



Curricular Aspects-I
Metric No. 1.3.1

Institution Integrates Cross Cutting Issues relevant to Gender, Environment and Sustainability, Human Values and Professional Ethics in to the Curriculum.

List of Topics Covered in Syllabus of M.Com BBA, B.Com, BCA and B.Sc dealing with issues related to Gender, Environment and Sustainability, Human Values and Professional Ethics into the Curriculum

Index

Sl. No	Name of the Course and Code Number	Program and Semester	Issues Covered
1.	Strategic Management and Corporate Governance – HC 401	IV Semester M.Com	Professional Ethics
2.	Entrepreneurial development and Project Management	IV Semester M.Com	Gender Equity
3.	Human Resource Management – HC301	III Semester M.Com	Human Values and Professional Ethics
4.	Advanced Marketing Management – HC202	II Semester M.Com	Environment and Sustainability and Professional Ethics
5.	Business Environment and government Policy – HC201	II Semester M.Com	Professional Ethics
6.	Business Regulation – C406	IV Semester B.Com	Professional Ethics and Environment and sustainability
7.	Small Business Management – C305	III Semester B.Com	Gender Equity
8.	Corporate Administration – C306	III Semester B.Com	Human Values and Professional Ethics
9.	Business Environment and government Policy - C104	I Semester B.Com	Professional Ethics
10.	Principles of Business Management – C105	I Semester B.Com	Human Values and Professional Ethics
11.	Business Regulation – BM304	III Semester BBM	Business Ethics
12.	Indian constitution	IV Semester BBA, B.Com, BCA and B.Sc	Human Values, Gender Equity, Environment & Sustainability, Professional Ethics

13.	Environmental Studies	II Semester BBA, B.Com, BCA and B.Sc	Environment and Sustainability
14.	Concepts appeared in Kannada Language	I semester to IV Semester of all courses	Human Values, Gender Equity, Environment and Sustainability
15.	Concepts appeared in English Language	I semester to IV Semester of all courses	Human Values, Gender Equity, Environment and Sustainability
16.	Concepts appeared in Hindi Language	I semester to IV Semester of all courses	Human Values, Gender Equity, Environment and Sustainability
17.	Concepts of Gender, Environment and Sustainability, Human Values and Professional Ethics in Kannada Language	I, II, III and IV Semester of BBA, B.Com, BCA and B.Sc	Gender, Environment and Sustainability, Human Values and Professional Ethics
18.	Concepts of Gender, Environment and Sustainability, Human Values and Professional Ethics in English Language	I, II, III and IV Semester of BBA, B.Com, BCA and B.Sc	Gender, Environment and Sustainability, Human Values and Professional Ethics
19.	Concepts of Gender, Environment and Sustainability, Human Values and Professional Ethics in Hindi Language	I, II, III and IV Semester of BBA, B.Com, BCA and B.Sc	Gender, Environment and Sustainability, Human Values and Professional Ethics
20.	Number of extension and outreach programs conducted by the Institution through NSS/ YRC etc., (Including the programmes such as Swachh Bharat, AIDS awareness, Gender Issues etc. and/or those organized in collaboration with industry, community and NGOs)	Criterion 3- Metric Number 3.3.3	Gender, Environment and Sustainability and Human Values
21.	Measures initiated by the institution for the promotion of Gender Equity	Criterion 7 – Metric Number 7.1.1	Gender Equity
22.	Sensitization of Students and Employees of the Institution to the constitutional obligations: Values, rights, duties and responsibilities of Citizens.	Criterion 7- Metric Number 7.1.9	Human Values
23.	Institution Celebrated/ organizes National and International Commemorative Days, Events and Festivals	Criterion 7- Metric Number 7.1.11	Human Values

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Books Recommended for Reference (recent editions)

1. C B Memorial, Dynamics of Industrial Relations in India, Vikas Publishing
2. V. P. Michael, Human Resource Management and Industrial Relations, Himalaya Publishing House
3. P C Tripathi, Personnel Management and Industrial Relations, S Chand
4. P Subba Rao, Human Resources Management and Industrial Relations, S Chand
5. Arun Monappa and Ranjeet Nambudiri, Industrial Relations and Labour Laws, Tata McGraw Hill
6. C. S Venkata Ratnam, Industrial Relations, Oxford University Press
7. B. D. Singh, Industrial Relations, Excel Books
8. B. D. Singh, Labour Laws for Managers, Excel Books

Semester IV

Course – HC401: Strategic Management and Corporate Governance

Weekly Teaching Hours: 3

Examination Duration: 3 hours

Credits: 3

Maximum Marks: 100

Objective: To enable the students to develop an understanding of the basic inputs in making and implementing corporate strategic decisions and also to familiarize with the issues and practices involved in corporate decisions.

Pedagogy: A combination of Lectures, Case Analysis, Group Discussion, Seminars, Assignments, etc.

Course Inputs

- Unit – 1: Introduction:** Characteristics, Dimensions, Approaches to Strategic Decision Making, Level of Strategic Management, Strategic Management Process – Components of Strategic Management Model, Policy and Strategic Management, Strategic Management Vs Operational Management, and Strategic Role of Board of Directors and Top Management.
- Unit – 2: Strategic Intent:** Concept of Mission and Vision, Constituents of Corporate Mission, Stakeholder – Goals and Corporate Mission; Objectives - Concept, Hierarchy and Importance of Objectives Setting, Goals and Objectives.
- Unit – 3: External and Internal Environmental Analysis:** Concept of Environment, Types and Importance; PEST Analysis; Analysis of Michal Porter's Five Forces Model, Strategic Groups and Preparation of ETOP Internal Analysis – Concept of Competitive Advantage, Generic Building Blocks, Core Competencies and Competitive Advantage – Resources and Capabilities; Internal Factor Analysis and Preparation of SAP.
- Unit – 4: Strategy Formulation and Implementation:** Strategy Framework for Analyzing Competition – Porters Value Chain Analysis, Competitive Advantage of a Firm, Formulation of Strategy at Corporate, Business and Functional Levels, Types of Strategies – Offensive Strategy, Defensive Strategy, Vertical Integration Strategy, Horizontal Strategy, Strategic Analysis and Choice, Strategy Implementation; Inter-Relationship between Formulation and Implementation.

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- Unit - 5: **Strategic Evaluation and Control:** Concept and Purpose of Strategic Evaluation and Analysis, Gap Analysis; Strategic Control System; RoI, Budgeting, Auditing Systems; Feedback and Information Systems.
- Unit - 6: **Corporate Governance:** Concepts of Corporate Governance, Origin and Need for Registered Companies, Importance, Models of Corporate Governance, Committees and Authorities on Corporate Governance – Recommendations of Cadbury Committee, Confederation of Indian Industries, Code of Corporate Governance, Kumar Mangalam Birla Committee Recommendations, Board Committees – Audit Committee, Compensation Committee, Nomination Committee – Constitution and Need, Rights and Duties, Responsibilities, Business Ethics and Corporate Social Responsibilities.

