



**Sri Dharmasthala Manjunatheshwara College**  
(Autonomous), Ujire-574 240, Dakshina Kannada, Karnataka State  
(Re-accredited at 'A++' Grade by NAAC)



**SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE**

(Autonomous) Ujire – 574240, D. K. Karnataka

(Re-accredited at 'A<sup>++</sup>' Grade by NAAC)



**BACHELOR OF VOCATIONAL PROGRAMME**

**IN**

**RETAIL AND SUPPLY CHAIN MANAGEMENT**

**SYLLABUS AND STRUCTURE**



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**SRI DHARMASTHALA MANJUNATHESHWARA**  
**COLLEGE, (AUTONOMOUS), UJIRE-574240**  
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**DEPARTMENT OF B.VOC**

*Syllabus of*

**BACHELOR OF VOCATIONAL PROGRAMME**

**in**

**Retail & Supply Chain management**

**Approved in BOS meeting on 08/02/2024**



## INDEX

Sl No	Particulars	Page Number
1.	Preamble	01
2.	Programme objectives	02
3.	Programme outcomes	02
4.	Course objectives	03
5.	Course outcome	04
6.	B.Voc Course Structure	05-06
7.	Pattern, Scheme & Syllabus	07-14
8.	General Paper: English	15-26
9.	General Paper: Kannada	27-39
10.	General Paper: Hindi	40-49
11.	Elective Foundations: Indian Constitution	50-55
12.	Elective Foundations: Human Rights	56-58
13.	Elective Foundations: Environmental Studies	59
14.	Elective Foundations: Gender Equity	60-63
15.	Core & Practical Papers: Semester I	65-75
16.	Core & Practical Papers: Semester II	76-85
17.	Core & Practical Papers: Semester III	86-95
18.	Core & Practical Papers: Semester IV	96-105
19.	Core & Practical Papers: Semester V	106-120
20.	Core & Practical Papers: Semester VI	121-138
21.	Final Exam Question Paper Patterns (Theory & Practical)	139-141
22.	Practical Components For Practical Papers	142-147



## **PREAMBLE**

### **BACHELOR OF VOCATIONAL PROGRAMME**

UGC Introduction to B.Vocational Courses:

It has been a long-felt necessity to align higher education with the emerging needs of the economy so as to ensure that the graduates of higher education system have adequate knowledge and skills for employment and entrepreneurship. The higher education system has to incorporate the requirements of various industries in its curriculum, in an innovative and flexible manner while developing a holistic and well-groomed graduate. Ministry of HRD, Government of India had issued an Executive Order in September 2011 for National Vocational Education Qualification Framework (NVEQF). Subsequently, Ministry of Finance, in pursuance of the decision of Cabinet Committee on Skill Development in its meeting held on 19th December, 2013, has issued a notification for National Skills Qualifications Framework (NSQF) which supersedes NVEQF. Under the National Skills Development Corporation, many Sector Skill Councils representing respective industries have/are being established. One of the mandates of Sector Skill Councils is to develop National Occupational Standards (NOSs) for various job roles in their respective industries. It is important to embed the competencies required for specific job roles in the higher education system for creating employable graduates. The University Grants Commission (UGC) has launched a scheme on skills development based higher education as part of college/university education, leading to Bachelor of Vocation (B.Voc.) Degree with multiple exits such as Diploma/Advanced Diploma under the NSQF. The B.Voc. programme is focused on universities and colleges providing undergraduate studies which would also incorporate specific job roles and their NOSs along with broad based general education. This would enable the graduates completing B.Voc. to make a meaningful participation in accelerating India's economy by gaining appropriate employment, becoming entrepreneurs and creating appropriate knowledge.



### **Programme Objectives:**

- To provide judicious mix of skills relating to a profession and appropriate content of General Education.
- To ensure that the students have adequate knowledge and skills, so that they are work ready at each exit point of the programme.
- To provide flexibility to the students by means of pre-defined entry and multiple exit points.
- To integrate NSQF within the undergraduate level of higher education in order to enhance employability of the graduates and meet industry requirements. Such graduates apart from meeting the needs of local and national industry are also expected to be equipped to become part of the global workforce.
- To provide vertical mobility to students coming out of 10+2 with vocational subjects.

### **Programme Outcomes:**

- A spectrum of student resources trained through a blended approach to education combining professional skills and general education.
- Students trained in specific niches of a professional field such that they are capable of professional success at every year of the course.
- Well established flexibility of multiple entry and exit for students to pursue formal education alongside professional orientation.
- Professional resources with skill sets incorporated through adherence to NSQF standards, with high employability at graduation level. These students can meet local, national and global work standards to notably contribute to the progress of the field of education administered to them through the programme.
- Vertical mobility for students with 10+2 qualification.



## **RETAIL AND SUPPLY CHAIN MANAGEMENT**

### **Introduction:**

Thanks to booming e-commerce landscape in India, Retail and Supply Chain has emerged as one of the most in demand function. With the increased demand also come new challenges of rapidly changing industry dynamics. Firms as well as professionals need to keep abreast of new developments in technology and business.

SDM College, Ujire has started a B.Vocational course in Retail and Supply Chain Management. This course is aimed at providing business knowhow of retail services and Supply Chains. The course has been designed keeping in mind the day-to-day challenges of executives in the function and enabling their holistic understanding of retail and supply chain environment.

### **Vision:**

To contribute significantly to the field of retail and supply chain management through study,application and progressive manifestation of relevant constructs.

### **Mission:**

To produce qualified and skilled candidates with practical knowledge to the vast field of retail and supply chain and contribute towards betterment of nation and individuals themselves.

### **Course objectives:**

CO 1: To prepare students to hold eminent positions in the field of retail and supply chain management, as required by the present industry environment across the globe.

CO 2: To prepare students to acquire internships/ short term jobs at the end of each year of course with required skill sets.

CO 3: To provide practical exposure relevant to concepts taught theoretically.

CO 4: To inculcate spirit of intense knowledge, research and practical orientation in the concepts of retail and supply chain management.

CO 5: To introduce the wide job spectrum available in retail and supply chain management and guide students to find their niche and excel in it.





**Course Outcome:**

CO 1: Will be highly employable at the end of every year with ample skill sets.

CO 2: Will be capable of handling retail outlets with its complete knowledge adhering to latest trends.

CO 3: Will be competent to hold any managerial position of supply chain.

CO 4: Will be trained to be successful entrepreneurs with complete knowledge of business and management concepts.

CO 5: Skill sets will be drastically improved with subject knowledge which makes candidates to stand high and perform better in the competitive and fast changing retail and supply chain world.



**B.Voc Course Structure**

B.Vocational (Diploma) I & II Semesters								
General Education/ General Component	Particulars	No of courses	Instruction hours per week	Duration of exams (Hrs)	Marks			Credits
					I.A	Final	Total	
	2 languages	1. English 2. Kannada/Hindi	2 hours X 2	3 hours	20	80	100	2(Cr)X2= 4
	1 Elective Foundation	1. Elective Foundation	2 hours X 1	3 hours	10	40	50	2(Cr)X1= 2
	2 core papers/ theory	1. Theory 1 2. Theory 2	3 hours X 2	3 hours	20	80	100	3 (Cr)X2= 6
Skill component/ Practical's	3 Practical's	1. Practical 1 2. Practical 2 3. Practical 3	6 hours X 3	3 hours	30	120	150	6 (Cr)X3= 18
	<b>Total Credits</b>							<b>30 X 2 = 60</b>

B.Vocational (Advanced Diploma) III & IV Semesters								
General Education/ General Component	Particulars	No of courses	Instruction hours per week	Duration exams (Hrs)	Marks			Credits
					I.A	Final	Total	
	2 languages	English Kannada/Hindi	2 hours X 2	3 hours	20	80	100	2(Cr)X2= 4
	1 Elective Foundation	1 Elective Foundation	2 hours X 1	3 hours	10	40	50	2(Cr)X1= 2
	2 core papers/ theory	Theory 1 Theory 2	3 hours X 2	3 hours	20	80	100	3 (Cr)X2= 6
Skill component/ Practical's	3 Practical's	Practical 1 Practical 2 Practical 3	6 hours X 3	3 hours	30	120	150	6 (Cr)X3= 18
	<b>Total Credits</b>							<b>30 X 2 = 60</b>





B.Vocational (Degree) V & VI Semesters								
General Education/ General Component	Particulars	No of courses	Instruction hours per week	Duration of exams (Hrs)	Marks			Credits
					I.A	Final	Total	
	4 core papers/ theory	1. Theory 1 2. Theory 2 3. Theory 3 4. Theory 4	3 hours X 3	3 hours	20	80	100	3 (Cr)X4= 12
<b>Skill component/ Practical's</b>	3Practical's	1. Practical 1 2. Practical 2 3. Practical 3	6 hours X 3	3 hours	30	120	150	6 (Cr)X3= 18
<b>Total Credits</b>								<b>30 X 2 = 60</b>
<b>3 years total Credits</b>								<b>60X3 = 180</b>

**Theory internal assessment pattern for RSCM:**

THEORY INTERNAL ASSESSMENT PATTERN			
SEMESTER INTERNALS	TIME	MARKS	MODE OF CONDUCT
INTERNAL-I	1 HOUR	25	OFFLINE
INTERNAL-II	1 HOUR	25	ONLINE / MCQ
TOTAL		50	
<b>FINAL AVERAGE MARKS (THEORY/CORE PAPERS)</b>		<b>20 MARKS (50 Marks converted in to 20 Average Marks)</b>	



**Practical Internal and External Assessment Pattern for RSCM**

PRACTICAL INTERNAL ASSESSMENT PATTERN			
SEMESTER INTERNALS	TIME	MARKS	MODE OF CONDUCT
INTERNAL-I	2 HOUR	40	Offline
INTERNAL-II	2 HOUR	40	Offline
TOTAL		80	
FINAL Average Marks (PRACTICAL PAPERS)		30 MARKS (Total 80 Marks Converted into 30.)	

**Final Exam Theory Question Paper Pattern for RSCM.**

FINAL EXAM QUESTION PAPER PATTERN (3 Hours)			
OPTIONS	NUMBER OF QUESTIONS IN EACH PART	HEADING OF EACH PART	MARKS
PART -A	5	Answer any <b>Four</b> the following questions each carries 5 Marks (4X5=20)	20
PART-B	4	Answer any <b>Three</b> of the following questions each carries 10 Marks (3X10=30)	30
PART-C	3	Answer any <b>Two</b> of the following questions each carries 15 Marks (2X15=30)	30
TOTAL			<b>80</b>



<b>PRACTICAL EXTERNAL ASSESSMENT PATTERN</b>			
<b>SEMESTER END EXAM</b>	<b>TIME</b>	<b>MARKS</b>	<b>MODE OF CONDUCT</b>
EXTERNAL EXAM	3 HOURS	120	Write-up : 60 Presentation : 30 Viva + Record: 15 + 15 = 30

<b>FINAL SEMESTER PROJECT EXTERNAL ASSESSMENT PATTERN</b>			
<b>SEMESTER END EXAM</b>	<b>TIME</b>	<b>MARKS</b>	<b>MODE OF CONDUCT</b>
EXTERNAL EXAM	3 HOURS	120	Report: 60 Presentation: 30 Viva: 30



**SEMESTER –**

**SDM COLLEGE (AUTONOMOUS), UJIRE**

**B. VOC COURSE SYLLABUS**

**Retail & Supply Chain Management**

**SEMESTER - I**

Paper Code	Paper Title	Category	Hours/ Week	Credits	Internal Marks	External Marks	Total Marks
<b>General Papers</b>							
BVOCENG-101	English	lang1	2	2	20	80	100
BVOCKAN-101 BVOCHIN-101	Kannada/Hindi	lang2	2	2	20	80	100
BVOCEF-101	Indian Constitution	Elective	2	2	10	40	50
<b>Core Papers</b>							
BVOCRSCT-101	Retail Management	Core 1	3	3	20	80	100
BVOCRSCT -102	Managerial Economics	Core 2	3	3	20	80	100
<b>Skill Components</b>							
BVOCRSCP -101	Marketing Management	Practical 1	6	6	30	120	150
BVOCRSCP -102	Fundamentals of Visual Merchandising	Practical 2	6	6	30	120	150
BVOCRSCP -103	Retail Selling Skills	Practical 3	6	6	30	120	150
<b>TOTAL</b>			<b>30</b>	<b>30</b>	<b>180</b>	<b>720</b>	<b>900</b>



