	MALLOJIRAO M R	PC151212	MBA-MS	Economics- IPF	PS-PA	MATH-ST	mallossas
13	MANJUNATHA M S	PC151213	MBA-MS	Economics- IPF	PS-PA	MATH-ST	1
14	MEENAZ AFSHAN	PC151214	MBA-MS	Economics- IPF	PS-PA	MATH-ST	MATH-ST Mecnazasso
15	MEGHA G.M	PC151215	MBA-MS	Economics- IPF	PS-PA	MATH-ST	Megla
16	MEGHANA M.R	PC151216	MBA-MS	Economics- IPF	PS-PA	MATH-ST	Veglouis
17	NANCY FERNANDES	PC151217	MBA-MS	Economics- IPF	PS-PA	MATH-ST	Menanda
18	PADMASHREE N MIRASHI	PC151218	MBA-MS	Economics- IPF	PS-PA	MATH-ST	
19	PRANUTHA D	PC151219	MBA-MS	Economics- IPF	PS-PA	MATH-ST	Planutes D
20	RADHA A R	PC151220	MBA-MS	Economics- IPF	PS-PA	MATH-ST	\
21	RAKESHN	PC151221	MBA-MS	Economics- IPF	PS-PA	MATH-ST	N. Rakel
22	RANJITHA P	PC151222	MBA-MS	Economics- IPF	PS-PA	MATH-ST	

1				Plactive Dener	Paner		Signature of the
j	Name	Reg.No	,	Elective.	111 1111	VI-union-IV	student
Š		0	Option-I	Option-II	Option-III	Option-1 v	
23	23 ROOPA M	PC151223	MBA-MS	Economics- IPF	PS-PA	MATH-ST	Tooloog.
24	SACHIN HEGADE	PC151224	MBA-MS	Economics- IPF	PS-PA	MATH-ST	Salvebale.
25	SHYLAJA M	PC151225	MBA-MS	Economics- IPF	PS-PA	MATH-ST	Stylaga.M.
26	SOWMYA R	PC151226	MBA-MS	Economics- IPF	PS-PA	MATH-ST	Downso it
27	SOWMYA S K	PC151227	MBA-MS	Economics- IPF	PS-PA	MATH-ST	IR
28	SUMA G.M	PC151228	MBA-MS	Economics- IPF	PS-PA	MATH-ST	Sure
29	SUMA R	PC151229	MBA-MS	Economics- IPF	PS-PA	MATH-ST	
30	VEENAMANJARI S G	PC151230	MBA-MS	Economics- IPF	PS-PA	MATH-ST	1
31	VEMANA R	PC151231	MBA-MS	Economics- IPF	PS-PA	MATH-ST	Verner R
32	VINUTHA S J	PC151232	MBA-MS	Economics- IPF	PS-PA	MATH-ST	vinuth,

Principal

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

P G Department of Commerce
P G Department of Commerce
PES institute of Advanced Management Studing N H 206, Sagar Road, Shivnmogga-577 204

PESIAMS ಪಿಣವಿಪ್ ಇನ್ಫ್ ಪ್ರಾಂಡ್ ಆಫ್ ಪಡ್ಡಾನ್ಡ್ ಮ್ಯಾನೇಬ್ ಮಂದ್ ಪ್ರತೀಪ್

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

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PES Institute of Advanced Management Studies

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Website: pestrust.edu.in/pesiams

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

Date 29th April 2015

Circular

All the Commerce and Management faculty members are hereby informed to attend the meeting on 30th April 2015 at 3.30 PM in the Principal Chamber.

Agenda:

 Decision about the specialization to be offered to final year BBA and B.Com Students for the academic year 2015-16.

4/2015

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	Queeli
2	Mrs. Vinaya Arasu	Drawn
3	Mr. G. P. Nagesh	Gul
4	Mr. Kiran Kumar C V	Linein Kein
5	Mr. Sudeep B	P
6	Mr. Mohan D	Rang.
7	Mr. Harsha C Mat had	feel.
8	Mr. Yogesh S. R	yogens se
9	Ms. Sandya Kumari	Sindleyer
10	Mr. Vinay Kumar K. S	HKS
11	Mr. Praveen B	2



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(ಕುಮುದು ವಿಶ್ವವಿಧ್ಯಾನಿಲಯದ ಸಂಯೋಜನೆಗೊಳಪಟ್ಟದ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾನ್ಯಕ ಪಡೆದಿದೆ) ಎನ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ – 577 204 (ಕರ್ನಾಟಕ)

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Website: pestrust.edu.in/pesiams

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

Date On 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.