Books Recommended for Reference (recent editions)

1. Hill and Jones, Strategic Management – Text and Cases, All India Publishers, Chennai.
2. Peers and Robinson, Strategic Management, AITBS, New Delhi.
3. P. Ghemawat, Commitment: The Dynamics of Strategy, Harvard Business School Press, Boston.
4. Michal. E. Porter, The Competitive Advantage of Nations, Macmillan, New Delhi
5. Lawrence R Jauch, Business Policy and Strategic Management, McGraw Hill
6. Fred R. David, Strategic Management Concepts and Cases, PHI
7. Sharma R. A. Strategic Management in Indian Companies, Deep and Deep Publications
8. Subba Rao, P, Business Strategic Management, Himalaya Publications
9. Ravi M. Kishore, Strategic Management – Text and Cases, Taxman's Publishers Ltd.
10. R. M. Srivatsava, Corporate Strategy and Planning, TMH
11. Sanjiv Agarwal, Corporate Governance – Concepts and Dimensions, Snow White Publications Pvt Ltd.
12. Report on Corporate Governance, Confederation of Indian Industries, Bombay
13. Report of Cadbury Committee on Financial Aspects of Corporate Governance, London Stock Exchange, London
14. C. S. V. Murthy, Business Ethics and Corporate Governance, Himalaya Publishing House

Semester - IV

Course – HC402: Global Business Management

Weekly Teaching Hours: 4

Examination Duration: 3 hours

Credits: 4

Maximum Marks: 100

Objective: To make the students understand and demonstrate issues of international business in world economy.

Pedagogy: A combination of Lectures, Case Analysis, Group Discussion, Seminars, Assignments, etc.

Course Inputs

- Unit - I: **Introduction:** Global Business; International Business - Meaning, Scope, International Orientations, Motives for Internationalization of Firms,



Information Technology, Role of Employees in the improvement of Quality Circle, Six Sigma, and ISO 9000 Standards Certification.

Books Recommended for Reference (recent editions)

1. Cook Thomas M and Russel R. A, Contemporary Operations Management, PHI
2. Ashwathappa, K, Production and Operations Management, Himalaya Publishing House.
3. R. Pamerselvam, Production and Operations Management, PHI Learning Private Ltd.
4. Patel Chunawala, S. A and Patel D. R, Production and Operations Management, Himalaya Publishing House.
5. S. N Chary, Production and Operations Management, Himalaya Publishing House.
6. B.S. Goel, Production and Operations Management, Pragati Prakashan.
7. Russell and Taylor, Production and Operations Management, Pearson Education Publications.
8. Mutrinich S Joseph, Production and Operations Management: An Applied Modern Approach, W S E Willy Publications.
9. Ashwathappa, K and Shridhara Bhat K, Production and Operations Management, Himalaya Publishing House.
10. Kachru Upendra, Production and Operations Management, Excel Book Publications.
11. Mahadevan, Operations Management: Theory and Practice, Pearson Education Publications.
12. Norman G, Production and Operations Management, Dryden Press
13. Shoes and Barry, Operations Management, McGraw Hill

Semester - IV

Course – HC404: Entrepreneurial Development and Project Management

Weekly Teaching Hours: 3

Examination Duration: 3 hours

Credits: 3

Maximum Marks: 100

Objective: To expose the students to the foundations and different dimensions of Entrepreneurial Development and Project Management.

Pedagogy: A combination of Lectures, Case Analysis, Group Discussion, Seminars, Assignments, etc.

Course Inputs

Unit – 1: **Entrepreneurship and MSMEs:** Need, Scope, Entrepreneurial Competencies and Traits, Factors affecting Entrepreneurial Development, Entrepreneurial Motivation, Conceptual Model of Entrepreneurship, Entrepreneur Vs Intrapreneur, and Classification of Entrepreneurs.

Micro, Small and Medium Enterprises (MSMEs): Meaning and Definitions of MSMEs, Features, Scope, Objectives, Relationship between Small and Large Units; Indian MSME Sector - Nature, Contribution to Economy, Problems and Government Schemes; and MSMEs Act, 2006.

Unit – 2: **Entrepreneurial Development Programmes and Small Business:** Relevance and Achievements of EDPs, Role of Government in Organizing such Programmes, Women and Rural Entrepreneurs – Present Status in India, and

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Competency Profiling, Competency Mapping Tools, Use of Psychological Testing in Competency Mapping, and Competency-based Interviewing

- Unit – 4: **Competency Assessment:** Meaning, Definition and Purpose of Assessment, Tools for Assessment – Assessment Center, 360 Degree Feedback, BEI, CIT, Validation of Competencies, Performance Records, Tests and Interviews.
- Unit – 5: **Succession Planning:** Meaning, Planning for Succession Planning, Significance of Succession Planning and Managerial Succession Planning, and Development of a Succession Planning Programme.
- Unit – 6: **Succession Planning and Career Development:** Meaning, Significance and Process of Career Planning, Career Stages, Inter-Correlation between Succession Planning and Career Development.

Books Recommended for Reference (recent editions)

1. Seema Sanghi, The Handbook of Competency Mapping, Sage Publications.
2. Spencer M Lyle and Spencer M Signe, Competence at Work, John Wiley and Sons Inc.
3. Rao V. S. P, Human Resources Management, Excel Books.
4. Seema Sanghi, Human Resources Management, MacMillan.
5. Lynton R, Parek, U, Training for Development, Vistaar, New Delhi.
6. Michael Armstrong, A Handbook of Human Resource Management Practice, Kogan Page.

Semester - III

Course – HC301: Human Resource Management

Weekly Teaching Hours: 4

Examination Duration: 3 hours

Credits: 4

Maximum Marks: 100

Objective: To facilitate understanding of the conceptual framework of Human Resource Management and its application in decision making.

Pedagogy: A combination of Lectures, Case Analysis, Group Discussion, Seminars, Assignments, etc.

Course Inputs

- Unit – 1: **Introduction:** HRM – Concept, Significance, Objectives, Scope and Functions; HR Planning, Job Analysis and Design; Job Description and Job Specification; Role of HR Manager; and Strategic HRM – Using HRM to attain Competitive Advantage.
- Unit – 2: **HRM Functions and HRIMS:** Recruitment, Selection, Induction and Placement, Recruitment Sources – Internal and External, Selection – Steps in Selection Process – Tests, Interviews; and Human Resource Information Management System (HRIMS).
- Unit – 3: **Learning/Training and Development:** Learning Theories – Reinforcement Theory, Social Learning Theory, Goal Theories, Expectancy Theory, Adult Learning Theory, Pedagogy and Andragogy; Basic Principles of Learning, The Learning Process; Training – Need, Importance and Objectives, Methods of Training; Employee Discipline, Suspension, Dismissal and Retrenchment; Executive Development Programmes – Need and Techniques.

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- Unit – 4: **Compensation and Appraisal:** Compensation and Rewards, Factors influencing Compensation – Monetary and Non-Monetary Benefits; Performance-based Appraisals – Process of Performance Appraisal – Bias in Performance Appraisal, 360 Degree Performance Appraisal – BOS and BARS – Methods of Evaluation and Incentive Payments and Employee Welfare.
- Unit – 5: **Labour Relations:** Industrial Relations; Trade Unions, Industrial Disputes and Settlements, Grievances Handling, Disciplinary Procedure, Suspension, Dismissal, Domestic Enquiry Legal Formalities, Layoff, Retrenchment, Closure, VRS Health and Safety.
- Unit – 6: **HRM in the Era of Knowledge:** Knowledge Management – Concept, KM Architecture, Knowledge Conversion, Process of KM, Virtual Organizations – Feature, Types and Issues of HR; Learning Organizations, and Role of Leaders in Organizations.