## SEMESTER - II

Paper Code	Description	Category	Hours/Week	Credits	Internal Marks	External Marks	Total Marks
<b>General Papers</b>							
BVOCENG-151	English	lang1	2	2	20	80	100
BVOCKAN-151 BVOCHIN-151	Kannada/ Hindi	lang2	2	2	20	80	100
BVOCEF-151	Elective Foundation: Human Rights	Elective	2	2	10	40	50
<b>Core Papers</b>							
BVOCRSCT -151	Business Organization & Management	Core 1	3	3	20	80	100
BVOCRSCT -152	Inventory Management	Core 2	3	3	20	80	100
<b>Skill Components</b>							
BVOCRSCP-151	Fundamental of Accounting	Practical 1	6	6	30	120	150
BVOCRSCP-152	Supply Chain Management	Practical 2	6	6	30	120	150
BVOCRSCP-153	Tactics of Retail Business	Practical 3	6	6	30	120	150
		<b>TOTAL</b>	<b>30</b>	<b>30</b>	<b>180</b>	<b>720</b>	<b>900</b>



### SEMESTER - III

Paper Code	Description	Category	Hours / Week	Credits	Internal Marks	External Marks	Total Marks
<b>General Papers</b>							
BVOCENG-201	English	Lang 1	2	2	20	80	100
BVOCKAN-201	Kannada	Lang 2	2	2	20	80	100
BVOCHIN-201	Hindi						
BVOCEF-201	<b>Elective Foundation:</b> Environmental Studies (EVS)	Elective	2	2	10	40	50
<b>Core Papers</b>							
BVOCRSCT -201	Principles of Management	Core 1	3	3	20	80	100
BVOCRSCT -202	Human Resource Management	Core 2	3	3	20	80	100
<b>Skill Components</b>							
BVOCRSCP-201	Advertising and Brand Management	Practical 1	6	6	30	120	150
BVOCRSCP-202	Customers Relationship Management	Practical 2	6	6	30	120	150
BVOCRSCP-203	Computer Application in Retail Business	Practical 3	6	6	30	120	150
		<b>TOTAL</b>	<b>30</b>	<b>30</b>	<b>180</b>	<b>720</b>	<b>900</b>





### SEMESTER - IV

Paper Code	Description	Category	Hours / Week	Credits	Internal Marks	External Marks	Total Marks
<b>General Papers</b>							
BVOCENG-251	English	Lang 1	2	2	20	80	100
BVOCKAN-251 BVOCHIN-251	Kannada Hindi	Lang 2	2	2	20	80	100
BVOCEF-251	Elective Foundation: Gender Equity	Elective	2	2	10	40	50
<b>Core Papers</b>							
BVOCRST -251	Business Statistics	Core 1	3	3	20	80	100
BVOCRST -252	Elements of Cost Accounting	Core 2	3	3	20	80	100
<b>Skill Components</b>							
BVOCRSCP - 251	Market Research	Practical 1	6	6	30	120	150
BVOCRSCP - 252	Packing and Packaging Management	Practical 2	6	6	30	120	150
BVOCRSCP - 253	Organizational Study	Practical 3	6	6	30	120	150
<b>TOTAL</b>			<b>30</b>	<b>30</b>	<b>180</b>	<b>720</b>	<b>900</b>



### SEMESTER - V

Paper Code	Description	Category	Hours / Week	Credits	Internal Marks	External Marks	Total Marks
<b>Core Papers</b>							
BVOCRSCT -301	International Retailing	Core 1	3	3	20	80	100
BVOCRSCT -302	Business Ethics	Core 2	3	3	20	80	100
BVOCRSCT-303	E-Commerce	Core 3	3	3	20	80	100
BVOCRSCT-304	Banking and Financial Services	Core 4	3	3	20	80	100
<b>Skill Components</b>							
BVOCRSCP - 301	Business Communication	Practical 1	6	6	30	120	150
BVOCRSCP - 302	Financial Management	Practical 2	6	6	30	120	150
BVOCRSCP - 303	Entrepreneurship Development	Practical 3	6	6	30	120	150
		<b>TOTAL</b>	<b>30</b>	<b>30</b>	<b>170</b>	<b>680</b>	<b>850</b>



### SEMESTER - VI

Paper Code	Description	Category	Hours / Week	Credits	Internal Marks	External Marks	Total Marks
<b>Core Papers</b>							
BVOCRSCT -351	Export & Import Policies & Procedures	Core 1	3	3	20	80	100
BVOCRSCT -352	Logistics Management	Core 2	3	3	20	80	100
BVOCRSCT -353	Corporate Law	Core 3	3	3	20	80	100
BVOCRSCT -354	Transportation and Distribution Management	Core 4	3	3	20	80	100
<b>Skill Components</b>							
BVOCRSCP -351	Consumer Behavior	Practical 1	6	6	30	120	150
BVOCRSCP -352	Direct and Indirect Taxes	Practical 2	6	6	30	120	150
BVOCRSCP -353	Project Work	Practical 3	6	6	30	120	150
		<b>TOTAL</b>	<b>30</b>	<b>30</b>	<b>170</b>	<b>680</b>	<b>850</b>



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*Syllabus of*  
**BACHELOR OF VOCATIONAL PROGRAMME**  
(LANGUAGE)  
**On**  
**ENGLISH**



**English language for B.Voc  
Programmes:**

Sl. No	Semester	Code No	Title of the Course
1.	I	BVOCENG-101	Speech Skills
2.	II	BVOCENG-151	Writing Skills
3.	III	BVOCENG-201	Business English
4.	IV	BVOCENG-251	Reading Literature and Professional Ethics



## **I SEMESTER**

### **BVOCENG-101: SPEECH SKILLS**

**30 Hours: 100 Marks; 2 Credits**

#### **Speech Skills Course Objectives:**

CO 1: To familiarize learners with the basics of English language – English sounds

CO 2: To enable learners to achieve accuracy in pronunciation.

CO 3: To enhance intelligibility and neutralization of accent.

CO 4: To enable learners to use English language in communication.

#### **Course Outcomes:**

CO1: To demonstrate the familiarity with the English sounds

CO2: To show awareness of the subtle differences and the use English sounds accurately

CO3: To neutralize mother tongue influence and use English intelligibly in conversation

CO4: To use the language effectively for basic communicational purposes

#### **Course content:**

##### **Module - I**

1. The phonology of English - International Phonetic Alphabet [IPA]: consonants, vowels, Diphthongs and Consonant Clusters. Places and manners of articulation of sounds.

##### **Module - II**

2. The syllable and stress patterns: strong and weak forms. Sentence-stress-pause.
3. Intonation: patterns of intonation and use of them for reading and speaking purposes

##### **Module - III**

4. Greeting/Introduction/Leave Taking/ Making registers/Granting requests/Refusing requests/ Making Enquiries/Giving information/Giving Directions/ withholding information.
5. Describing people, process, procedure, objects/Narrative events. Extending Invitations/Accepting and Declining Invitation.
6. Making complaints and suggestion/ Apologizing/Offering Excuses. Negotiating and Persuading People/Expressing Dissent and Caution.





#### **Module - IV**

7. Offering Emotional Support/Motivating People/Expressing Condolences
8. Warning/ Expressing Disapprovals and Displeasure Making Announcement / public addressing.

#### **Reference Books:**

1. Hornby A S, Oxford Advanced Learner's Dictionary OUP. Oxford. 2015. pt.
2. Pronouncing Dictionaries
3. Bala subramanian, T. English Phonetics for Indian Students (3rd Edition) Trinity Publications. New Delhi 2013. pt.
4. An Introduction to the pronunciation of English, ELBS London, 1989.
5. Advanced Learner Dictionary. Fifth edition, Oxford University Press, Oxford, 1996.
6. English Pronouncing Dictionary, 14th Ed., University Book Stall, New Delhi, 1991.
7. Handbook of Pronunciation of English Word, Prentice Hall, New Delhi, 1994.
8. A Course in Phonetics and Spoken English. CIEFL, Hyderabad
9. (A set of cassettes). Ahuja, Promila. Bown, G.
10. How to listen Letter, Sterling Publishers, New Delhi, 1990. Listening and spoken English, Longman, London 1990.
11. Notions in English, Cambridge University Press, Cambridge 1979.
12. Functions of English Students Book, Cambridge University Press, Cambridge 1981.
13. Functions of English Teachers Book, Cambridge University Press, Cambridge 1981.
14. Activities for language Teaching, Cambridge University Press, Cambridge, 1984.
15. Study listening, Cambridge University Press, 1983. Lend Me Your Ears, New Jersey, 1980.
16. Listening Cambridge Proficiency Examination
17. Practice listening, Cambridge University Press, Cambridge, 1987.
18. An Outline of English Phonetics, Ludhiana, Kalyani Publishers. 1979.



19. Teaching Spoken English and Communicative Skill. (Ed) (Resources book for teachers' series).
20. Better English Pronunciation Oxford University Press, Oxford, 1991.
21. English phonetics and Phonology, Oxford Univ. Press, Oxford 1991.
22. A Course in Phonetics & Spoken English, Prentice Hall, N. Delhi, 1992.



**SEMESTER**  
**II BVOCENG-151: WRITING SKILLS**

**30 Hours; 100 Marks; 2 Credits**

**Writing Skills Course Objectives:**

CO 1: To train the students about the academic writing

CO 2: To familiarize the basics and advanced academic presentations

CO 3: To introduce to reference skills, taking notes, referring and documenting data and materials

CO 4: To develop critical thinking and sharpen their accuracy in writing

**Course outcomes:**

CO1: To understand the mechanism of different modes of general and academic writing.

CO2: To make professional presentation.

CO3: To demonstrate the reference skills, taking notes, referring and documenting data and materials.

CO4: To show higher level of critical thinking and sharpen their accuracy in writing.

**Course Content:**

**Module - I**

1. Writing as a skill: Mechanism of writing – words and sentences - paragraph as a unit of structuring a whole text - combining different sources – functional use of writing – personal, academic and business writing – creative writing
2. Writing process: Planning a text – finding materials - drafting – revising – editing - finalizing the draft; Computer as an aid – key board skills - word processing - desk top publishing

**Module - II**

3. Writing models: Essays - précis - expansion of ideas – dialogue;
4. Letter writing personal letters, formal letters - CV; Surveys – questionnaire; e-mail writing– fax - job application - report writing.



### Module - III

5. Presentation as a skill - elements of presentation strategies – audience – objectives – medium – key ideas - structuring the material - organizing content - audio-visual aids – handouts

### Module - IV

6. Use of power point - clarity of presentation - non-verbal communication - seminar paper presentation and discussion.
7. Advertisements - USP - Slogans - Product details - contact details.

### Reference Books:

1. English for Effective Communication. Oxford University Press, 2013.
2. Write Rightly: A Course for Sharpening Your Writing Skills. (CUP) Module 4:
3. Guide to Presentations. Mary Munter and Lynn Rusell. Pearson Education
4. Further reading:
5. Robert, Barraas. Students Must Write. London: Routledge, 2006.
6. Bailey, Stephen. Academic Writing. Routledge, 2006.
7. Hamp-Lyons, Liz, Ben Heasley. Study Writing. 2nd Edition. Cambridge Uty Press, 2008.
8. Ilona, Leki. Academic Writing. CUP, 1998.
9. McCarter, Sam, Norman Whitby. Writing Skills. Macmillan India, 2009.
10. Jay. Effective Presentation. New Delhi: Pearson, 2009.
11. Munter, Mary and Lynn Rusell. Guide to Presentations. Pearson Education.
12. Mayor, Michael, et al, Ed. Longman Dictionary of Contemporary English. 5th Edition. London:Pearson Longman Ltd, 2009.