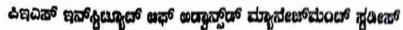
The Head of the Department of both BBA and B.Com and the senior faculty members informed to the Principal that all the BBA students said that they were interested to take up Marketing Specialization and all the B.Com students said that they were going to select Quantitative Techniques Specialization 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	Patel
2	Mrs. Vinaya Arasu	Danne
3	Mr. G. P. Nagesh	Call
4	Mr. Kiran Kumar C V	Lègen Keim
5	Mr. Sudeep B	R
6	Mr. Mohan D	Dans.
7	Mr. Harsha C Mat had	tul:
8	Mr. Yogesh S. R	yegests SE
9	Ms. Sandya Kumari	zagers se Sanduya
10	Mr. Vinay Kumar K. S	XKS
11	Mr. Praveen B	A





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

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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	Iftegar 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

Hea Debute Department
Department Commerce & Management
PES Institute of Advanced Management Studies

NH 206, Sagar Road SHIVAMOGGA-577 204. PES institute of Advanced Managament Studies

NH 206, Sagar Road SHIVAMOGGA-577 204.

The following is the Li	ist of BBA Specialization Streams		
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)	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		

BM506 Employee Welfare and Social Security

BM507 Strategic Human Resource Management

BM605 Industrial Relations

BM606 Compensation Management

HUMAN RESOURCE GROUP

Elective Paper - I (Fifth Semester)

Elective Paper - II (Fifth Semester)

Elective Paper - III (Sixth Semester)

Elective Paper - IV (Sixth Semester)



Fifth Semester BBM Elective Paper-I MARKETING GROUP

BM 506: CONSUMER BEHAVIOUR

Objective: To develop an understanding about the consumer deciosion 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

Skill Development Activities:

(12 hours

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 lecturers, 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 hou

Unit-2: Advertising and Campaign Planning

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

(10 hot

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 ho

Unit-4: Advertising Media Management

Role of Media - types of Media - Non media advertising - Media planning and Scheduling- advertion linternet-media selection decision and Scheduling

(14 he

Unit-5: Advertising Effectiveness and Budget

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

(14 hc

Skill Development Activities:

1) Define the advertising goals, measure advertising result (DAGMAR) for a cosmetic products

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

Soutakki - Advertising

2) Mahendra Mohan - Advertising Management - cases of theory, Tata McGraw

Wells - Advertising

4) Jefkins & Yadin - Advertising

5) Rajeev Batra Et. Al Advertising Management - PHI Edition, New Delhi.



Fifth Semester BRM Elective Paper-1 MARKETING GROUP

BM 506: CONSUMER BEHAVIOUR

Objective: To develop an understanding about the consumer deciosion 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)

(12 hours)

Unit-3: Environmental Determinants of Consumer Behaviour

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

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 o 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

Skill Development Activities:

(12 hours

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 dismanagement of firms sales operations.

Pedagogy: Class room lecturers, Seminar, Group discussion.

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.

Unit-2: Sales Planning

Importance and types of sales planning - sales planning process, sales for casting, deter sales territories sales quota and sales budget.

Unit-3: Sales Organization

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

Unit-4: Sales Force Management

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

Unit-5: Distribution Management

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

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) Dalytmple D.J And W.J Cron : Sales Management -John Wiley New Yark
- 3) Laneaster G Selling and Sales Management, Maemihian New Delhi
- 4) Sales and Distribution Management, Icfai University press, Hydarabad 5) Gupta Vaswar Das - Sales Management, Prentice Hall, Delhi