Books Recommended for Reference (recent editions)

1. Dessler Gary, Human Resource Management, Pearson Education
2. Mathis and Jackson, Human Resource Management, Thomson
3. Flipppo, Edwin B, Personnel Management, McGraw-Hill
4. Memoria and Gankar, Personnel Management: Text and Cases, Himalaya Publishing House
5. Monappa and Mirza, Personnel Management, TMH
6. Charles R Green, Strategic Human Resource Management, PHI
7. P. Subba Rao, Human Resource Management, Himalaya Publishing House
8. Deepak Kumar S D, Human Resource Management, Excel Books
9. Gupta C B, Human Resource Management, Sultan Chand & Sons
10. Decenzo, Robbins, Personnel/Human Resource Management, John Wiley & Sons Pvt Ltd.

Semester – III

Course – HC302: E-Commerce

Weekly Teaching Hours: 3

Examination Duration: 3 hours

Credits: 3

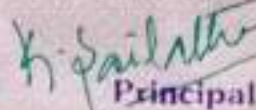
Maximum Marks: 100

Objective: To make the students familiar with E-Commerce, E-Commerce Strategies, Technology and Application of Information Technology in Business.

Pedagogy: A combination of Lectures, Case Analysis, Group Discussion, Seminars, Assignments, etc.

Course Inputs

- Unit – 1: **Conceptual Framework of E-Commerce:** Introduction, Meaning, Definitions, Unique Features, Need and Scope, Online Extension of BAM Model, Transition to E-Commerce in India, Few Pioneering Indian Case Studies, Application of E-Commerce in different Sectors, Impact of E-Commerce on Business and Opportunities in E-Commerce, Advantages and Disadvantages of E-Commerce, IT Act, and Positive aspects for Corporate Sector.
- Unit – 2: **Business Models for E-Commerce:** E-Business Models based on relationship of Transaction Parties and E-Business Models based on relationship of


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6. F. Cherunilam, Business and Government, Himalaya Publishing House.
7. Victor, Strategic Management in the Regulating Environment: Cases and Industry Notes, Prentice Hall of India
8. Subba Rao, Business Policy and Strategic Management, Himalaya Publishing House.
9. GoI, Economic Survey (latest)
10. K. Ashwathappa, Essential of Business Environment, Himalaya Publishing House
11. Ghosh and Kapoor, Business Policy and Environment, Himalaya Publishing House.
12. H Igar Amoff, Corporate Strategy, Tata McGraw Hill.

Semester - II

Course – HC202: Advanced Marketing Management

Weekly Teaching Hours: 4

Examination Duration: 3 hours

Credits: 4

Maximum Marks: 100

Objective: To facilitate understanding of the conceptual framework of Marketing and its connection with various strategies of Marketing in achieving Organizational Goals.

Pedagogy: A combination of Lectures, Case Analysis, Group Discussion, Seminars, Assignments, etc.

Course Inputs

- Unit – 1: Marketing Concepts and Tools:** Meaning, Definitions of Marketing and Marketing Management, Core Marketing Concepts, Marketing Concept and Consumer Value, Marketing Myopia, and Marketing Environment.
- Unit – 2: Market Segmentation and Consumer Response:** Need for Segmentation, Requirements of Market Segments, Bases of Market Segmentation, Segmentation Strategies; Buying Motives, Input-Output Model, Pre- and Post-Purchase Behaviour Model, Sigmund Freudian Psycho-Analytical Model, and Maslow's Hierarchy of Needs.
- Unit – 3: Marketing Mix:** Product – Types of Products, Diversification, Product Life Cycle and New Product Development and related Strategies, Product Identification and related Strategies.
Pricing – Pricing Policies, Determinants of Pricing, Role of Costs in Pricing, Pricing Methods.
Place – Channels of Distribution, Channel Policies, Channels and Conflicts.
Promotion – Elements of Promotion, Motivating sales force, Sales Promotion Techniques, Advertising, Types of Advertising, Determining Advertising Budget, and Media Selection.
- Unit – 4: Marketing Research:** Meaning, Purpose, Sequence of Steps in Marketing Research, Areas of Application, Methods of Marketing Research, Limitations of Marketing Research and Ethical Issues in Marketing Research.
- Unit – 5: Green Marketing:** Need for Green Marketing, Green Marketing Strategies, Principles of Green Marketing, Golden Rules of Green Marketing, Green Marketing Mix and Challenges in Green Marketing.
- Unit – 6: Retail and Rural Marketing:** Retailing, Types of Retailers, Retail Marketing Strategies, Global and Indian Trends in Retailing, Rural Marketing – Importance, Factors influencing Rural Buying Behaviour, and Marketing Mix

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Semester - II

Course – HC201: Business Environment and Government Policy

Weekly Teaching Hours: 4

Examination Duration: 3 hours

Credits: 4

Maximum Marks: 100

Objective: To familiarize the students with the business environment prevailing in India and other parts of the world, and their implications on the business.

Pedagogy: A combination of Lectures, Case Analysis, Group Discussion, Seminars, Assignments, etc.

Course Inputs

- Unit – 1: **Conceptual Framework of Business Environment:** Concept, Significance, and Nature of Business Environment – Internal and External, Changing Dimensions of Business Environment, Techniques of Environmental Scanning and Monitoring, and Business Policy.
- Unit – 2: **State Intervention in Business:** Theory of Government Intervention in Business, Nature of Government Intervention in India – Recent Trends; State Policies affecting business. Roles of Government – Regulatory, Promotional, Entrepreneurial and Planning, and Recent Trends.
- Unit – 3: **Industrial Policies and Reforms:** Industrial Policies - A critical appraisal of New Industrial Policy 1991, Recent amendments to Industrial Policy, National Manufacturing Policy, Sickness in India – An overview of Sickness in Small Scale Industrial Units and Public Sector Enterprises, Causes for Sickness, Magnitude and Remedial Measures, Important Provisions of Sick Industrial Companies, (Special Provisions) Act, 1985 and their Applicability; FEMA; and Privatization and Disinvestment.
- Unit – 4: **Competition Act, 2002:** Introduction, Definitions, Consumer, Enterprise, Goods, etc; Prohibition of Certain Agreements, Abuse of Dominant Position and Regulation of Combinations; Competition Commission of India - Duties, Powers and Functions of Commission; Duties of Director General; Competition Appellate Tribunal and Recent Changes.
- Unit – 5: **Consumer Protection Act, 1986:** Introduction, Objectives, Applicability, Consumer and Rights of Consumers, Nature and Scope of Remedies available to Consumer and Recent Changes.
- Unit – 6: **Global Environment:** Multinational Corporations, Foreign Collaborations and Indian Business – Foreign Direct Investment – Non-Resident Indians and Corporate Sector, Foreign Trade Policies and Recent Developments.

Books Recommended for Reference (recent editions)

1. E. Bhattacharya, International Business, Excel Publications.
2. V. K. Puri and S. K. Misra, Economic Environment of Business, Himalaya Publishing House.
3. K. Ashwathappa, Business Environment, Himalaya Publishing House.
4. Bertozzi-Burgunder, Business, Government, and Public Policy: Concepts and Practices, Prentice Hall of India.
5. Buchholz, Business Environment and Public Policy; Implication for Management and Strategy formulation, Prentice Hall of India.