### **III SEMESTER BVOCENG-201: BUSINESS ENGLISH**

**30 Hours; 100 Marks; 2 Credits**

#### **Business English Course Objectives:**

CO 1: To introduce the learners to the use of English language in business contexts

CO 2: To familiarize them with the differences and similarities in the spoken and written expressions.

CO 3: To train the students in verbal and nonverbal expressions in business situations

CO 4: To install employable skills among the students

#### **Course Outcomes:**

CO 1: To use English language in business contexts

CO 2: To show familiarity with the differences and similarities in the spoken and written expressions.

CO 3: To use verbal and nonverbal expressions in business situations.

CO 4: To demonstrate language skills in workplaces

#### **Module - I**

**Introduction to Business English-** face to face, telephonic communication, video conference, correspondences

**Job interviews,** press meets, business meets, business launches

#### **Module - II**

**Business Etiquette-** strong interpersonal and etiquette skills, communication skills, behaviour, mannerisms, dressing, postures, plans, and working for completion, deadlines, sincerity and friendly attitude, greetings, punctuality, dignity, civility, courtesies

#### **Module - III**

**Business Meetings:** Memo writing for meetings, procedures of conducting meeting, writing minutes, business presentations

**Writing Business letters-** order, request, follow up, cancellation, enquiry, adjustment, compliant, acknowledgement, resignation, reporting letter



## **Module - IV**

Business Projects: Projects writing, Advertisements, teleconference and video conferencing

### **Reference Books**

1. Aspinall Tricia, Bethell George. Test your Business Vocabulary in Use. Cambridge University Press,2003.
2. Bruce Kay, Parrish Betsy, Wood Allan. Business Review. Longman Group UK Limited, 1992.
3. Cambridge ESOL. BEC 1, 3. Cambridge University Press, 2001.
4. Deller Sheelagh, Jones Rodri. Vista. Advanced English Learning. Heinemann Publishers (Oxford) Ltd., 1992.
6. Encarta Encyclopedia Delux. Microsoft Corporation, 2004.
7. <http://en.wikipedia.org>
8. <http://jobsearchtech.about.com>
9. <http://resume-help.org>
10. <http://www.bbc.co.uk>
11. <http://www.jobsinusa.al.ru/>
12. Jones Leo, Alexander Richard. New International Business English. Cambridge University Press,2003.
13. Kay Susan. Reward Intermediate Resource Pack. Heinemann English Language Teaching, 1995.
14. Lees Gerald, Thorne Tony. English on Business. Practical English for International Executives.Chancere International Publishers, 1993.
15. MacKenzie Ian. English for Business Studies. Cambridge University Press. 1997.
16. MacKenzie Ian. Financial English with Mini-dictionary of Finance. Language Teaching PublicationSeries, 1995.





17. MacKenzie Ian. Management and Marketing. Language Teaching Publications, 1997.
18. Mascull Bill. Business Vocabulary in Use, Advanced. Cambridge University Press, 2004.
19. Mascull Bill. Business Vocabulary in Use. Cambridge University Press, 2002.
20. Miller Roger LeRoy. Economics Today and Tomorrow. Glencoe Division of
21. Misztal Mariusz. Tests in English Thematic Vocabulary. Intermediate and Advanced Level. Киев:«Знання», 1999.
22. Naterop B. Jean, revel Rod. Telephoning in English. Third Edition. Cambridge University Press, 2004.
23. Powell Mark. Business Matters. Language Teaching Publications, 1999.
24. Practice tests for IELTS. Edition 1. Cambridge University Press, 2000.
25. Practice tests for IELTS. Edition 2. Cambridge University Press, 2000.
26. Practice tests for IELTS. Edition 3. Cambridge University Press, 2000.
27. Sandler P.L., Stott C.L. Manage with English. Oxford University Press, 1993.
28. Vicki Hollett. Business Opportunities. Oxford University Press, 1999.
29. Vince Michael with Paul Emerson. First Certificate. Language Practice with Key.
30. English Grammar and Vocabulary. Macmillan Education, 2006.
31. Vince Michael with Peter Sunderland. Advanced Language Practice. Macmillan Education, 2003.
32. Wyatt Rawdon. Check your Vocabulary for English for the IELTS examination.
33. A workbook for students. Peter Collin Publishing, 2001.



## IV SEMESTER

### **BVOCENG-251: READING LITERATURE AND PROFESSIONAL ETHICS**

**30 Hours: 100 Marks: 2 Credits**

#### **Reading Literature and Professional Ethics Course Objectives:**

CO 1: To introduce students to serious literature for a better understanding of human values

CO 2: To familiarize the complexes and challenges in life

CO 3: To train students in Interpretation of verbal expressions in poetry

CO 4: To familiarize narrative genre of literature

#### **Course Outcomes:**

CO 1: To demonstrate the ability to analyze, both verbally and in writing, a text by applying various approaches the theme, plot, character, setting, etc

CO 2: To demonstrate the ability to use research to support original textual interpretations

CO 3: To demonstrate the ability, both verbally and in writing, to relate texts with historical time periods and/or specific historical events; and

CO 4: To demonstrate the ability to Recognize and understand major literary movements.

#### **Course Content:**

##### **Module - I - Novel**

1. Apprentice by Arun Joshi

##### **Module - II**

2. "Resolution and Independence" by Will i am Words worth
3. "Death of a Bird" by A D Hope

##### **Module - III**

4. "The Collar" by John Donne
5. "My Last Duchess" by Robert Browning
6. "The Road Not Taken" by Robert Frost



#### **Module - IV**

7. “The Love Song of J. Alfred Prufrock” by T.S. Eliot
8. “Ode on a Grecian Urn” by John Keats

#### **Reference Books:**

1. Joshi, Arun. Apprentice The. Orient Publishers. New Delhi. 2016. pt.
2. Norton Anthology of English Poetry. Vol. 1&2 WW Norton. London. pt.

The above English syllabus for UG Programmes (Core Courses, Open Elective Courses, Foundation Courses, Additional English Courses and BVoc English Language Courses) has been revised and approved in the BOS meeting (Online on Google Meet Platform) held on Friday, 14th August 2020



**Sri Dharmasthala Manjunatheshwara College**  
(Autonomous), Ujire-574 240, Dakshina Kannada, Karnataka State  
(Re-accredited at 'A++' Grade by NAAC)

*Syllabus of*

**BACHELOR OF VOCATIONAL [B.VOC]**

**PROGRAMME (Language)On**

**KANNADA**



**B.VOC AS A DISCIPLINE PAPER DESCRIPTION**

Sl. No	Semester	Paper	Code No. of the paper	Title
1	I	I	BVOCKAN-101	ಕನ್ನಡ ಭಾಷಾ ಪತ್ರಿಕೆ
2	II	II	BVOCKAN-151	ಕನ್ನಡ ಭಾಷಾ ಪತ್ರಿಕೆ
3	III	III	BVOCKAN-201	ಕನ್ನಡ ಭಾಷಾ ಪತ್ರಿಕೆ
4	IV	IV	BVOCKAN-251	ಕನ್ನಡ ಭಾಷಾ ಪತ್ರಿಕೆ



### ಪ್ರಸ್ತಾವನೆ

ಕನ್ನಡ ಭಾಷೆ ಹಾಗೂ ಸಾಹಿತ್ಯಕ್ಕೆ ಪ್ರಾಚೀನವಾದ ಇತಿಹಾಸವಿದೆ. ಭಾರತದ ಪ್ರಾಚೀನ ಸಾಹಿತ್ಯ ಹಾಗೂ ಸಾಹಿತ್ಯ ಸಂಪನ್ನ ಭಾಷೆಗಳಲ್ಲಿ ಕನ್ನಡವೂ ಒಂದು. ಈ ಭಾಷೆಯ ಪ್ರಾಚೀನತೆ ಹಾಗೂ ಅದರಲ್ಲಿನ ಸಾಹಿತ್ಯ ಸಂಪನ್ನತೆ, ಸಾಂಸ್ಕೃತಿಕ ಮೌಲ್ಯಗಳನ್ನು ಗಮನಿಸಿ ಕೇಂದ್ರ ಸರ್ಕಾರವು ಕನ್ನಡಕ್ಕೆ ಶಾಸ್ತ್ರೀಯ ಭಾಷೆಯ ಸ್ಥಾನಮಾನವನ್ನು ನೀಡಿ ಗೌರವಿಸಿದೆ. ಪ್ರಾಚೀನ ಕನ್ನಡ ಸಾಹಿತ್ಯದಲ್ಲಿ ಚಂಪೂ, ವಚನ, ರಗಳೆ, ಷಟ್ಪದಿ, ಸಾಂಗತ್ಯ, ಕೀರ್ತನೆ, ತ್ರಿಪದಿ ತತ್ವಪದ ಮೊದಲಾದ ವೈವಿಧ್ಯಮವಾದ ಸಾಹಿತ್ಯ ಪ್ರಕಾರಗಳು ಸೃಷ್ಟಿಯಾಗಿವೆ. ಹೊಸಗನ್ನಡ ಕಾಲಘಟ್ಟದಲ್ಲಿ ನವೋದಯ, ಪ್ರಗತಿಶೀಲ, ನವ್ಯ, ಬಂಡಾಯ, ದಲಿತ ಸಾಹಿತ್ಯ ಚಿಂತನೆಗಳು ಹುಲುಸಾಗಿ ಬೆಳೆದಿವೆ. ಇವು ನಾಡಿನ ಸಾಂಸ್ಕೃತಿಕ ಚರಿತ್ರೆಯನ್ನು ಕಟ್ಟಿಕೊಡುತ್ತವೆ. ಮುಂದಿನ ಜನಾಂಗ ಕನ್ನಡ ನಾಡು-ನುಡಿಯ, ಸಂಸ್ಕೃತಿಯ ಚಿಂತನೆಯೊಂದಿಗೆ ಸಂವೇದನಾಶೀಲವಾದ ವ್ಯಕ್ತಿತ್ವವನ್ನು ರೂಪಿಸಿಕೊಳ್ಳಲು ಕನ್ನಡ ಸಾಹಿತ್ಯ ಅಧ್ಯಯನದ ಅಗತ್ಯವಿದೆ.

### ಕನ್ನಡ ಭಾಷಾ ಪತ್ರಿಕೆಗಳ ಅಧ್ಯಯನ ಉದ್ದೇಶಗಳು

- ಕನ್ನಡ ಭಾಷೆಯ ಸಂವಹನದಲ್ಲಿ ಪರಿಣತಿ ಸಾಧಿಸುವುದು
- ಭಾಷಾಶುದ್ಧಿಯ ಕಡೆ ಗಮನಹರಿಸುವುದು
- ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳನ್ನು ಸಂವಾದ, ಪ್ರಬಂಧ ಮಂಡನೆ, ವಿಶ್ಲೇಷಣೆ, ಚರ್ಚೆ, ಗುಂಪು ಚರ್ಚೆ
- ಮೊದಲಾದವುಗಳ ಮೂಲಕ ಅರ್ಥೈಸಿಕೊಳ್ಳುವುದು. ಈ ಮೂಲಕ ಭಾಷೆ, ಸಾಹಿತ್ಯ ಹಾಗೂ ಸಂವಹನ
- ಕೌಶಲಗಳನ್ನು ವೃದ್ಧಿಸಿಕೊಳ್ಳುವುದು.
- ಉದ್ಯೋಗಾಧಾರಿತ ಕೌಶಲ, ಸ್ಪರ್ಧಾತ್ಮಕ ಪರೀಕ್ಷೆ ಮತ್ತು ಭಾಷಾ ಸಂವಹನಕ್ಕೆ ಪೂರಕವಾದ ಜ್ಞಾನ ಸಂಪಾದನೆ