Birth Semester BBM // Elective Paper-IV " AND MARKETING GROUP

MINE BM606: RETAIL MANAGEMENT

(CALCASTON CALCASTON
Objective: To expose students to sequire skills in retail	from a parameter () with a column (a b) or a constant (
	TOP I TOP I TO THE
Pedagogy: Class room lecturers, Seminar, Group discus Teaching hour comments.	dollarmar same qui vive i a despar
Teaching hour per week = 4 hours. Maximum Marks = 100.	pulsed his super major of galdered and a superior monitored
Exam Duration = 3 hours.	A to () A ARREST MARKET
San Countrol = 3 hours.	SERVE TO DOCUMENT OF THE PARTY
Unit-1: Introduction To Retailing	make an employed as make and deposit
Definition = Functions of retalling Proper a retalling	House of received belong the Proposition Hereit
The state of the s	大学的 "我们,""我们是一个大学,我们也没有一个一个一个一个一个一个一个一个一个一个一个一个一个一个一个一个一个一个一个
Scenario, Retailing from the International Perspective.	to the state of the second to the second section of the second se
	diago for each of (12 hours)
Buying Postsion Behaviour in Retail Context	
Decision Process and its familiarities on flatatit	ng = Influence of Ordup mid Individual Incitors.
countries that the complete Business Phy implementation of	Out a Vind Adult and a sure and a sure as a su
Unit-3: Retail Operations (CFO) for the	(10 houry)
The state of a core in the contract of the state of the s	name talka (in Managara) (in an Aightean an Aireann an Aightean an Aireann an Airean Airean Airean Airean Airean
in planning, Retail operation, Retail operations store layout	And dealer merchands for analysis - Pating plan
in planning. Retail operations. Inventory management Make	handles madagenery Cylegory dragagenery
in planning. Retail operations, inventory management Mele	description of the transfer of hours
Retail marketing mix an introduction. Retail marketing i	uts) product - decisions related to selections of
pricing - influencing factors approaches to pricing. Price (recRetail marketing mix; place supply channel - SCN	s sensitivity, value pricing - markdown pricing.
planning. Recruitment and Training compensation perform	on resource management in retailing Manpower
as a state of the same as a substitution of the same as a section of th	the time and the property of the territory of the contract of
Non store retailing. The Impact of Information techn	tology in Tetallinia of Interlegista specialists and
networking ADI a Bar cooling Allectronic write war	Veillance - Plectronic shelf labels southwest
catadatabase management ayatem. Legal aspects in retailin	g. Social issues in retailing. Ethical tenues to
networking ADI et Bar fooding Allectronid skritele suit tot database management system. Legal aspects in retailing retailing	Managara F. Sandi Calabi St. (1976)
couper rolling as a result for standard school and a second of the let	The state of the s
Skill Development Activities:	de maria de la compania del compania de la compania del compania de la compania del la compania de la compania
Development Activities Development a report of Un-organized retailers and ther Report and construct methodologies used to	e nature of operation in your locality.
2. Explore and report scanning methodologies used to a 3: List in detail the assortment of any one organized in	satter in 1919 of Inventory by category.
Blat garage many	the control of the co
server in a modern from preparation	in the first time may be investigated in the first
	the state of the s
Books for reference:	1
Barry Bermans and Joel Evams, " Retail Man private limited, New Delhi 2002	agement – A strategie Approach", 8 th aditio Ptri
2) A.J Lamba, "The Art of Retailing" 1" edition. T	List rues to the state of the s
3) Retailing Management by Swanana Pradling 32	2007 Washin, New Delhi, 2003
4) Integrated Retail Management IIv James v Coul	2007 & 2008,TMH
7 Netali Wanagement by Chotan Balal - Oyard and	Literation 1
8) Retail Management by Unival and Sinha -Oxfor	d mulitheartes

8) Retail Management by Uniyal and Sinha -Oxford publication.



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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 Kamataka)

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 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	Apsha 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 Quantitative Techniques
27		megnana i ii	Quantitative Techniques

1 2	0 1		
23	C 1331830	Nagesh Gn	Quantitative Techniques
29	C133183/	Namratha P Jain	Quantitative Techniques
36	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	C1331840	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	
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		Quantitative Techniques
60	C1328863	Mohammed Meraj	Quantitative Techniques
	C13318/1	Shilpa Ts	Quantitative Techniques



Principal 09/05/2015

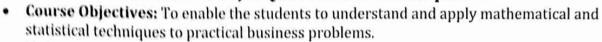
PES Institute of Advanced Management Studies
NH 206, Sagar Road
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The following is the List o	f B.Com Specialization Streams
Specialization Stream - A: Accounting	
Course – I (Fifth Semester)	507A1: Accounting Standards – I
Course – II (Sixth Semester)	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 M	lanagement
Course – I (Fifth Semester)	507C1: Advanced Financial Management
Course – II (Sixth Semester)	607C2: Security Analysis and Portfolio
	Management
Specialization Stream - D: Banking an	d Insurance
Course – I (Fifth Semester)	507D1: Accounting Standards – I
Course – II (Sixth Semester)	607D2: Accounting Standards – II
Specialization Stream – E: Business Ta	axation
Course – I (Fifth Semester)	507E1: Business Taxation – I
Course – II (Sixth Semester)	607E2: Indirect Taxation – II
Specialization Stream - F: E-Commer	ce
Course – I (Fifth Semester)	507F1: E-Commerce – I
Course – II (Sixth Semester)	607F2: E -Commerce -II
Specialization Stream – G: Quantitati	ve 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 – V Semester