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**B.Com, Semester – IV****Course – 406: Business Regulations**

Course Objective: To acquaint students with the different business laws and their interruptions

Pedagogy: Combination of lectures, assignments and group discussions

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

Unit **Course Inputs**

- I. **Introduction to Business Laws** (8 hours): Introduction, Nature of Law, Meaning and Definition of Business Laws, Scope and Sources of Business Laws.
- II. **Contract Laws** (18 hours): Indian Contract Act, 1872 - Definition of Contract, Essentials of a Valid Contract, Classification of Contracts, Discharge of Contracts, Remedies for Breach of Contract; Indian Sale of Goods Act, 1930 - Definition of Contract of Sale, Essentials of Contract of Sale, Conditions and Warranties, Rights and Duties of Buyer, and Rights of an Unpaid Seller.
- III. **Competition and Consumer Laws** (14 hours): The Competition Act, 2002 - Objectives of Competition Act, Features of Competition Act, CAT, Offences and Penalties under the Act, Competition Commission of India; Consumer Protection Act, 1986 - Definition of the Terms Consumer, Consumer Dispute, Defect, Deficiency, Unfair Trade Practices and Services; Rights of the Consumer under the Act, Consumer Redressal Agencies – District Forum, State Commission, and National Commission.
- IV. **Economic Laws** (12 hours): Indian Patent Laws and WTO Patent Rules - Meaning of IPR, Invention and Non-Invention, Procedure to get Patent, Restoration and Surrender of Lapsed Patent, Infringement of Patent; FEMA 1999 - Objects of FEMA, Salient Features of FEMA, Definition of Important Terms - Authorized Person, Currency, Foreign Currency, Foreign Exchange, Foreign Security, Offences and Penalties.
- V. **Environmental Law** (8 hours): Environment Protection Act, 1986 - Objects of the Act, Definitions of Important Terms - Environment, Environment Pollutant, Environment Pollution, Hazardous Substance and Occupier, Types of Pollution, and Rules and Powers of Central Government to Protect Environment in India.

Skill Development Activities:

- (1) Prepare a chart showing sources of business laws and Indian Constitution Articles having economic significance
- (2) Draft an agreement on behalf of a MNC to purchase raw materials indicating therein terms and conditions and all the essentials of a valid contract
- (3) Draft an application to the Chief Information Officer of any government office seeking information about government spending
- (4) Draft digital signature certificate
- (5) Draft a complaint to District Consumer Forum on the deficiency of service in a reputed corporate hospital for medical negligence
- (6) Collect leading cyber-crime cases and form groups in the class room and conduct group discussion
- (7) Draft a constructive and innovative suggestions note on global warming reduction

Recommended Books for Reference:

- (1) K. Aswathappa, Business Laws, HPH
- (2) Bulchandini, Business Laws, HPH
- (3) K. Venkataramana, Business Regulations, SHBP
- (4) Kamakshi P and Srikumari P, Business Regulations, VBH
- (5) N.D. Kapoor, Business Laws, Sultan Chand publications

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B.Com Curricula, 2018-19

Protection Act 1986 and Recent Trends in Marketing; e-Business –Tele-Marketing, M-Business, Green Marketing, Relationship Marketing; Retailing – Concept Marketing and Virtual Marketing.

Skill Development Activities:

- (1) Identify the product of your choice and describe in which stage of the product life cycle it is positioned
- (2) Suggest strategies for development of a product
- (3) Study of consumer behavior for a product of your choice
- (4) Develop an advertisement copy for a product
- (5) Prepare a chart for distribution network for different products

Recommended Books for Reference:

- (1) Philip Kotler, Marketing Management
- (2) Bose Diglab, Marketing Management
- (3) Bholanath Datta, Marketing Management
- (4) J.C. Gandhi, Marketing Management
- (5) Ramesh and Jayanti Prasad: Marketing Management, I.K. International
- (6) Stanton W.J. Michael and Walker, Fundamentals of Management.
- (7) P N Reddy and Appannaiah, Marketing Management
- (8) Sontakki, Marketing Management

B.Com, Semester – III

Course – 305: Small Business Management

Course Objective: To acquaint students with different aspects managing small business units

Pedagogy: combination of lectures, assignments and group discussions

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

Unit

Course Inputs

- I. **Introduction** (10 hours): Meaning of Small Business, Small Business Management, Importance, Role, Characteristics and Types of Small Business, Scope and Role of Government in promoting Micro, Small Scale Industries
- II. **Woman Entrepreneurs** (12 hours): Concept, Types of Woman Entrepreneurs, Suitability of Business, **Problems faced by Woman Entrepreneurs in India, Measures taken by the Governments for the development of Woman Entrepreneurs.**
- III. **Rural Entrepreneurs** (10 hours): Definitions, Risk faced by Rural Entrepreneurs, Strategies for development of Rural Entrepreneurship, and Scope of Rural Entrepreneurship.
- IV. **Project Identification and Formulation** (12 hours): Meaning of Project, Project Identification and Project Reports, Importance of Project Report, Contents of Project Report, and General Format of Project Report.
- V. **Problems of Small Scale Industries** (12 hours): Types of Problems, Causes and Remedies, Sickness in Small Scale Industries, Symptoms, Reasons for Sickness and Remedial Measures.
- VI. **Institutions engaged in Financing Small Business** (8 hours): SIDBI, ICICI, DICs, IDBI, KSFC, RRBs, NABARD, Commercial Banks and their Functions.

Skill Development Activities:

- (1) Visit five small scale units in your area and collect the details regarding the nature of business, sources of capital, employees and raw materials – prepare a note
- (2) Visit DIC and list out the schemes of Government of Karnataka for rural industries
- (3) Visit the financial institutions in your area and collect the information about the loan

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- (4) Collect the details about the institutions engaged in providing training for small entrepreneurs
- (5) Prepare a simple project report required to start a small unit

Recommended Books for Reference:

- (1) Entrepreneur Development, K Natarajan
- (2) Small Scale Industries and Entrepreneurship, Vasant Desai
- (3) Small Scale Industries and Entrepreneurship, S. V Murthy
- (4) Entrepreneurial Development, Arora

B.Com, Semester – III

Course – 306 Corporate Administration

Course Objective: To familiarize students with the essentials of corporate administration

Pedagogy: Combination of lectures, assignments and group discussions

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

Unit

Course Inputs

- I. **Introduction to Indian Companies Act, 1956** (14 hours): Company – Definition and Characteristics, Kinds of Companies - Private, Public Company, Statutory Company, Foreign Company, Holding Company, Subsidiary Company, and Licensed Companies, Government Company, Foreign Company, Global Company, Listed Company, Body Corporate, Corporate Veil and Lifting of Corporate Veil.
- II. **Formation of a Company**(14 hours) Promoter - Meaning, Functions, Fiduciary Position and Remuneration, Stages Involved in formation (in brief), Basic Documents of a Company - Memorandum Association, Articles of Association, Prospectus, and Statement in Lieu of Prospectus, and Misleading Prospectus and its Consequences.
- III. **Corporate Administration** (8 hours): Company Secretary – Meaning and Definition of Company Secretary, Legal Position, Qualification and Appointment, Duties, Rights and Liabilities of a Company Secretary; Managing Director - Qualification, Powers, Duties and Liabilities.
- IV. **Shares and Membership of a Company Equity** (16 hours): Shares, Kinds of Shares - Equity Shares, (including Sweat Equity Shares) and Preferences Shares Issue and Allotment of Shares, Legal Rules for Allotment of Shares, Essentials of Valid Allotment, Shares Certificate – Physical Form and Electronic Form, Buyback of Shares – Legal Provisions Relating to Buy Back of Shares; Transfer and Transmission of Shares – Distinction, Electronic Transfer, Demat Account, Membership - Member and Share Holder – Distinction, Mode of Acquiring Membership, and Register of Members - Contents And Closer.
- V. **Corporate Meetings** (8 hours): Meetings and Types – Statutory Meeting, Board Meetings, Annual General Meeting, Extra-Ordinary General Meeting – Statutory Requirements of Valid Meeting - Notice of a Meeting, Agenda, Quorum, Proxy, Resolutions–Ordinary and Special Resolutions, and Distinction Between Ordinary and Special Resolutions; and Meaning of Minutes and its Contents.
- VI. **Highlights of Company Act 2013** (4 hours): **New Concepts – One-man Company, Women Director, Corporate Social Responsibility and Other Amendments** (brief).