ಕನ್ನಡ ಭಾಷಾ ಪತ್ರಿಕೆಯ ಅಧ್ಯಯನ ಫಲಶ್ರುತಿ

CO1: ಕನ್ನಡ ಭಾಷೆಯ ಸಂವಹನದಲ್ಲಿ ಪರಿಣತಿ ಹೊಂದಿರುವುದು

CO2: ವ್ಯಾವಹಾರಿಕ ಭಾಷೆಯ ಕೌಶಲಗಳನ್ನು ಮೈಗೂಡಿಸಿಕೊಂಡಿರುವುದು

CO3: ಭಾಷಾಶುದ್ಧಿಯನ್ನು ಮೈಗೂಡಿಸಿಕೊಂಡಿರುವುದು

CO4: ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳಾದ ಕಥೆ, ಕವನ, ಪ್ರವಾಸ ಕಥನ, ವಿಜ್ಞಾನ ಲೇಖನ, ಪರಿಸರ ಲೇಖನ, ಪ್ರಬಂಧ, ಅಂಕಣ ಬರಹ, ಪರಿಚಯ ಲೇಖನ, ಮೊದಲಾದ ಪ್ರಕಾರಗಳನ್ನು ಸಂವಾದ, ಪ್ರಬಂಧ ಮಂಡನೆ, ವಿಶ್ಲೇಷಣೆ, ಚರ್ಚೆ, ಗುಂಪು ಚರ್ಚೆ ಮೊದಲಾದುವುಗಳ ಮೂಲಕ ಅಭ್ಯಸಿಸಿಕೊಂಡಿರುವುದು. ಈ ಮೂಲಕ ಭಾಷೆ, ಸಾಹಿತ್ಯ ಹಾಗೂ ಸಂವಹನ ಕೌಶಲಗಳನ್ನು ವೃದ್ಧಿಸಿಕೊಂಡಿರುವುದು

CO5: ಉದ್ಯೋಗಾಧಾರಿತ ಕೌಶಲ, ಸ್ಪರ್ಧಾತ್ಮಕ ಪರೀಕ್ಷೆ ಮತ್ತು ಭಾಷಾ ಸಂವಹನಕ್ಕೆ ಪೂರಕವಾದ ಜ್ಞಾನ ಸಂಪಾದಿಸಿಕೊಂಡಿರುವುದು



### ಕನ್ನಡ ಭಾಷಾ ಪತ್ರಿಕೆ-1

#### ಅಧ್ಯಯನ ಉದ್ದೇಶ

1. ಕನ್ನಡ ಭಾಷೆಯನ್ನು ಚೆನ್ನಾಗಿ ಓದುವ, ಬರೆಯುವ ಜ್ಞಾನವನ್ನು ಹೊಂದುವುದು
2. ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳ ಅರಿವು ಮೂಡಿಸಿಕೊಳ್ಳುವುದು
3. ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳಾದ ಕಥೆ, ಕವನ, ಪ್ರವಾಸ ಕಥನ, ವಿಜ್ಞಾನ ಲೇಖನ, ವ್ಯಕ್ತಿಚಿತ್ರ, ಪ್ರಬಂಧ, ವಿನೋದ ಬರೆಹ, ಮೊದಲಾದ ಪ್ರಕಾರಗಳನ್ನು ಸಂವಾದ, ಪ್ರಬಂಧ ಮಂಡನೆ, ವಿಶ್ಲೇಷಣೆ, ಚರ್ಚೆ, ಗುಂಪು ಚರ್ಚೆ ಮೊದಲಾದುವುಗಳ ಮೂಲಕ ಅರ್ಥೈಸಿಕೊಳ್ಳುವುದು ಈ ಮೂಲಕ ಭಾಷೆ, ಸಾಹಿತ್ಯ ಹಾಗೂ ಸಂವಹನ ಕೌಶಲಗಳನ್ನು ವೃದ್ಧಿಸಿಕೊಳ್ಳುವುದು

#### ಫಲಶ್ರುತಿ

- CO1 : ಕನ್ನಡ ಭಾಷೆಯನ್ನು ಶುದ್ಧವಾಗಿ ಓದುವ, ಬರೆಯುವ ಕೌಶಲವನ್ನು ಗಳಿಸಿಕೊಂಡಿರುವುದು
- CO2 : ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳ ಅರಿವು ಮೂಡಿಸಿಕೊಂಡಿರುವುದು
- CO3: ಕನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳಾದ ಕಥೆ, ಕವನ, ಪ್ರವಾಸ ಕಥನ, ವಿಜ್ಞಾನ ಲೇಖನ, ವ್ಯಕ್ತಿಚಿತ್ರ, ಪ್ರಬಂಧ, ವಿನೋದ ಬರೆಹ, ಮೊದಲಾದ ಪ್ರಕಾರಗಳನ್ನು ಸಂವಾದ, ಪ್ರಬಂಧ ಮಂಡನೆ, ವಿಶ್ಲೇಷಣೆ, ಚರ್ಚೆ, ಗುಂಪು ಚರ್ಚೆ ಮೊದಲಾದುವುಗಳ ಮೂಲಕ ಅರ್ಥೈಸಿಕೊಳ್ಳುವುದು. ಈ ಮೂಲಕ ಭಾಷೆ, ಸಾಹಿತ್ಯ ಹಾಗೂ ಸಂವಹನ ಕೌಶಲಗಳನ್ನು ವೃದ್ಧಿಸಿಕೊಂಡಿರುವುದು.
- CO4: ಸಾಹಿತ್ಯ ಓದಿನ ಜ್ಞಾನವನ್ನು ಸ್ಪರ್ಧಾತ್ಮಕ ಪರೀಕ್ಷೆಗಳಿಗೆ ಅಳವಡಿಸಿಕೊಳ್ಳುವ ಸಾಮರ್ಥ್ಯ ಬೆಳೆಸಿಕೊಂಡಿರುವುದು



**B.VOC ಕನ್ನಡ ಭಾಷಾ ಪತ್ರಿಕೆ-1**  
ಮೊದಲನೆಯ ಚತುರ್ಮಾಸ -ಪಠ್ಯಪುಸ್ತಕ ಮತ್ತು ಪಠ್ಯಕ್ರಮ

ಬೋಧನಾ ಅವಧಿ: ವಾರಕ್ಕೆ 2 ಗಂಟೆ

ಒಟ್ಟು ಅಂಕಗಳು: 100

ಮೌಲ್ಯಾಂಕ: 2

ಅಂತಿಮ ಪರೀಕ್ಷೆ ಅಂಕಗಳು: 80

ಅವಧಿ: 32 ಗಂಟೆಗಳು

ಆಂತರಿಕ ಮೌಲ್ಯಮಾಪನ ಅಂಕಗಳು: 20

ಪಠ್ಯ: ಕನ್ನಡ ಮನಸು

ಪ್ರಸಾರಾಂಗ ಕನ್ನಡ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಹಂಪಿ

ನಿಗದಿತ ಪಾಠಗಳು

**ಘಟಕ-1 ಕಾವ್ಯ 20 ಅಂಕಗಳು**

01	ಶ್ರಾವಣ	ಬೇಂದ್ರೆ
02	ರೊಟ್ಟಿ ಮತ್ತು ಕೋವಿ	ಸು.ರಂ.ಎಕ್ಕುಂಡಿ
03	ಕಲ್ಕಿ	ಕುವೆಂಪು

**ಘಟಕ-2 ಪ್ರಬಂಧ 20 ಅಂಕಗಳು**

01	ಡಾ.ವಿಶ್ವೇಶ್ವರಯ್ಯ	ವ್ಯಕ್ತಿ ಮತ್ತು ಐತಿಹ್ಯ
02	ದೋಣಿ ಹರಿಗೋಲುಗಳಲ್ಲಿ	ಶಿವರಾಮ ಕಾರಂತ
03	ಅಣ್ಣಪ್ಪನ ರೇಷ್ಮೆ ಕಾಯಿಲೆ	ಕುವೆಂಪು

**ಘಟಕ-3 ಲೇಖನ 20 ಅಂಕಗಳು**

01	ನಮ್ಮ ಎಮ್ಮೆಗೆ ಮಾತು ತಿಳಿಯುವುದೇ ?	ಗೊರೂರು ರಾಮಸ್ವಾಮಿ ಅಯ್ಯಂಗಾರ್
02	ಬೆಡ್ ನಂಬರ್ ಏಳು	ತ್ರಿವೇಣಿ
08	ಆನೆಹಳ್ಳದಲ್ಲಿ ಹುಡುಗಿಯರು	ವಿಜ್ಞಾನ ಲೇಖನ

**ಘಟಕ-4-ಸಂವಹನ ಕನ್ನಡ 20 ಅಂಕಗಳು**

01	ಕನ್ನಡ ಸರಿರೂಪ ಬಳಕೆ	ಡಾ.ಟಿ.ವೆಂಕಟಾಚಲ ಶಾಸ್ತ್ರಿ
02	ಪ್ರಚಾರ ಮಾಧ್ಯಮಭಿತ್ತಿ ಪತ್ರಿಕೆ, ಬ್ಯಾನರ್, ಆಹ್ವಾನ ಪತ್ರಿಕೆ, ಜಾಹೀರಾತು	ಜಿ.ಎನ್.ಮೋಹನ
03	ಭಾಷಾ ಸ್ವೀಕರಣ	ಸಂಗ್ರಹ



## ಕನ್ನಡ ಭಾಷಾ ಪತ್ರಿಕೆ-2

### ಅಧ್ಯಯನ ಉದ್ದೇಶ

1. ಕನ್ನಡ ಭಾಷೆಯನ್ನು ಚೆನ್ನಾಗಿ ಓದುವ, ಬರೆಯುವ ಜ್ಞಾನವನ್ನು ಹೊಂದುವುದು
2. ನಡುಗನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳ ಅರಿವು ಮೂಡಿಸಿಕೊಳ್ಳುವುದು
3. ಹೊಸಗನ್ನಡ ಪ್ರಕಾರಗಳಾದ ಕತೆ, ಕವನ, ಕಥನ ಕವನ, ಅಂಕಣ ಬರೆಹ, ಪರಿಸರ ಲೇಖನ, ಪರಿಚಯ ಲೇಖನ, ಸಂವಹನ ಕನ್ನಡದ ಲೇಖನಗಳ ಓದು, ವಿಶ್ಲೇಷಣಾ ಕೌಶಲ ಬೆಳೆಸಿಕೊಳ್ಳುವುದು
4. ಸಾಹಿತ್ಯದ ಮೂಲಕ ಜೀವನ ಮೌಲ್ಯಗಳನ್ನು ಬದುಕಿನಲ್ಲಿ ಅಳವಡಿಸಿಕೊಳ್ಳುವುದು
5. ಸಾಹಿತ್ಯದ ಮೌಲ್ಯಗಳನ್ನು ಸಮಕಾಲೀನ ಬದುಕಿಗೆ ಅನ್ವಯಿಸಿಕೊಳ್ಳುವುದು

### ಫಲಶ್ರುತಿ

- CO1: ಕನ್ನಡ ಭಾಷೆಯನ್ನು ಚೆನ್ನಾಗಿ ಓದುವ, ಬರೆಯುವ ಜ್ಞಾನವನ್ನು ಹೊಂದಿರುವುದು
- CO2 : ನಡುಗನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳ ಅರಿವು ಮೂಡಿಸಿಕೊಂಡಿರುವುದು
- CO3: ಹೊಸಗನ್ನಡ ಪ್ರಕಾರಗಳಾದ ಕತೆ, ಕವನ, ಕಥನ ಕವನ, ಅಂಕಣ ಬರೆಹ, ಪರಿಸರ ಲೇಖನ, ಪರಿಚಯ ಲೇಖನ, ಸಂವಹನ ಕನ್ನಡದ ಲೇಖನಗಳ ಓದು, ವಿಶ್ಲೇಷಣಾ ಕೌಶಲ ಬೆಳೆಸಿಕೊಂಡಿರುವುದು
- CO4: ಸಾಹಿತ್ಯದ ಮೂಲಕ ಜೀವನ ಮೌಲ್ಯಗಳನ್ನು ಬದುಕಿನಲ್ಲಿ ಅಳವಡಿಸಿಕೊಂಡಿರುವುದು
- CO5: ಸಾಹಿತ್ಯದ ಮೌಲ್ಯಗಳನ್ನು ಸಮಕಾಲೀನ ಬದುಕಿಗೆ ಅನ್ವಯಿಸಿಕೊಂಡಿರುವುದು