Specialization Stream - J: Quantitative Techniques Course - 507J1: Quantitative Techniques - I



 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, 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)

Kuvempu University, Jnana Sahyadri, Shankaraghatta 577 451 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: Dorairai, 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.

education for the real world

ಪಿಇಎಸ್ ಇನ್*ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸ್*ಡ್ ಮ್ಯಾನೇಜ್ಮಂ*ಟ್ ಸ್ಟಡೀಸ್*

ಎನ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ – 577 204 (ಕರ್ನಾಟಕ್ರ)

(ಕುವೆಂಪು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸಂಯೋಜನೆಗೊಳಪಟ್ಟದೆ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾನ್ಯೃತ್ನ ಪಡೆದಿದೆ)

Phone : 08182 - 640772

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PES Institute of Advanced Management Studies

Website: www.pestrust.org

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

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

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,

Coordinator

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

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 port



ಪಿಇಎಸ್ ಇನ್*ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ಡಾನ್ಸ್*ಡ್ ಮ್ಯಾನೇಜ್ಮ**ುಂಟ್ ಸ್ಟರೀ**ಸ್

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

(ಕುವೆಂಪು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸಂಯೋಜನೆಗೊಳಪಟ್ಟದೆ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾನ್ಯತೆ ಪಡೆಥಿದೆ)

Phone :

: 08182 - 640772

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Website: www.pestrust.org

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

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

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 G Department of Commerce
PES Institute of Advanced Management Studin H 206, Sapar Road, Shivamogga-577 204
COPY TO:

Principal

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

The Coordinator, IQAC, Kuvempu University, Shankarghatta.

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VERSITY	Internal Quality Assurance Cell (IQAC)	ommerce	Elective Paper for 3rd Semester Students 2015-16	Elective Paper	Option-III	Political Science	Public Administration	Public Administration	Public Administration	Public Administration	Public Administration	Public Administration
KUVEMPU UNIVERSITY	ality Assura	Department of Commerce	for 3rd Semes	E	Option-II	Economics	Indian Public Finance	Indian Public Finance	Indian Public Finance	Indian Public Finance	Indian Public Finance	Indian Public Finance
KUV	Internal Qu	Depa	lective Paper		Option-I	MBA	Management Skills	Management Skills	Management Skills	Management Skills	Management Skills	Management Skills
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				Name			ANIL C	ANKUTHA A R	ARPITTHA U J	ASHWINI S.E	AVINASH V	BHAVYASHREE
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<u>.</u>	Option-II	Indian Public Finance							
	Option-I	Management Skills							
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		Option-I	Management Skills							
•	Reg No	OVI-SAVI	PC141215	PC141216	PC141217	PC141218	PC141219	PC141220	PC141221	PC141222
	. Name		15 MEGHANA H.M	16 NAVYASHREE M	17 NIKSHITHA M.K	18 NIVEDITA B	19 PAVITHRA C	20 POOJA J	POOJA U KAMATH	POONAM SIDDANNA DODDAMANI
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2	Name	Dag No			Elective Paper		Signature of the
No		3	Option-I	Option-II	Option-III	Option-IV	student
23	23 PRAVEEN D.P	PC141223	Management Skills	Indian Public Finance	Public Administration	Mana G	00000
24	24 RADHA R	PC141224	Management Skills	Indian Public Finance	Public Administration	Management of Non- Governmental Organizations	poole.
25	25 RAKESH PATEL M.P	PC141225	Management Skills	Indian Public Finance	Public Administration	Management of Non- Governmental Organizations	Doroca
26	26 RAMYA M SONDUR	PC141226	Management Skills	Indian Public Finance	Public Administration	Management of Non- Governmental Organizations	Shrings
27	27 RANJITHA R. S	PC141227	Management Skills	Indian Public Finance	Public Administration	Management of Non- Governmental Organizations	Raniitha Rs.
28	28 RASHMI H L	PC141228	Management Skills	Indian Public Finance	Public Administration	Management of Non- Governmental Organizations	Rashmi. H.L
29	29 SANDHYA U	PC141229	Management Skills	Indian Public Finance	Public Administration	Management of Non- Governmental Organizations	Sandhya.v
30 \$	30 SANJANA S SINDHE	PC141230	Management Skills	Indian Public Finance	Public Administration	Management of Non- Governmental Organizations	