Skill Development Activities:

- (1) Drafting of Memorandum of Association
- (2) Drafting of Articles of Association

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B.Com, Semester – I

Course – 104: Business Environment and Government Policy

Course Objective: To acquaint students with the business environment and government policy

Pedagogy: Combination of lectures, assignments and group discussions

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

Unit **Course Inputs**

- I. **Introduction to Business Environment** (14 hours): Meaning, Objectives of Business, Features of Business, Business Environment, Internal and External Environment - Economic Environment, Social Environment, Cultural Environment, Demographic Environment, Legal Environment, Technological Environment, and Emerging Scenario and Business Policy.
- II. **Business Ethic** (13 hours): Principles of Business Ethics, Unethical Practices and Good Ethics of Business; Social Responsibility of Business, Doctrine of Social Responsibility, Rational of Social Responsibility and Unfair Trade Practices.
- III. **Technology in Business** (12 hours): Introduction, Need and Importance, Technological Factors influencing Business, Benefits and Limitations of Modern Technology to Business.
- IV. **Business and Government** (12 hours): Introduction, Government Intervention and Economic Growth, Regulatory Growth, Promotional Growth, Inter Personal Growth and Planning Growth.
- V. **Business Policy** (13 hours): Importance of Business Policy, Essentials of Business Policy, Classifications of Business Policy, Production Policy, Personal Policy, Financial Policy and Marketing Policy.

Skill Development Activities:

- (1) Draw a Business Tree
- (2) Prepare a Partnership Deed
- (3) Prepare Memorandum and Articles of Association of any company
- (4) Discuss the impact of globalization on Indian Business and Industry
- (5) State the impact of technology on Indian Business

Recommended Books for Reference:

- (1) Dr. Aswathappa Essentials of Business, Himalaya Publishing House
- (2) Francis Cherunilam; Economic Environment Business, Prentice Hall of India
- (3) P. Subba Rao, International Business, HPH
- (4) Amarchand, Business and Government
- (5) Vivek Mittal, Business Environment
- (6) Raj Agarwal, Business Environment

B.Com, Semester – I

Course – 105: Principles of Business Management

Course Objective: To acquaint students with the principles of managing of business concerns

Pedagogy: Combination of lectures, assignments and group discussions

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

Unit **Course Inputs**

- I. **Nature and Functions of Management** (14 hours): Meaning and Definition, Functions and Scope of Management, Levels of Management, Management vs Administration; Scientific Management, Evolution of Management Thought, Contributions of F W Taylor, Henry Fayol, Elton Mayo, and C.K Prahlad; and

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- Appraisal – Terminology Used, Evaluation Process, Methods and Problems.
- IV. **Compensation Management** (14 hours): Meaning, Nature and Purpose, Wage Levels and Structures, Wage Determination Process, Theory of Wages, Principles and Factors influencing Wage and Salary Structure and Administration, Rewards and Incentives.
- V. **Human Relations** (12 hours): Meaning, Importance, Objectives, Motivation Theories, Employee Morale, Communication, Leadership, Employee Welfare, Health and Safety, Maintenance of HR Data Base, Challenges and Opportunities in Globalized Era, and Outsourcing of HR Functions.

Skill Development Activities:

- (1) Draft an advertisement for recruitment of candidates for an organization
- (2) Prepare a report for training procedure followed in an organization of your choice
- (3) Draft a format of performance appraisal of an employee
- (4) List out wage and salary structure of any five companies
- (5) Write a model of pay roll accounting of a company of your choice
- (6) List out the measures provided under Labour Act for employee welfare, health and safety

Recommended Books for Reference:

- (1) Dr. K. Ashwathappa, Human Resource Management – HPH
- (2) Dr. Appanaiah, Human Resource Management, HPH
- (3) Rao and T.V. Verma, Human Resource Development
- (4) Jean Marleen, Performance Oriented Human Resource Development
- (5) Lalitha Balakrishna and Others, Human Resource Development

B.Com, Semester – II**Course – 205: Mathematics for Business**

Course Objective: To acquaint students with the application of mathematical techniques in modern business

Pedagogy: Combination of lectures, assignments and group discussions

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

Unit**Course Inputs**

- I. **Theory of Indices** (6 hours): Introduction, Meaning of Index, Basic Laws of Indices (statement only), Definition of Zero Index, Fractional Index and Negative Index and Problems on Simplification.
- II. **Progressions** (8 hours): Arithmetic Progression, Finding the n^{th} Term of AP and Sum to n^{th} Term of AP; Insertion of Arithmetic Mean; Geometric Progression – Finding the n^{th} Term of GP and Sum to n^{th} Term GP and Insertion of Geometric Mean.
- III. **Mathematics of Finance, Ratios, Proportions and Variations** (14 hours): Simple Interest, Problems on Simple Interest, Compound Interest, Annuities, Present and Future Value of Annuity, Discounting Bills of Exchange (Present Worth, Future Face Value, Trade Discount and Banker Discount, Bankers Gain and Amount Receivable); Equality of Ratios; Proportions – Fourth Proportional – Third Proportional and Mean Proportional – Continued Proportion, Direct and Inverse Proportions, Problems; Variations - Problems on Speed, Time and Work Completion.
- IV. **Theory of Sets** (10 hours): Meaning, Elements of a Set, Methods of Describing a Set, Types of Sets and Operations, Demargan's Laws Venn Diagram and their Application to Theory of Sets.
- V. **Theory of Equations** (14 hours): Simple Linear Equations, Simultaneous Linear Equation (Elimination, Substitution and Cross Multiplication Methods only).

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Third Semester BHM
BM 304: BUSINESS REGULATIONS



Objective: To familiarize the students with business law and its interpretations.

Pedagogy: Class room lectures, Seminar, Group discussion.

Teaching hour per week = 4 hours.

Maximum Marks = 100.

Exam Duration = 3 hours.

Unit-1: Indian Contract Act of 1872

Contract-Classification essentials of valid contract. Discharge of contract Mode of discharge- remedies for breach of contract – quasi contractual situations

Unit -2: Special Contracts

(20 hours)

Contract of Indemnity , Guarantee, bailment and pledge.

Unit-3: Elements of Company Law 1956

(12 hours)

Meaning and features of a company – classification – Forming a Company, important documents- Memorandum and Articles of Association. Prospectus misleading prospectus and its consequences.

Unit-4: The sale of Goods Act 1930

(12 hours)

Definition of goods – essentials of contract of sale- sale v/s agreement to sale – conditions and warranties caveat emptor – unpaid seller- rights of unpaid seller – auction sale.