**ಪ್ರಥಮ ಪದವಿ B.VOC ಕನ್ನಡ ಭಾಷಾ ಪತ್ರಿಕೆ-2**  
**ದ್ವಿತೀಯ ಚತುರ್ಮಾಸ -ಪಠ್ಯಪುಸ್ತಕ ಮತ್ತು ಪಠ್ಯಕ್ರಮ**

ಬೋಧನಾ ಅವಧಿ: ವಾರಕ್ಕೆ 2 ಗಂಟೆ

ಒಟ್ಟು ಅಂಕಗಳು: 100

ಮೌಲ್ಯಾಂಕ: 2

ಅಂತಿಮ ಪರೀಕ್ಷೆ ಅಂಕಗಳು: 80

ಅವಧಿ: 32 ಗಂಟೆಗಳು

ಆಂತರಿಕ ಮೌಲ್ಯಮಾಪನ ಅಂಕಗಳು: 20

ಪಠ್ಯ: ಕನ್ನಡ ಮನಸು

ಪ್ರಸಾರಾಂಗ ಕನ್ನಡ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಹಂಪಿ

**ಘಟಕ-1 ಕಾವ್ಯ 20 ಅಂಕಗಳು**

01	ಬೆಳ್ಳಿಯ ಹಾಡು	ಸಿದ್ದಲಿಂಗಯ್ಯ
02	ಎಲ್ಲ ಹುಡುಗಿಯರ ಹಾಡು	ಸವಿತಾ ನಾಗಭೂಷಣ
03	ಕೊಣವೇ ಗೌಡ	ಜಾನಪದ

**ಘಟಕ-2 ಕತೆ 20 ಅಂಕಗಳು**

01	ವೆಂಕಟಶಾಮಿಯ ಪ್ರಣಯ	ಮಾಸ್ತಿ
02	ನೀರು	ಬಸವರಾಜ ಕುಕ್ಕರಹಳ್ಳಿ
03	ವರ್ಜಿನ್ ಮೊಹಿತೊ	ಸತೀಶ್ ಚಪ್ಪರಿಕೆ

**ಘಟಕ-3 ಲೇಖನ 20 ಅಂಕಗಳು**

01	ಗುಬ್ಬಚ್ಚಿಯ ಗೂಡು	ಲಂಕೇಶ್
02	ಚೀಂಕ್ರ ಮೇಸ್ತಿ ಮತ್ತು ಅರಿಸ್ವಾಟಲ್	ಕೆ.ಪಿ.ಪೂರ್ಣಚಂದ್ರ ತೇಜಸ್ವಿ
08	ಕರ್ನಾಟಕ ಸಂಸ್ಕೃತಿಯ ಒಂದು ಚಿತ್ರ	ರಹಮತ್ ತರೀಕೆರೆ

**ಘಟಕ-4-ಸಂವಹನ ಕನ್ನಡ 20 ಅಂಕಗಳು**

01	ವೃತ್ತಿ ಶಿಕ್ಷಣದಲ್ಲಿ ಕನ್ನಡ ಮಾಧ್ಯಮ	ಎಸ್.ಸುಂದರ
02	ಸಂಕ್ಷಿಪ್ತ ಲೇಖನ	ಸಂಗ್ರಹ
03	ಲೇಖನ ಚಿಹ್ನೆಗಳು	ಸಂಗ್ರಹ
04	ವಿಕಿಪೀಡಿಯ ಲೇಖನ ಬರಹ	ಡಾ.ವಿಶ್ವನಾಥ ಬದಿಕಾನ



**ಕನ್ನಡ ಭಾಷಾ ಪತ್ರಿಕೆ-3**

**ಅಧ್ಯಯನ ಉದ್ದೇಶ**

1. ಕನ್ನಡ ಭಾಷೆಯನ್ನು ಚೆನ್ನಾಗಿ ಓದುವ, ಬರೆಯುವ ಜ್ಞಾನವನ್ನು ಹೊಂದುವುದು
2. ನಡುಗನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳ ಅರಿವು ಮೂಡಿಸಿಕೊಳ್ಳುವುದು
3. ಹೊಸಗನ್ನಡ ಪ್ರಕಾರಗಳಾದ ಕತೆ, ವೈಚಾರಿಕ ಲೇಖನ, ವಿಜ್ಞಾನ, ಸಂಸ್ಕೃತಿ ಸಂಬಂಧಿ ಲೇಖನ, ವಿಮರ್ಶೆ, ಅನುಭವ ಕಥನಗಳ ಓದು, ವಿಶ್ಲೇಷಣಾ ಕೌಶಲ ಬೆಳೆಸಿಕೊಳ್ಳುವುದು
4. ಸಾಹಿತ್ಯದ ಮೂಲಕ ಜೀವನ ಮೌಲ್ಯಗಳನ್ನು ಬದುಕಿನಲ್ಲಿ ಅಳವಡಿಸಿಕೊಳ್ಳುವುದು
5. ಸಾಹಿತ್ಯದ ಮೌಲ್ಯಗಳನ್ನು ಸಮಕಾಲೀನ ಬದುಕಿಗೆ ಅನ್ವಯಿಸಿಕೊಳ್ಳುವುದು

**ಫಲಶ್ರುತಿ**

- CO1: ಕನ್ನಡ ಭಾಷೆಯನ್ನು ಚೆನ್ನಾಗಿ ಓದುವ, ಬರೆಯುವ ಜ್ಞಾನವನ್ನು ಹೊಂದಿರುವುದು
- CO2 : ನಡುಗನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳ ಅರಿವು ಮೂಡಿಸಿಕೊಂಡಿರುವುದು
- CO3: ಹೊಸಗನ್ನಡ ಪ್ರಕಾರಗಳಾದ ಕತೆ, ಕವನ, ಕಥನ ಕವನ, ಅಂಕಣ ಬರಹ, ಪರಿಸರ ಲೇಖನ, ಪರಿಚಯ ಲೇಖನ, ಸಂವಹನ ಕನ್ನಡದ ಲೇಖನಗಳ ಓದು, ವಿಶ್ಲೇಷಣಾ ಕೌಶಲ ಬೆಳೆಸಿಕೊಂಡಿರುವುದು
- CO4: ಸಾಹಿತ್ಯದ ಮೂಲಕ ಜೀವನ ಮೌಲ್ಯಗಳನ್ನು ಬದುಕಿನಲ್ಲಿ ಅಳವಡಿಸಿಕೊಂಡಿರುವುದು
- CO5: ಸಾಹಿತ್ಯದ ಮೌಲ್ಯಗಳನ್ನು ಸಮಕಾಲೀನ ಬದುಕಿಗೆ ಅನ್ವಯಿಸಿಕೊಂಡಿರುವುದು



**ದ್ವಿತೀಯ ಪದವಿ B.VOC ಕನ್ನಡ ಭಾಷಾ ಪತ್ರಿಕೆ-3**  
**ತೃತೀಯ ಚತುರ್ಮಾಸ -ಪಠ್ಯಪುಸ್ತಕ ಮತ್ತು ಪಠ್ಯಕ್ರಮ**

ಬೋಧನಾ ಅವಧಿ: ವಾರಕ್ಕೆ 2 ಗಂಟೆ

ಒಟ್ಟು ಅಂಕಗಳು: 100

ಮೌಲ್ಯಾಂಕ: 2

ಅಂತಿಮ ಪರೀಕ್ಷೆ ಅಂಕಗಳು: 80

ಅವಧಿ: 32 ಗಂಟೆಗಳು

ಆಂತರಿಕ ಮೌಲ್ಯಮಾಪನ ಅಂಕಗಳು: 20

ಪಠ್ಯ: ನುಡಿವಣಿ

ಪ್ರಸಾರಾಂಗ ಮಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾಲಯ

**ಘಟಕ-1 ಕತೆ 20 ಅಂಕಗಳು**

01	ನೋಂಬು	ಫಕೀರ ಮುಹಮ್ಮದ್ ಕಟ್ಟಾಡಿ
02	ಒಂದು ಒಸಗೆ ಒಯ್ಯುವುದಿತ್ತು	ಮಿತ್ರ ವೆಂಕಟ್ರಾಜ್
03	ಪ್ರತೀಕಾರ	ಪ್ರಹ್ಲಾದ್ ಅಗಸನಕಟ್ಟೆ

**ಘಟಕ-2 ಸೃಜನಶೀಲ ಬರಹಗಳು 20 ಅಂಕಗಳು**

01	ಮೊದಮೊದಲ ಕಲ್ಪನೆಗಳು	ಎ.ಎನ್.ಮೂರ್ತಿರಾವ್
02	ಬುಲ್‌ಡೋಜರ್	ನಾಗೇಶ್ ಹೆಗಡೆ
03	ಮಣೆಗಾರ	ತುಂಬಾಡಿ ರಾಮಯ್ಯ

**ಘಟಕ-3 ಲೇಖನಗಳು 20 ಅಂಕಗಳು**

01	ಹೊಸ ಸಾಹಿತ್ಯ ಹೊಸ ದೃಷ್ಟಿ	ಕುವೆಂಪು
02	ಪ್ರತಿಯೊಬ್ಬರಿಗೂ ಬರಹಗಾರರಾಗುವ ಆಸೆ, ಒಳ್ಳೆಯ ಬರವಣಿಗೆಯನ್ನು ಕಲಿಯಬಹುದು, ಕಲಿಸಲಾಗದು, ಬರವಣಿಗೆಗೆ ಬೇಕಾದ ತಯಾರಿ	ನಿರಂಜನ ವಾನಳ್ಳಿ
08	ಕಥೆ ಧಟ್ಟಂತ ಹುಟ್ಟಿಕೊಳ್ಳುವುದಿಲ್ಲ	ಗೋಪಾಲಕೃಷ್ಣ ಪೈ

**ಘಟಕ-4 ಸಂವಹನ ಕೌಶಲ 20 ಅಂಕಗಳು**

01	ವಿದ್ಯಾರ್ಥಿಗಳು ಈ ಮೇಲಿನ ಕತೆ, ಕಥನ ಕವನ ಹಾಗೂ ಕಥೆಗಳನ್ನು ಆಧರಿಸಿದ ತಲಾ 10 ಅಂಕಗಳ ಎರಡು ರೂಪಾಂತರಿತ ಮಾದರಿಗಳನ್ನು/ಬರಹಗಳನ್ನು ಬರೆದು ಸಲ್ಲಿಸಬೇಕು. ಅನುಸರಿಸಿ ಪ್ರಹಸನ	ರೂಪಕ
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### ಕನ್ನಡ ಭಾಷಾ ಪತ್ರಿಕೆ-4

#### ಅಧ್ಯಯನ ಉದ್ದೇಶ

1. ಕನ್ನಡ ಭಾಷೆಯನ್ನು ಚೆನ್ನಾಗಿ ಓದುವ, ಬರೆಯುವ ಜ್ಞಾನವನ್ನು ಹೊಂದುವುದು
2. ನಡುಗನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳ ಅರಿವು ಮೂಡಿಸಿಕೊಳ್ಳುವುದು
3. ಹೊಸಗನ್ನಡ ಪ್ರಕಾರಗಳಾದ ಕತೆ, ಕವನ, ಕಥನ ಕವನ, ಪರಿಸರ ಲೇಖನ, ಪರಿಚಯ ಲೇಖನ, ಅಂಕಣ ಬರಹ, ರೂಪಾಂತರಿತ ಬಾನುಲಿ ನಾಟಕ, ಪ್ರಹಸನ, ಹಾಸ್ಯ ನಾಟಕಗಳ ಓದು, ವಿಶ್ಲೇಷಣಾ ಕೌಶಲ ಬೆಳೆಸಿಕೊಳ್ಳುವುದು
4. ಕಥನ ಕವನ ಹಾಗೂ ಕಥೆಗಳನ್ನು ಆಧರಿಸಿದ ರೂಪಾಂತರಿತ ಮಾದರಿಗಳನ್ನು ಅನುಸರಿಸಿ ಪ್ರಹಸನ, ರೂಪಕ, ಕಥೆ, ಲೇಖನ, ಪ್ರಬಂಧ, ವಿಮರ್ಶೆ ಮೊದಲಾದ ಸೃಜನಶೀಲ ಬರೆವಣಿಗೆಗೆ ಪ್ರೋತ್ಸಾಹ ನೀಡುವುದು
5. ಸಾಹಿತ್ಯದ ಮೂಲಕ ಜೀವನ ಮೌಲ್ಯಗಳನ್ನು ಬದುಕಿನಲ್ಲಿ ಅಳವಡಿಸಿಕೊಳ್ಳುವುದು
6. ಸಾಹಿತ್ಯದ ಮೌಲ್ಯಗಳನ್ನು ಸಮಕಾಲೀನ ಬದುಕಿಗೆ ಅನ್ವಯಿಸಿಕೊಳ್ಳುವುದು