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•		Option-IV	Management of Non- Governmental Organizations	Management of Non-Governmental Organizations	Management of Non- Governmental Organizations					
•	Elective Paper	Option-III	Public Administration	Public Administration	Public Administration	Public Administration	Public Administration	Public Administration	Public Administration	Public Administration
	E	Option-II	Indian Public Finance	Indian Public Finance	Indian Public Finance	Indian Public Finance	Indian Public Finance	Indian Public Finance	Indian Public Finance	Indian Public Finance
		Option-I	Management Skills	Management Skills	Management Skills	Management Skills	Management Skills	Management Skills	Management Skills	Management Skills
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×	Name		SHRASWATHI C S	SEEMA B R	SHALINI K B	SHREYAS B	SHRIKANTH S R	36 SHYALAJ S.D	37 SUCHITRA DEVI PRAS. PC141237	38 SUSHMITHA M SHET
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SI.	Name	Reg No		E	Elective Paper		Signature of the
No		weg.ivo	Option-I	Option-II	Option-I Option-III Option-III	Option-IV	student (
Ę.			Management	Indian	D. 1.1.	Management of Non-	
39	39 VEENA L K	PC141239	Skills	Public	Administration	Governmental	Jeens. Lik
			OMIIS	Finance	HOUR DETITION	Organizations	/ι.
;			Management	Indian	DLIS	Management of Non-	
40	40 VEERESH R D	PC141240	Skills	Public	Administration	Governmental	(Cr. : 0 (Preso)
			OKIHS	Finance	Administration	Organizations	

Coordinator

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

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



ಎಇಎಸ್ ಇನ್ಟ್ಆಟ್ಬಾಡ್ ಆಫ್ ಅಡ್ಡಾನ್ಫ್ ಮ್ಯಾನೇಜ್ಮೆಂಡ್ ಸ್ಥಡೀಸ್

(ಕುವೆಂದು ವಿಶ್ವವಿಧ್ಯಾನಿಲಯದ ಸಂಯೋಜನೆಗೊಳವಟ್ಟದೆ ಮತ್ತು ಕರ್ಯಲಕ ಸರ್ಕಾರದ ಮಾನ್ಯಕ ವಚಿಸಿದೆ)

Phone: 8147053085

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

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, Shivarnogga - 577 204 (Karnataka)

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

BM126923	Sankeerthana K S	Marketing Group
BM126924	Shashanka N	Marketing Group
BM126925	Shreya R	Marketing Group
BM126927	Srujana S P	Marketing Group
BM126929	Suhas	Marketing Group
BM126931	Vishesh V Kamath	Marketing Group
BM126932	Chandana R	Marketing Group
BM126928	Suhaib S	Marketing Group
	BM126924 BM126925 BM126927 BM126929 BM126931 BM126932	BM126924 Shashanka N BM126925 Shreya R BM126927 Srujana S P BM126929 Suhas BM126931 Vishesh V Kamath BM126932 Chandana R

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Principal

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SHIVAMOGGA-577 204.



ಎಇಎನ್ ಇನ್ಫ್ರಾಟ್ಕ್ ಆಫ್ ಅಡ್ಡಾನ್ಫ್ ಮ್ಯಾನೇಜ್ಮೆಂಡ್ ಸ್ಟರ್ಡಿಸ್

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Phone: 8147053085

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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 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	
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	C1227112		Quantitative Techniques
14	2007 (FERNOW ST 1247)	Mayank Kumar Bafna	Quantitative Techniques
	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	
24	C1227124	Pooja M Jain	Quantitative Techniques Quantitative Techniques