Unit-5: Consumer Protection Act 1986

(12 hours)

Object of the Act Rights of consumer- Deficiency in service complaint- consumer protection councils consumer disputes, Redressal agencies.

Skill development Activities:

(08 hours)

- 1) Write down the fact and underline the legal points involved in the following cases.
 - a) Carlil and Carbolic smoke ball company.
 - b) Lalman Shukla v/s Gowridutt.
 - c) Mohiribiti v/s Dhesnodes ghose.
 - d) Abdul Aziz v/s Masum Alli.
 - e) Rangnayakamma v/s Alwa Shetty.
- 2) Collect a Judgement copy on damages awarded by the court for breach of contract.
- 3) Record the rights and duties of bailee like a) Tailor b) Mechanic c) Goldsmith.
- 4) Drafting / collect and filling up the following a) Affidavit b) Vakalat form c) Power of Attorney d) Pledge
- 5) Collect a specimen copy of M/A and A/A of a company.

Books for reference:

- 1) Business Law – S.S Gulshan
- 2) Mercantile Law – N.D Kapoor
- 3) Business Regulatory Frame work – Saravaneval
- 4) Business Regulatory Frame work – K.L Garg, V.K Sareen.

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B.Com Curricula, 2018-19

- (6) S.S Gulshan, Business Law
- (7) S.C. Sharma, Business Law, I.K International Publishers
- (8) Tulsian Business Law, TMH

B.Com, Semester – IV

Course – 407: Indian Constitution

Course Objective: To acquaint students with essential knowledge about Indian Constitution

Pedagogy: Combination of lectures, assignments and group discussions

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

Unit

Course Inputs

- I. **Framing of the Constitution and Major Features (14 hours):** Constituent Assembly at Work, Preamble and Salient Features, Citizenship, Fundamental Rights, Directive Principles of State Policy, and Fundamental Duties.
- II. **Union and State Legislatures (16 hours):** Composition, Powers and Functions; Presiding Officers, Law Making Process, Committees of Parliament, Decline of Legislatures, and Reforms.
- III. **Union and State Executive (16 hours):** President and Vice-President – Elections, Powers and Functions; Prime Minister and Council of Ministers – Powers and Functions; Governor, Chief Minister and Council of Ministers – Powers and Functions; and Debate over Parliamentary and Presidential Forms of Government.
- IV. **Judiciary (14 hours):** Supreme Court and High Courts – Composition, Jurisdiction and Functions; and Judicial Activism.

Skill Development Activities:

- (1) List out the powers and functions of different levels of government
- (2) Understand the Union-State relations in India

Recommended Books for Reference:

- (1) D.D. Basu, Introduction to the Indian Constitution
- (2) A.S. Narang, Indian Constitution, Government and Politics
- (3) Nani Palkhivala, We, the People, UBS Publishers, New Delhi
- (4) A.G. Noorani, Indian Government and Politics
- (5) J.C. Johari, Indian Government and Politics Vol. I and II, Vishal, New Delhi
- (6) Gran Ville Austin, The Indian Constitution – Corner Stone of a Nation, Oxford, New Delhi
- (7) M.U. Pylee, Constitutional Government in India
- (8) K.K. Ghai, Indian Constitution

B.Com, Semester – V

Course – 501: Financial Management

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

Pedagogy: Combination of lectures, assignments and group discussions

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

Unit

Course Inputs

- I. **Introduction to Financial Management (10 hours):** Introduction – Meaning of Finance, Business Finance, Finance Function, Aims of Finance Function; Organization Structure of Finance Department, Financial Management, Goals of Financial Management, Financial Decisions, Role of Financial Manager, Financial Planning - Steps in Financial Planning, Principles of sound Financial Planning, and Factors influencing sound Financial Plans.

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CORE MODULE SYLLABUS FOR ENVIRONMENTAL STUDIES
FOR UNDERGRADUATE COURSES OF
ALL BRANCHES OF HIGHER EDUCATION

Unit 1 : The Multidisciplinary Nature of Environmental Studies

Definition, scope and importance (2 Lectures)
 Need for public awareness.

Unit : 2 : Natural Resources

Renewable and non-renewable resources :

Natural resources and associated problems.

- (a) **Forest resources** : Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.
- (b) **Water resources** : Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- (c) **Mineral resources** : Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- (d) **Food resources** : World food problems, changes caused by agriculture and over-grazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- (e) **Energy resources** : Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, Case studies.
- (f) **Land resources** : Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
 - Role of an individual in conservation of natural resources.
 - Equitable use of resources for sustainable life styles.

(8 Lectures)

Unit 3 : Ecosystems

- Concept of an ecosystem.
- Structure and function of an ecosystem.
- Producers, consumers and decomposers.
- Energy flow in the ecosystem.
- Ecological succession.
- Food chains, food webs and ecological pyramids.

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(c)

- Introduction, types, characteristic features, structure and function of the following ecosystem :
 - (a) Forest ecosystem
 - (b) Grassland ecosystem
 - (c) Desert ecosystem
 - (d) Aquatic ecosystem (ponds, streams, lakes, rivers, oceans, estuaries).

(6 Lectures)

Unit 4 : Bio-diversity and its Conservation

- Introduction—Definition : genetic, species and ecosystem diversity.
- Biogeographical classification of India.
- Value of biodiversity : consumptive use, productive use, social, ethical, aesthetic and option values.
- Biodiversity at global, national and local levels.
- India as a mega-diversity nation.
- Hot-spots of biodiversity.
- Threats to biodiversity : habitat loss, poaching of wildlife, man-wildlife conflicts.
- Endangered and endemic species of India.
- Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity.

(8 Lectures)

Unit 5 : Environmental Pollution

Definition

- Causes, effects and control measures of :
 - (a) Air pollution
 - (b) Water pollution
 - (c) Soil pollution
 - (d) Marine pollution
 - (e) Noise pollution
 - (f) Thermal pollution
 - (g) Nuclear hazards.
- Solid waste management : Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution.
- Pollution case studies.
- Disaster management : floods, earthquake, cyclone and landslides.

(8 Lectures)

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(iii)

Unit 6 : Social Issues and the Environment

- From Unsustainable to Sustainable development.
- Urban problems related to energy
- Water conservation, rain water harvesting, watershed management.
- Resettlement and rehabilitation of people: its problems and concerns. Case studies
- Environmental ethics: Issues and possible solutions.
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
- Wasteland reclamation.
- Consumerism and waste products.
- Environment Protection Act.
- Air (Prevention and Control of Pollution) Act.
- Water (Prevention and Control of Pollution) Act.
- Wildlife Protection Act.
- Forest Conservation Act.
- Issues involved in enforcement of environmental legislation.
- Public awareness. (7 Lectures)

Unit 7 : Human Population and Environment

- Population growth, variation among nations.
- Population explosion—Family Welfare Programme.
- Environment and human health.
- Human Rights.
- Value Education.
- HIV/AIDS.
- Women and Child Welfare.
- Role of Information Technology in Environment and human health.
- Case Studies. (6 Lectures)

Unit 8 : Field Work

- Visit to a local area to document environmental assets—river, forest grassland/hill/mountain.
- Visit to a local polluted site—Urban/Rural/Industrial/Agricultural.
- Study of common plants, insects and birds.
- Study of simple ecosystems—pond, river, hill slopes etc. (Field work Equal to 5 lecture hours) (5 Lectures)