#### ಫಲಶ್ರುತಿ

- CO1: ಕನ್ನಡ ಭಾಷೆಯನ್ನು ಚೆನ್ನಾಗಿ ಓದುವ, ಬರೆಯುವ ಜ್ಞಾನವನ್ನು ಹೊಂದಿರುವುದು
- CO2: ನಡುಗನ್ನಡ ಸಾಹಿತ್ಯದ ವಿವಿಧ ಪ್ರಕಾರಗಳ ಅರಿವು ಮೂಡಿಸಿಕೊಂಡಿರುವುದು
- CO3: ಹೊಸಗನ್ನಡ ಪ್ರಕಾರಗಳಾದ ಕತೆ, ಕವನ, ಕಥನ ಕವನ, ಪರಿಸರ ಲೇಖನ, ಪರಿಚಯ ಲೇಖನ, ಅಂಕಣ ಬರಹ, ರೂಪಾಂತರಿತ ಬಾನುಲಿ ನಾಟಕ, ಪ್ರಹಸನ, ಹಾಸ್ಯ ನಾಟಕಗಳ ಓದು, ವಿಶ್ಲೇಷಣಾ ಕೌಶಲ ಬೆಳೆಸಿಕೊಂಡಿರುವುದು
- CO4: ಕಥನ ಕವನ ಹಾಗೂ ಕಥೆಗಳನ್ನು ಆಧರಿಸಿದ ರೂಪಾಂತರಿತ ಮಾದರಿಗಳನ್ನು ಅನುಸರಿಸಿ ಪ್ರಹಸನ, ರೂಪಕ, ಕಥೆ, ಲೇಖನ, ಪ್ರಬಂಧ, ವಿಮರ್ಶೆ ಮೊದಲಾದ ಸೃಜನಶೀಲ ಬರೆವಣಿಗೆಯನ್ನು ಮೈಗೂಡಿಸಿಕೊಂಡಿರುವುದು
- CO5: ಸಾಹಿತ್ಯದ ಮೂಲಕ ಜೀವನ ಮೌಲ್ಯಗಳನ್ನು ಬದುಕಿನಲ್ಲಿ ಅಳವಡಿಸಿಕೊಂಡಿರುವುದು
- CO6: ಸಾಹಿತ್ಯದ ಮೌಲ್ಯಗಳನ್ನು ಸಮಕಾಲೀನ ಬದುಕಿಗೆ ಅನ್ವಯಿಸಿಕೊಂಡಿರುವುದು



**ದ್ವಿತೀಯ ಪದವಿ B.VOC ಕನ್ನಡ ಭಾಷಾ ಪತ್ರಿಕೆ-4**  
**ಚತುರ್ಥ -ಪಠ್ಯಪುಸ್ತಕ ಮತ್ತು ಪಠ್ಯಕ್ರಮ**

ಬೋಧನಾ ಅವಧಿ: ವಾರಕ್ಕೆ 2 ಗಂಟೆ

ಒಟ್ಟು ಅಂಕಗಳು: 100

ಮೌಲ್ಯಾಂಕ: 2

ಅಂತಿಮ ಪರೀಕ್ಷೆ ಅಂಕಗಳು: 80

ಅವಧಿ: 32 ಗಂಟೆಗಳು

ಆಂತರಿಕ ಮೌಲ್ಯಮಾಪನ ಅಂಕಗಳು: 20

ಪಠ್ಯ: ನುಡಿವಣಿ

ಪ್ರಸಾರಾಂಗ ಮಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾಲಯ

**ಘಟಕ-1 ಕಾವ್ಯ 20 ಅಂಕಗಳು**

01	ಬೆಳ್ಳಿಯ ಹಾಡು	ಸಿದ್ಧಲಿಂಗಯ್ಯ
02	ಎಲ್ಲ ಹುಡುಗಿಯರ ಹಾಡು	ಸವಿತಾ ನಾಗಭೂಷಣ
03	ಕೊಣವೇ ಗೌಡ	ಜಾನಪದ

**ಘಟಕ-2 ಲೇಖನಗಳು 20 ಅಂಕಗಳು**

01	ಅಗ್ಗದಲ್ಲಿ ಅಗ್ನಿದಿವ್ಯ	ನಾಗೇಶ್ ಹೆಗಡೆ
02	ಅಪಾರ್ಟ್‌ಮೆಂಟ್ ಆಖ್ಯಾನ	ವಸುಧೇಂದ್ರ
03	ಒಂದು ಅಪರೂಪದ ಪ್ರೇಮಕಥೆ (ನೇತ್ರಾವತಿ)	ಅಬ್ದುಲ್ ರಶೀದ್

**ಘಟಕ-3 ಸೃಜನಶೀಲ ಬರೆಹಗಳು 20 ಅಂಕಗಳು**

01	ಕರೆಗೆ ಹಾರ (ರೂಪಾಂತರಿತ ಬಾನುಲಿ ಸಂಗೀತ ನಾಟಕ)	ಜನಪದ
02	ಮುಟ್ಟಿಸಿಕೊಂಡವನು (ರೂಪಾಂತರಿತ ಬಾನುಲಿ ನಾಟಕ)	ಪಿ.ಲಂಕೇಶ್
08	ನೀವರ ಏನ್ ಕಮ್ಮಿ..?? (ನಗೆ ನಾಟಕ)	ಡಾ.ಬಸವರಾಜ ಸಾದರ

**ಘಟಕ-4 ಸಂವಹನ ಕೌಶಲ 20 ಅಂಕಗಳು**

01	ವಿದ್ಯಾರ್ಥಿಗಳು ಈ ಮೇಲಿನ ಕವನ, ಕತೆ, ಕಥನ ಕವನ ಹಾಗೂ ಸೃಜನಶೀಲ ಬರೆಹಗಳನ್ನು ಆಧರಿಸಿ ಲೇಖನ, ಕಿರುಚಿತ್ರ ಕಥೆ, ಸಾಕ್ಷ್ಯಚಿತ್ರ, ಲೇಖನ, ರೂಪಕ, ಕಿರುನಾಟಕ ಮೊದಲಾದ ತಲಾ 10 ಅಂಕಗಳ ಎರಡು ರೂಪಾಂತರಿತ ಮಾದರಿಗಳನ್ನು/ಬರೆಹಗಳನ್ನು ಸಲ್ಲಿಸಬೇಕು.
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### ಬೋಧನಾ ವಿಧಾನ

1. ಪ್ರಾಯೋಗಿಕ ಕಲಿಕೆಗೆ ಒತ್ತು ನೀಡುವುದು ಹಾಗೂ ಈ ಮೂಲಕ ಅವರ ಓದು, ಬರಹ, ಸಂವಹನ ಶಕ್ತಿಯನ್ನು ಉದ್ದೀಪನಗೊಳಿಸುವುದು
2. ಈ ಕಾರಣಕ್ಕಾಗಿ ವಿದ್ಯಾರ್ಥಿಗಳ ಸಂವಹನ ಕೌಶಲಕ್ಕೆ ಪೂರಕವಾದ ಪಠ್ಯಕ್ರಮವನ್ನು ಹಾಗೂ ಕಲಿಕಾ ವಿಧಾನವನ್ನು ಅನುಸರಿಸುವುದು. ನಿದರ್ಶನಕ್ಕಾಗಿ-

- ಕತೆ, ಕವನಗಳನ್ನು ವಿದ್ಯಾರ್ಥಿಗಳ ಗುಂಪುಗಳಿಗೆ ನೀಡಿ ಅವರೇ ಗುಂಪುಚರ್ಚೆ, ಸಂವಾದ, ವಿಶ್ಲೇಷಣೆ, ವಿಷಯ ಮಂಡನೆಗಳ ಮೂಲಕ ಅರ್ಥೈಸಿಕೊಳ್ಳುವಂತೆ ಮಾಡುವುದು
- ಪ್ರವಾಸ ಕಥನಗಳಿಗೆ ಸಂಬಂಧಿಸಿದಂತೆ ವಿದ್ಯಾರ್ಥಿಗಳೇ ತಮ್ಮ ಪ್ರವಾಸದ ಅನುಭವಗಳ ಕುರಿತು ಬರೆದ ಬರಹಗಳನ್ನು ಪ್ರಸ್ತುತ ಪಡಿಸಲು ಅವಕಾಶ ನೀಡುವುದು
- ಅತ್ಯುತ್ತಮವಾದ ವ್ಯಕ್ತಿಚಿತ್ರಗಳನ್ನು ಓದಿ ಅದರ ಕುರಿತು ತಮ್ಮ ಅಭಿಪ್ರಾಯಗಳನ್ನು ಮಂಡಿಸುವುದು
- ಪರಿಸರ ಕುರಿತ ಲೇಖನಗಳನ್ನು ಬರೆದು ಪ್ರಸ್ತುತ ಪಡಿಸುವುದು
- ಹಾಸ್ಯ ಲೇಖನಗಳನ್ನು ಬರೆಯಲು ಉತ್ತೇಜನ ನೀಡುವುದು ಹಾಗೂ ಅವುಗಳನ್ನು ಪ್ರಸ್ತುತ ಪಡಿಸುವುದು
- ವಿಜ್ಞಾನ ವಿಷಯಗಳಿಗೆ ಸಂಬಂಧಿಸಿದ ಲೇಖನಗಳನ್ನು ಬರೆಯಲು ಉತ್ತೇಜನ ನೀಡುವುದು ಅವುಗಳನ್ನು ಪ್ರಸ್ತುತ ಪಡಿಸುವುದು
- ಕತೆ, ಕವನಗಳನ್ನು ಬರೆಯಲು ತರಬೇತಿ ನೀಡುವುದು ಹಾಗೂ ತರಗತಿಗಳಲ್ಲಿ ಅವುಗಳನ್ನು ಮಂಡಿಸಲು ಅವಕಾಶ ನೀಡುವುದು
- ಕನ್ನಡ ವಿಕಿಪೀಡಿಯಾಕ್ಕೆ ಲೇಖನ ಬರೆಯಲು ಮಾಹಿತಿ ಹಾಗೂ ಉತ್ತೇಜನ ನೀಡುವುದು
- ವಿಷಯವೊಂದನ್ನು ನೀಡಿ ಅದರ ಕುರಿತು ಬರವಣಿಗೆಗೆ ಪ್ರೋತ್ಸಾಹ ನೀಡುವುದು
- ವಿಸ್ತಾರವಾದ ಲೇಖನವನ್ನು ಸಂಕ್ಷಿಪ್ತಗೊಳಿಸುವ ಕೌಶಲವನ್ನು ಪರಿಚಯಿಸುವುದು
- ಭಾಷಾಂತರ, ಅನುವಾದ ಕೌಶಲಗಳನ್ನು ಪರಿಚಯಿಸುವುದು
- ಡಾಕ್ಯುಮೆಂಟರಿಗಳಿಗೆ, ಕಿರು ಸಿನೆಮಾಗಳಿಗೆ ಸ್ಕ್ರಿಪ್ಟ್ ರೈಟಿಂಗ್ ಕಲೆಯನ್ನು ಹೇಳಿಕೊಡುವುದು



**Sri Dharmasthala Manjunatheshwara College**  
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*Syllabus of*  
**BACHELORS OF VOCATIONAL [B. VOC]**  
**PROGRAMME (Language)**

**On**

**HINDI**



### **Preamble**

Hindi Language is found to be the subject highest spoken Language in the face of the earth by recent research (2005) done by Dr. Jayanthi Prasad Nautiyal. Today's world of Globalization and Technology has provided necessity to empower the students with required skills which will enable them to excel in this competitive world and get highest employment opportunity.