25	C1227125	Pooja S	Quantitative Technique
26	C1227126	Pooja S Jain	Quantitative Technique
27	C1227127	Pooja S Kadam	Quantitative Technique
28	C1227128	Prachi L Jain	Quantitative Technique
29	C1227129	Pranitha Sajjan K.S	Quantitative Technique
30	C1227130	Praveen K.V	Quantitative Technique
31	C1227131	Praveen T.D	Quantitative Technique
32	C1227132	Prem N.P	Quantitative Technique
33	C1227133	Ranjith S	Quantitative Technique
34	C1227135	Shashwathi B.S	Quantitative Technique
35	C1227137	Shreyas Pandarinath Shendge	Quantitative Technique
36	C1227138	Shwetha M Patil	Quantitative Technique
37	C1227139	Shyam Prasad K.V	Quantitative Technique
38	C1227140	Sushmitha A	Quantitative Technique
39	C1227141	Varsha H.S	Quantitative Technique
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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ಹಿಇಎಸ್ ಇನ್ಫ್ಟ್ಟ್ಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ಡಾನ್ಸ್ ಡ್ ಮ್ಯಾನೇಜ್ಮಾಂಡ್ ಸ್ಟರ್ಡಿಸ್

ಎಸ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವರ್ಷ್ - 577 204 (ಕರ್ನಾಟಕ)

(ಕುಬೆಂದು ವಿಶ್ವವಿದ್ಯಾವಿಲಯದ ಸಂಯೋಜನೆಗೊಳಸಲ್ಲದೆ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾನೈತೆ ಪ್ರತದಿದೆ.

Phone :

: 08182 - 640772

08182 - 640812

PES Institute of Advanced Management Studies

Website: www.pestrust.org

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

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

No. 91/2013-14

ದಿನಾಂಕ: 14-12-2013

ಗೆ, ಡಾ. ಜೆ. 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:ಐಕ್ಯೂಎಸಿ:25:2013–14, ದಿನಾಂಕ: 04–12–2013.

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

ವಂದನೆಗಳೊಂದಿಗೆ,

ತಮ್ಮ ವಿಶ್ವಾಸಿ,

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NH 206, Sagar Road

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<u>i</u>	Name	Reg.No	Option-I	Option-II	Option-III	Option-IV	student
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	DIVYA G RAIKAR	PC138117	MBA- EDSBM	Economics- WTO	MTA-THM	Sociology-GS	S.A.
	HARISHA S	PC138118	MBA- EDSBM	Economics- WTO	MTA-THM	Sociology- GS	furixla P
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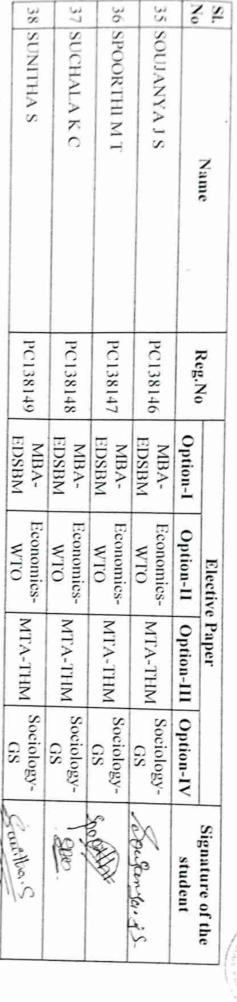
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St. Name Reg.No Option-I Option-II Option-III Option-III Option-III Option-III Option-III Option-III Option-III Spignature of the student 23 RANJITHA S S PC138134 MBA- Economics- MTA-THM Sociology- GS RoyliNC, SS 24 ROOPA S PC138135 BDSBM WTO MTA-THM Sociology- GS RoyliNC, SS 25 SAGARIKA T S PC138137 MBA- Economics- MTA-THM Sociology- GS Roylogy- GS 26 SAHANA M R PC138137 MBA- Economics- MTA-THM Sociology- GS Roylogy- GS 27 SANDHYA C PC138138 MBA- Economics- MTA-THM Sociology- GS Roylogy- GS 28 SANIAY NAIK S PC138140 MBA- Economics- MTA-THM Sociology- GS Roylogy- GS 29 SHEELA B PC138141 MBA- Economics- MTA-THM Sociology- GS Roylogy- GS 31 SHRUTHI K S PC138141 MBA- Economics- MTA-THM Sociology- GS Sociology- GS 32 SHRUTHAK U PC138144 MBA-						Control of Control of Control of Control		100
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Principal
S Institute of Advanced Manageme
NH 206, Sagar Road

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

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