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List of Topics Covered in **Kannada Language** Syllabus of BBA, B.Com, BCA and B.Sc dealing with issues related to Gender, Environment and Sustainability, Human Values and Professional Ethics into the Curriculum



ಕನ್ನಡ
ಮಾನವೀಯ ಮೌಲ್ಯ-1

ಪಠ್ಯಪುಸ್ತಕ
(ನುಡಿ ಸಂಭ್ರಮ-1)

I Sem BCA & B.Sc

1. ಒಸವಣ್ಣನ ವಚನಗಳು.
2. ವಿದ್ಯೆ ಮಾತು-ಸರ್ವಜ್ಞನ ವಚನಗಳು
3. ರೋಕ್ಕ ಎರಡಕ್ಕೂ ದೂವಿ - ಪುರಂದರದಾಸರು.
4. ಕವಚ - (ಕವನ) - ಪ್ರೊ.ಎಲ್ ಹನುಮಂತಯ್ಯ
5. ಬೆಂಗಳೂರಿನ ಹಾಡು - ಡಾ. ಸಿದ್ದಲಿಂಗಯ್ಯ

I Sem B.Com & BBA

(ನುಡಿ ವಿಹಾರ-1)

1. ವಿದ್ಯುಚ್ಚೋರನೆಂಬ ರಿಸಿಯ ಕಥೆ - ಶಿವಕೋಟ್ಯಾಚಾರ್ಯ
2. ಕುರುಡು ಕಾಂಚಾಣ - ದ.ರಾ. ಬೇಂದ್ರೆ
3. ಕರಿಸಿದ್ದ - (ಕಥನ ಕವನ) ಕುವೆಂಪು

III Sem B.Com & BBA

(ನುಡಿ ವಿಹಾರ-3)

1. ಓದುಗರಿಗೆ-ಕುವೆಂಪು
2. ಜನಪದ ಸಾಹಿತ್ಯ
3. ಓಡೆದ ಕನ್ನಡಿ - ಜಿ.ಎಸ್.ಎಸ್
4. ಈಶ್ವರ ಅಲ್ಲಾ ಮೇರೆ ಲಾಲ್-ಸವಿತಾ ನಾಗಭೂಷಣ
5. ಜಾತಿಗಳು ನೀವೇಕೆ ಕೀಳಾದಿರೋ-ಕನಕದಾಸರು.
6. ಶಿವನಮನಿ ಈ ಜಗವೆಲ್ಲ-ನರಹರಿಗುರು

III Sem BCA & B.Sc

(ನುಡಿ ಸಂಭ್ರಮ-3)

1. ಶಾಸನ ಸಾಹಿತ್ಯ

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II Sem BCA & B.Sc

(ನುಡಿ ಸಂಭ್ರಮ-2)

1. ಅತಿಹಿತದಲ್ಲಿ ನೀವಿಹುದು-ಕನಕದಾಸ
2. ದೇವರ ಹೆಣ-ಕುಂ. ವೀರಭದ್ರಪ್ಪ
3. ಓ ಬನ್ನಿ ಸೋದರರೆ, ಬೇಗಬನ್ನಿ-ಕುವೆಂಪು
4. ಅಂಬೇಡ್ಕರ್-ಡಾ. ಸಿದ್ದಲಿಂಗಯ್ಯ .

ಲಿಂಗ ಸಮಾನತೆ - 1

I Sem BCA & B.Sc

(ನುಡಿ ಸಂಭ್ರಮ-1)

1. ಬಾಳು ಕೊಡವ್ವ-ಡಾ.ಸರಸ್ವತಿ ಚಿಮ್ಮಲಗಿ

I Sem B.Com & BBA

(ನುಡಿ ವಿಹಾರ-1)

1. ಬೇನಜೀರ್ ಹತ್ಯೆಯಾದಾಗ - ಶರೀಫಾ.ಕೆ
2. ಅರಿವಿನ ಅವ್ಯ -ಸಾವಿತ್ರಿ ಬಾಯಿಫುಲೆ

III Sem B.Com & BBA

(ನುಡಿ ವಿಹಾರ-3)

1. ಮನೆ-ಚಂದ್ರಮತಿ ಸೋಂದಾ
2. ಗವಾಕ್ಷಿ-ವಿಜಯಾದಿಟ್ಟೆ

III Sem BCA & B.Sc

(ನುಡಿ ಸಂಭ್ರಮ-3)

1. ಅಮೃತ ಮತಿಯ ಅನುರಾಗ-ಜನ್ನ
2. ಗೃಹಲಕ್ಷ್ಮಿ-ಕೆ.ಎಸ್. ನರಸಿಂಹಸ್ವಾಮಿ
3. ನಾನು ಬಡವಿ-ದ.ರಾ. ಬೇಂದ್ರೆ
4. ನಾನು ನನ್ನ ಗೆಳತಿ-ಪ್ರೋ.ಎ.ಕೆ. ಹಂಪಣ್ಣ
5. ಮುಖವಾಡ - ಸುಜಾತ.ಎನ್

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II Sem BCA & B.Sc

1. ಕಿತ್ತೂರು ಚೆನ್ನಮ್ಮ - ಜಾನಪದ
2. ಆಯ್ದ ವಚನಕಾರ್ತಿಯರ ವಚನಗಳು
3. ಹುಡುಗಿ ಮತ್ತು ದಾಸವಾಳ - ಸವಿತಾ ನಾಗಭೂಷಣ

(ನುಡಿ ಸಂಭ್ರಮ-2)



(ನುಡಿ ಸಂಭ್ರಮ-2)

II Sem B.Com

1. ಮೊಸರಿನ ಮಂಗಮ್ಮ - ಮಾಸ್ತಿವೆಂಕಟೇಶ ಆಯ್ಯಂಗಾರ್
2. ಕಡತನಕ ಕಾಯೊ ಅಭಿಮಾನ - ಜನಪದ
3. ಪವಿತ್ರಮತ್ತಿ ಮಟ್ಟಿಯ ಚರಿತಂ-ರನ್ನ

IV Sem B.Com

1. ಸಾಲುಮರದ ತಿಮ್ಮಕ್ಕ - ಎನ್.ಕೆ. ಹನುಮಂತಯ್ಯ

(ನುಡಿ ಸಂಭ್ರಮ-2)

ಮಾನವೀಯ ಮೌಲ್ಯ - 2

II Sem B.Com/BBA

1. ವೈನಯಿಕನ ಕಥೆ - ಪಡ್ಡಾರಾಧನೆ.