### **Course Objectives:**

CO 1: The syllabus is designed to improve the student's language and creative skills through grammar.

CO 2: To enhance the creative skills in language

CO 3: Practical usability through translation and correction of sentences. CO 4: Practical and official correspondence skills

CO 5: Listening and understanding skills through stories- essays CO 6: Understanding the values of life through the subject

### **PAPER DESCRIPTION**

<b>Sl.No</b>	<b>Semester</b>	<b>Paper</b>	<b>Code No. of paper</b>	<b>Title</b>
1	I	I	BVOCHIN-101	Hindi Language paper
2	II	II	BVOCHIN-151	Hindi Language paper
3	III	III	BVOCHIN-201	Hindi Language paper
4	IV	IV	BVOCHIN-251	Hindi Language paper



**Course Outcome:**

**I SEMESTER**

**BVOCHIN-101: Hindi Prose and Essays 30 Hours: 100 Marks: 2 Credits**

- CO 1: To make the students aware of the Hindi writers through stories.  
CO 2: To make the students aware of the Hindi writers through essays  
CO 3: To learn basic grammar  
CO 4: To learn translations/Translate sentence

**Module - I: Text Book – Prasangik Kahaniyan**

1. Bade ghar ki Beti: Premchand
2. Wats up Parampara: Padma Kumari
3. Malbe ka Maalik: Mohan Rakesh

**Module - II: Text Book: Nibandh – Vichar Rachan**

1. Jeevan Saar: Premchand
2. Krodh: Ramachandra Shukla
3. Cheeni Feriwala: Mahadevi varma

**Module - III: Grammar**

1. Ling Ki Paribhasha Aur Bhed – Ling Badaliye
2. Vachan ki Paribhasha Aur Bhed – Vachan Badaliye

**Module - IV: Skill component**

1. Correction sentences
2. Translation English/Kannada to Hindi



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**Reference for Books:**

- 1) Sugam Hindi vyakaran: Prof. Vamshidhar & Dharpal (Shiksha Bharathi, Kashmirigate Delhi)
- 2) Ashuddi Samshodhan: Dr. Mihir - Lok Bharathi Prakashan Allahabad
- 3) Karyalaya Aalekhan Aur tippani: Karnataka Mahila Hindi Seva Samithi, Chamarajpet, Bangalore



**Hindi Language Course Outcome:**

**II SEMESTER**

**BVOCHIN-151: Hindi Prose and Essays 30 Hours; 100 Marks; 2 Credits**

CO 1: To make the students aware of the Hindi writers through stories.

CO 2: To make the students aware of the Hindi writers through essays

CO 3: To learn basic grammar

CO 4: To learn translations/Translate sentence

**Module - I: Text Book: Prasangik Kahaniya**

1. Kafan: Premchand
2. Shmashan: Mannu Bhandari
3. Janhavi: Jainendra Kumar

**Module - II: Text Book: Nibandha – Vichar Rachana**

1. Beeshama Ko Kshama Nahi Kiya gaya: Hajari Prasad Dwivedi
2. Inspector Matadeen Chand Par: Harishankar Prasad
3. Bahata pani Nirmala: Irchidananda heeranand vatsayan Ajney

**Module - III: Grammar and Letter writing**

1. Varno ki paribhasha – Bhed
2. Swar aur vyanjana – Paribhasha Aur Bhed

**Module - IV: Skill Component**

1. Framing sentences from jumble words
2. Meaningful passage writing (with commas, full – stop) etc.
3. Translation English/Kannada to Hindi





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- 3) Karyalaya Aalekhan Aur tippani: Karnataka Mahila Hindi Seva Samithi, Chamarajpet, Bangalor



### III SEMESTER

#### **BVOCHIN-201: Hindi Language 30 Hours; 100 Marks; 2 Credits**

##### **Course outcomes:**

- CO 1: To make the students aware of ancient and modern poets
- CO 2: To make the students aware of famous writers writing dramas
- CO 3: To learn Basic grammar
- CO 4: To learn the terminology

##### **Module - I: Text Book: Ekanki Navaratna**

1. Prathishod: Dr. Ram Kumar varma
2. Mamatha Kavish: Vishnu Prabhakar
3. Reharsal: Om Prakash 'Adithya'

##### **Module - II: Text Book: Kavya Kusum**

(Medival Poetry)

1. Doha – Kabir
2. Madhusaala: Harivamsharai Bacchan
3. Gram Vadhu – Sumithranandan Pant

##### **Module - III: Grammar & letter writing**

1. Samjna – Paribhasa Aur Bhed
2. Sarvanam – Paribhasa Aur Bhed

##### **Module - IV: Skill Component**

1. Programme organization
2. Aamantharan Patra/Poster making /Vigyapan
3. Translation English /Kannada to Hindi



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**Text books:**

1. Ekanki Navaratna: Dr. Kamble Ashok Jyothi Prakashan
2. Kavya Kusum: P. Jayaraman Arasnodaya Prakashan, Delhi

**Reference Books:**

1. Sugam Hindi vyakaran- Vamshidhar Dharmopal Shiksha Bharathi, Delhi
2. Aalekhan Aur Tippani – Karnataka mahila Hindi Seva Samathi Chamarajpet, Bangalore
3. Ashuddi Samshodhan – Dr. Mihir. Jaya Bharathi Prakashan, Allahabad



## **IV SEMESTER**

### **BVOCHIN-201: Hindi Language 30 Hours; 100 Marks; 2 Credits**

#### **Module - I: Ekanki Navaratna**

1. Parda utavo Parda giravo: Upendranath Ask
2. Yaha Rona mana hai: Mamatha Kaliya
3. Bahut Bada saval: Mohan Rakesh

#### **Module - II Text book Kavya Kusum**

1. Medieval Poetry
2. Kavithavali ka Amsh: Tulsidas

#### **Modern Poetry**

1. Yamaraj Ki Disha: Chandranath Devtale
2. Toota Pahiya: Dharmaveer Bharathi

#### **Module - III: Grammar & Letter writing**

1. Vesheshan – Paribhasha Aur Bhed
2. Swa vrith lekhan – 2 types

#### **Module - IV: Skill Component**

1. Bhent vartha – Politicians
2. Company Directors
3. Film Sameeksha
4. Samshipthikavan
5. Translaton



### Reference Books:

1. Sugam Hindi vyakaran- Vamshidhar Dharmmpal Shiksha Bharathi, Delhi
2. Aalekhan Aur Tippani – Karnataka mahila Hindi Seva Samathi Chamarajpet, Bangalore
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Sl. No.	Semester	Paper	Code No. of Paper	Title
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*Syllabus of*  
**BACHELORS OF VOCATIONAL [B. VOC]**  
**PROGRAMME**  
**On**  
**ELECTIVE FOUNDATION COURSE**



<b>Elective Foundation Course</b>							
BVOCEF 101	Constitution Of India	2	1	40	10	50	2
BVOCEF 151	Human Rights	2	1	40	10	50	2
BVOCEF-201	Environmental Science	2	1	40	10	50	2
BVOCEF-251	Gender Equity	2	1	40	10	50	2



## I SEM

### INDIAN CONSTITUTION: BVOCEF 101

Total hours of instruction: 20

Teaching hours per week: 02

Total Marks: 50

#### Course Objectives:

CO 1: To enable the students to understand the law of the land

CO 2: To introduce the students to the central issues and themes imbibed in the Constitution

CO 3: To familiarize the students with structure and functioning of various organs of Government

CO 4: To familiarize the citizens with the concept of rights and duties

#### Course Outcome:

CO 1: Critically assess the actions in the political process and determine their motive

CO 2: Students will become familiar with a number of contemporary political issues and better understand their make-up and importance

CO 3: Students will understand the rules regulations by which they are governed. CO 4: Will have the knowledge of Rights and Duties passed in constitutional sate

CO 5: Students will be able to better comprehend other's views and formulate, defend their own positions

#### Module – I

4 hrs

#### Basics of Constitution

- i. The constituent Assembly
- ii. Preamble
- iii. Salient features





<b>Module – II</b>	<b>3 hrs</b>
<b>Fundamental Rights and Duties</b>	
i. Fundamental Rights	
ii. Fundamental Duties	
<b>Module – III</b>	<b>4 hrs</b>
<b>Union and State Legislature</b>	
i. Parliament – Lok Sabha and Rajya Sabha	
ii. State Legislature – Vidhana Sabha and Vidhana Parishad	
<b>Module – IV</b>	<b>4 hrs</b>
<b>Union and State Executive</b>	
i. President, Prime Minister and Council of Ministers.	
ii. The Governor and Chief Minister	
<b>Module - V</b>	<b>3 hrs</b>
<b>Union and State Judiciary</b>	
i. The Supreme Court of India	
ii. The High Courts	
<b>Module - VI</b>	<b>2 hrs</b>
<b>Local Governments</b>	
i. Rural and Urban \	
ii. 73rd and 74th Amendments: Features	



**Books for Reference:**

1. Anup Chand Kapur, Indian Government and Politics, S. Chand and Co., New Delhi
2. Austin Granville, The Indian Constitution: Corner stone of a nation, Oxford University Press, NewDelhi, 1972
3. Avasthi A.P., Indian Government and Politics, Lakshmi Narain Agarwal, Agra
4. Basu Durga Das, Introduction to the Constitution of India, Prentice Hall of India Pvt. Ltd., NewDelhi, 1997
5. Bhagwan Vishnoo & Vandana Mohla, Indian Government and Politics, Kalyani Publishers, Ludhiana, 2005
6. Das Hari Hara, Principles of Indian Constitution and Government, Himalaya Publishing House, Bombay, 1995
7. Johari J.C, Indian Government and Politics, Vishal Publications, Jalandhar, 1998
8. Fadia B.L., Indian Government and Politics, Sahitya Bhawan Publications, Agra, 1991
9. Fadia B.L., The Constitution of India, Sahitya Bhawan Publications, Agra, 2004
10. Government of India, Ministry of Law & Justice, New Delhi – 2003
11. Ghai K.K., Indian Polity, Kalyani Publishers, Ludhiana, 2003
12. Ghai K.K., Indian Government and Politics, Kalyani Publishers Ludhiana, 2002
13. Gupta D.C, Indian Government and Politics, Vikas Publishing House Pvt. Ltd. New Delhi, 1996
14. Hans Raj, Indian Political system, Surjeet Publications, New Delhi, 1999
15. Pylee M.V., India's Constitution, S. Chand & Co Ltd., New Delhi, 7th edition, 1999
16. Pylee M.V., An Introduction to the Constitution of India, Vikas Publishing House Pvt. Ltd., NewDelhi, 2005



17. Rathod P.B. Indian Constitution: Government and Political System, ABD Publishers, Jaipur, 2004
18. Subhash C. Kashyap, Our Constitution, National Book Trust of India, New Delhi, 2001
19. Subhash C. Kashyap, Our Parliament, National Book Trust of India, New Delhi, 2001
20. Sikri S.L., Indian Government and Politics, Kalyani Publishers, New Delhi, 2004
21. Laxmikanth M., Indian Polity, Tata-McGram Hill Publishing Company, New Delhi, 2006



## **BVOC IN ELECTIVE FOUNDATION**

### **II SEM HUMAN RIGHTS**

#### **BVOCEF-151**

Total hours of instruction: 20

Teaching hours per week: 02

Total Marks: 50

#### **Course Objectives:**

CO 1: To enrich the knowledge of Human Rights to students

CO 2: To understand the efforts to promote and protect human rights by individuals, NGO's, States and International Agencies

CO 3: To provide students with an opportunity to engage as citizens on issues involving human rights

CO 4: To enable students to develop the capacity to analyse the social relationship

CO 5: To sensitize the students about the gender issues endangering the sustenance of stable society

#### **Course Outcomes:**

After studying this course, Will be able to:

CO 1: Understand the historical growth of the idea of human rights

CO 2: Demonstrate an awareness of the international context of human rights

CO 3: Demonstrate an awareness of the position of human rights in India

CO 4: Understand the importance of the Human Rights Act

CO 5: Analyze and evaluate concepts and ideas.