(ನುಡಿ ಸಂಭ್ರಮ-1)

IV Sem B.Com/ BBA

1. ವರ್ಜರ್ - ಸಾಮರ್ ಸೆಟ್ ಮಾಮ್
2. ಭೂಮಿತಾಯಿ ಎದ್ದೊಂದುಗಳಿಗೆ ನೆನೆದೇನು - ಜನಪದರು.
3. ಅಳುವ ಬುದ್ಧ - ಮೂಡ್ಡಾಕೂಡು ಚೆನ್ನಸ್ವಾಮಿ
4. ಮುತ್ತಾಬಳವನ ಹಕ್ಕಿ ಕಥೆ
5. ಸಂಬಂಜ ಅನ್ನೋದು ದೊಡ್ಡದು ಕನಾ-ದೇವನೂರು ಮಹಾದೇವ
6. ಮಗು ಸತ್ತದೆ ದೇಶ ಸೂತಕದಲ್ಲಿದೆ - ವೈದೇಹಿ

(ನುಡಿ ಸಂಭ್ರಮ-4)

IV Sem BCA

1. ಜ್ಯೋತಿಷ್ಯ ಅರ್ಥಪೂರ್ಣವೋ ಅರ್ಥರಹಿತವೋ ? - ಡಾ.ಎಚ್. ನರಸಿಂಹಯ್ಯ
2. ಬಡವರಿಗೆ ಸಾವ ಕೊಡಬ್ಯಾಡ - ಜನಪದ
3. ಅನ್ನಯಜ್ಜ - ದ.ರಾ. ಬೇಂದ್ರೆ
4. ಬಡವನಾದರೇನು ಪ್ರಿಯೆ - ಸತ್ಯಾನಂದ ಪಾತ್ರೋಟ.
5. ಗಜಮುಖನ ಕ್ಷೀರದಾಹ - ನಾಗೇಶ್ ಹೆಗಡೆ

(ನುಡಿ ಸಂಭ್ರಮ-4)

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IV Sem BCA/ B.Sc

(ನುಡಿ ಸಂಭ್ರಮ-4)

1. ಅವ್ಯ - 2 -ಉ.ಲಂಕೇಶ್
2. ಶಂಕುತಲೆಯೊಂದಿಗೆ ಕಳೆದ ಅಪರಾಹ್ನ - ವೈದೇಹಿ
3. ಕೊನೆಯ ಗಿರಾಕಿ - ನಿರಂಜನ

ವೃತ್ತಿಪರ ನೀತಿ ಸಂಹಿತೆ (Professional Ethics)

I Sem BCA/B.Sc

(ನುಡಿ ಸಂಭ್ರಮ-1)

1. ನಾಟಕ ಜಲಗಾರ-ಕುವೆಂಪು

II Sem BCA & B.Sc

(ನುಡಿ ಸಂಭ್ರಮ-2)

1. ಸೋಲೆಂಬುದು ಅಲ್ಪ ವಿರಾಮ - ನೇಮಿಚಂದ್ರ

II Sem B.Com

(ನುಡಿ ಸಂಭ್ರಮ-2)

1. ಡಾ. ರಾಜ್ ಕುಮಾರ್ ಎಂಬ ಬೆವರಿನ ಮನುಷ್ಯ - ಪ್ರೋ.ಬರಗೂರು ರಾಮಚಂದ್ರಪ್ಪ
2. ಟೋಳುಗಟ್ಟಿ - ನಾಟಕ- ಟಿ.ಪಿ.ಕೈಲಾಸಂ


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The portion of curriculum which includes the cross cutting issues **Human Values, Gender Equity, Environmental Issues and Professional Ethics in First Year B.Com/ B.B.A syllabus- Communicative English**

First Semester - Prose

1. The Romance of the Busy Broker: To have a difference between professional and personal life.
2. The Best Investment I Ever Made: Redemption and a second chance to be given to all the sinners. Miracles may happen with the given second opportunity.
3. Lawler Road: The social and political Restraints and the challenges of India after independence.
4. On Gandhi: The political outlook and foresight of Gandhi.

First Semester - Poem

1. Lord Ullin's Daughter: The vanity of human will and power of the fate and the gender bias of olden Europe.
2. Fear No More: Human fear of different seasons and death and the ways to overcome them.
3. A Broken Appointment: Human expectations and to embrace the disappointment and to overcome it.
4. The Tyger: Human fear and the ways to overcome it.
5. As a Son My Daughter: Gender Equity against the stereotypical expectations from a daughter.

Second Semester - Drama

1. Two Corporals: Political restrains and the oppression due to dictatorship.
2. A Day of Atonement: The quality of forgiveness, a great bliss and quality to be exercised.

Second Semester - Poem

1. The Unquiet Grave: The disappointment and the ways to overcome the miseries.
2. The Ballad of Father Gilligan: The sincere prayers are always answered.
3. The Soul selects her Own Society: The gender perspective towards death and the people in the society.
4. Three Years She Grew: The role of Mother Nature in the nurturing of a girl child and feminist perspective towards nature.
5. The Ballad of the Landlord: The social discrimination during the landlord's period in America.

Human Values in First Year B.C.A/ B.Com syllabus- Communicative English

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First Semester – Prose

1. Gift of the Magi: The sacrifices included in gifting and bravery to depart from the hard earned money in gifting someone.
2. Half a Rupee Worth: The void between haves and have-nots in pre independent and post independent India.
3. The Model Millionaire: The luck may favor at anytime and the importance of hard work.
4. All About a Dog: The rules and regulations for the convenience of public sometimes turn irksome.
5. The Child: The gender equity and to imbibe the broad outlook towards the widows in society.

First Semester - Poem

1. Where the Mind is Without Fear: Tagore's outlook towards independent India and the expected political, educational and social growth in free India.
2. Daffodils: The aesthetic sense of enjoying the beauty of nature.
3. The Slave Auction: The dark side of apartheid system and the gender discrimination by auctioning black women in the market.
4. A Noiseless Patient Spider: The importance and vitality of patient perseverance.
5. I Felt a Funeral in my Brain: The feministic perspective towards death.

Second Semester – Prose

1. The Purloined Letter: The importance of logic and common sense to deal with the complicated situations.
2. The Chipko Women's Concept of Freedom: The gender perspective towards the conservation of nature and the freedom of tribal people.
3. The Rise and Fall of the Bilingual Intellectual: The importance of having proficiency over more than two languages.
4. The Eyes are not Here: The human strength to overcome the physical limitations.
5. The World Renowned Nose: The role of media in India in sensitizing the unwanted news and the mob mentality of hero worshipping.

Second Semester – Poetry

1. Father Returning Home: The lost identity in the metropolitans and the neglect towards the elderly.
2. Search for My Tongue: The lost identity due to brain drain and the imposing of foreign language due to immigration.
3. Africa: The apartheid system and the brutality of colonialism on all Africans.

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4. Ecology: The conservation of nature and to have a harmonious living with the flora and fauna of the environment.
5. The Chimney Sweeper: The problem of child labor and a note of optimism to serve God through our sincere duties.

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List of Topics covered in **Hindi Language** Syllabus of BBA, B.Com, BCA and B.Sc dealing with issues related to Gender, Environment and sustainability, Human Values and Professional Ethics into the Curriculum

Course & Semester	मानवीय मूल्य	लिंग समानता	पेशेवर नैतिकता
I Semester BBA & B.Com	कुसुक्षेत्र-मैथिलीकरण गुप्त		
I Semester BCA & B.Sc	भारतीय संस्कृति	रजिया	निन्दा रस
II Semester BCA & B.Sc	कबीर साखी	तोडती पत्तर	तोडती पत्तर
II Semester BBA & B.Com	सिमान खई, महात्मा गाँधी	भाभी	सदाचार का ताबीज, एक बड़े आस्पताल के बारे में
III Semester B.Com	रक्त चंदन, राजपुतनी का बदला, आखेट	बहु की विदा	गैटी बनाम चोटी
III Semester BBA & BCA	कफ़न	दोपहर का भोजन	फ़ैसला, कस्ये का आदमी
IV Semester BBA & BCA	मीना कहा है, महाभारत की एक सौझ	मीना कहा है, पडोसिन का कोट	मीना कहा है, कोल इस्ट
IV Semester B.Com	महाभोज, ममता, चीज़ की द्रवत	काला बाप-गौर बाप	महाभोज



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