#### **Module – I**

**4 hrs**

#### **An Introduction to Human Rights**

I: Human Rights – Meaning and features; Significance of the study  
ii: Universal Declaration of Human Rights



**Module - II**

**4 hrs**

**International Protection and promotion of Human Rights**

I: Universal Declaration of Human Rights

Ii: International Covenants –ICCPR and ICESCR

**Module – III**

**4hrs**

**Human Rights in India**

I: Human Rights and Fundamental Rights

ii: Role of Judiciary in the protection of Human Rights

**Module – IV**

**5 hrs**

**Protection and promotion of Human Rights in India**

I: National Human Rights Commission – Composition and functions

ii: Karnataka State Human Rights Commission – Composition and functions  
iii: Human Rights and NGOs

iv: Human Rights and Media

**Module – V**

**3hrs**

**Issues and concerns in Human Rights**

I: Challenges to Human Rights promotion in India – Poverty, Illiteracy, Communal and caste conflicts, patriarchal values, lack of inclusive development

ii: Remedies against violation of Human Rights in India.



**Reference:**

1. “Protect Human Rights”, <http://www.un.org/en/sections/what-we-do/protect-humanrights/index.html>
2. Aftab Alam, ed., Human Rights in India: Issues and Challenges, Delhi; Raj Publications., 2012
3. D.D. Basu, Human Rights in Constitutional Law, Gurgaon; Lexis Nexis, 2008
4. Upendra Baxi, The Future of Human Rights, New Delhi; OUP India, 2012
5. Upendra Baxi, Human Rights in a Posthuman World: Critical Essays, New Delhi; OUP, 2009
6. Andrew Clapham, Human Rights a Very Short Introduction, Oxford; OUP, 2015
7. Darren J. O’Byrne, Human Rights an Introduction, New York; Routledge, 2013
8. M.P. Dube and Neeta Bora, eds., Perspectives on Human Rights, Delhi; Anamika Pub., 2000
9. Manisha Priyam, Krishna Menon and Madhulikea Banerjee, Human Rights, Gender and the Environment, Chennai; Pearson Education, 2009
10. K.P. Saksena, ed., Human Rights and the Constitution: Vision and Reality, New Delhi; GyanPub., 2003
11. Piarey Lal Mehta and Neena Verma, Human Rights Under the Indian Constitution: The Philosophy and Judicial Gerrymandering, Delhi; Deep & Deep, 1999
12. K.S. Pavithran, Human Rights in India: Discourses and Contestations, New Delhi; Gyan Pub., 2018
13. H.O. Agarwal, Human Rights, Allahabad: Central Law Pub., 2016
14. Claude E. Welch, Jr., ed., NGOs and Human Rights Promise and Performance, Philadelphia, University of Pennsylvania Press, 2001
15. Asish Kumar Das and Prasant Kumar Mohanty, Human Rights in India, New Delhi; Sarup & Sons, 2007
16. C.J. Nirmal, Human Rights in India, Historical, Social and Political Perspectives, New Delhi, OUP, 20



**BVOC IN ELECTIVE FOUNDATION III SEMESTER**

**ENVIRONMENTAL SCIENCE :BVOCEF-201**

**Environment Science**

**12 hrs**

**Module - I. Components of Environment Science:**

1. Ecological organization (Organism, Population, Community, Ecosystem and Biome)
2. Energy flow, Food web, Ecological Pyramids, Hydrologic cycle.

**Module - II. Environmental pollution:**

1. Human population growth as a factor to increase pollution
2. Causes and control measures for soil, air (Noise to be included under Air pollution), water and radioactive pollution

**Module - III. Conservation and Preservation of Environment**

1. Water conservation techniques
2. Solid waste management
3. Afforestation and Reforestation
4. Agencies involved in environmental protection– CPCB, IUCN, NEERI

**Books for reference**

**Basic Reading**

1. NCERT Biology Text Books Class XI and XII
2. Textbook of Environmental Studies by D.K. Astana and Meera Astana; S. Chand Publications New Delhi
3. Environmental Science by Erach Barucha UGC Publication.
4. National Policy on Disaster Management
5. Manual on Natural Disaster Management in India, NCDM, New Delhi, 2001



## B.VOC IN ELECTIVE FOUNDATIONIV SEMESTER

### GENDER EQUITY:BVOCEF-251

Total hours of instruction: 20

Teaching hours per week: 02

Total Marks: 50

#### Course Objective:

CO 1: To enrich the knowledge of Gender to students

CO 2: To understand the efforts to promote and protect women rights by individuals, NGO's, States and International Agencies

CO 3: To provide students with an opportunity to engage as citizens on issues involving gender rights

CO 4: To enable students to develop the capacity to analyze the social relationship

CO 5: To sensitize the students about the gender issues endangering the sustenance of stable society

#### Course Outcomes:

CO 1: After studying this course, Will be able to:

CO 2: Understand the historical growth of the idea of women rights

CO 3: Demonstrate an awareness of the international context of Gender rights

CO 4: Understand the importance of the women Rights Act

CO 5: Analyze and evaluate concepts and ideas on gender

#### Module - 1

5hrs

#### Gender Equity- Basic Concepts

- i. Sex and Gender
- ii. Masculinity and Femininity
- iii. Gender bias, Gender Equity & Equality
- iv. Gender roles and stereotypes
- v. Need for Gender sensitization





**Module - 11**

**5hrs**

**Status of women in India**

- i. Sex Ratio
- ii. Education
- iii. Health
- iv. Economic
- v. Political

**Module - 111**

**5hrs**

**Discrimination and Violence**

- ii. Institutions of Gender Inequality- Family, Economy, Religion, Education and Political institutions.
- iii. Discrimination and Violence - Female Foeticide, Infanticide, Child Marriage, Domestic Violence, Unequal access to property, Unequal access to political participation.
- iv. Trafficking and commodification of Women's body, Representation of women in Media.

**Module - IV**

**5 hrs**

**Gender Equity and Legal provisions 9hours**

- i. Constitutional Provisions and State initiatives
- ii. National and State Commissions for Women



**Books for Reference:**

1. Agnes, Flavia, State Gender and the Rhetoric of Laws reform, Bombay, RCEWA, SNTD, 1995
2. Agosin, Marjorie, Women Gender and Human Rights, New Delhi, Rawat, 1956
3. Ahuja, Ram, Rights of Women, New Delhi, Rawat, 1992
4. Avasti, Abha and Srivastav, Modernity, Feminism and Women Empowerment, New Delhi, Rawat, 2000
5. Bathala, Sonia, Women Democracy and the Media, New Delhi, Sage, 1998
6. Behura, N.K., and Mohanty, R.P., Status and Empowerment of the Girl child, New Delhi, Discovery Publishing House, 2005
7. Chattopadhaya, Kamala, Devi, Indian Women's Battle for Freedom, New Delhi, Abhinav Publications, 1983
8. Chiranjivi Nirmal, Human Rights in India, OUP, New Delhi, 2001
9. Davidson, Human Rights, Buckingham Open University, 1992
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11. Devasia, Leelamma, Devasia, V.V., Women in India, New Delhi, Indian Social Institute, 1990
12. Devasia, V.V., and Leelamma, Girl child in India, New Delhi, Asish, 1991
13. Leah Levin, Human Rights, National Book Trust of India, New Delhi, 2002
14. Malhotra, Meenaskhi, Empowerment of Women, New Delhi, Isha Books, 2004
15. Malladi, Subbamma, Women Tradition and Culture, New Delhi, Sterling, 1985
16. Menon, Nivedita, Gender and Politics in India, New Delhi, Oxford University Press, 1999
17. Mishra, Jyothsna, Women and Human Rights, New Delhi, Kalpaz, 2000
18. Nussbaum, Martha, Glover, Jonathan, Women Culture & Development, New Delhi, Oxford, 1995
19. Okin, Susan, Justice, Gender and the Family, New York, Basic Books, 1989
20. Raj, Bala, The Legal and Political Status of Women in India, New Delhi, Mohit, 1999
21. Sen, Amartya, Development as Freedom, New Delhi, Oxford, 1999



22. Sen, Amartya, more than One Hundred Million Women are Missing, New York, Review of Books, 1990
23. Srinivas, M.N., Some Reflections on Dowry, New Delhi, Oxford, 1984
24. Sudha, D.K., Gender Roles, New Delhi, APH Publishing Corporation, 2000
25. Pandey Veena Pani, International Perspectives on Human Rights Mohit Publications, New Delhi, 1999
26. Young, Iris, Marian, Inclusion and Democracy, New York, OUP, 2000
27. Justice and the Politics of Difference, New Jersey, Princeton University Press.



**Sri Dharmasthala Manjunatheshwara College (Autonomous), Ujire.**

**Retail and Supply Chain Management**

**I Semester Syllabus**

**BVOCRSCT 101: RETAIL MANAGEMENT**

Subject: Retail Management

Subject Code: BVOCRSCT 101

IA Marks: 20

Exam Marks: 80

No. of Lecture Hours / Week: 03

Total Number of Hours: 36

**Course objectives:**

CO 1: To understand basics of retailing

CO 2: To understand different types of retailing

CO 3: To understand various retail planning and strategies

CO 4: To understand about retail location and its selection process

**Course outcome:**

CO 1: Will get to know basic concepts of retail

CO 2: Will get to know various types of retailing and how it works

CO 3: Will get to know in retail sector how strategy and planning can be done

CO 4: Will get to know regarding location, its selection and other aspects related to it.

**Module– I**

**(07 Hours)**

Introduction to Retail – Meaning, nature, scope, importance, Career options in retail, Technology induction in retailing, Future of retailing in India.

**Module – II**

**(09 Hours)**

Types of retailing: stores classified by owners, stores classified by merchandising categories. Retailing formats, cash and carry business; Retailing models- franchiserfranchisee, directly owned-Retailing life cycle.



### **Module –III**

**(10 Hours)**

Retail planning- importance and process; developing retailing strategies: objectives, action plans, pricing strategies and location strategies.

### **Module – IV**

**(10 Hours)**

Theories of retailing: wheel of retailing- the retail accordion theory- melting pot theory- polarization theory. Multi-channel retailing- trends in retailing- FDI in retail- Problems of Indian retailing-current retail scenario.

### **Practical Components:**

- Interview a salesperson in a retail store and write a brief report about what they like and dislike about their jobs, their salary, travelling allowances, sales quotas, why they chose a sales career, and what does it take to succeed in this profession.
- Go to a kirana store and a supermarket and compare the following: a) store arrangement b) No of brands carried c) pricing policies – are discounts given? d) Service – personal or impersonal?Etc.
- Go to at least three kirana stores in your neighborhood (around 2 kms) and discuss with them the importance of location, pricing, credit policy, etc. What percentages of goods are sold 'loose' in each locality and compare this with the approximate income range of the customers? What are the retailer's losses when a customer defaults in payment? Does he make up for it by increasing his prices to other customers?
- Ask your friends if they would buy certain goods like groceries, vegetables, socks, mobile, pens etc from the roadside vendor as against a regular shop. Group the products into low risk and high-risk ones. Does this buying behavior also depend on the personality of the individual doing the buying? Or the one doing the selling?



**Suggested Readings:**

1. Swapna Pradhan, Retailing Management, Tata Mc Graw Hill Publishing Company, NewDelhi
2. Barry Berman, Joel R. Evans, Retail Management, Pearson Education
3. A. J. Lamba, The Art of Retailing, Tata McGraw Hill Publishing Co. Ltd. New Delhi.

**Note: Latest and additional good books may be suggested and added from time to time.**



**Sri Dharmasthala Manjunatheshwara College (Autonomous), Ujire.**

**Retail and Supply Chain Management**

**I Semester Syllabus**

**BVOCRST 102: MANAGERIAL ECONOMICS**

Subject: Managerial Economics

Subject Code: BVOCRST 102

IA Marks: 20

Exam Marks: 80

No. of Lecture Hours / Week: 03

Total Number of Hours: 36

**Course objectives:**

Co 1: To understand basics concepts of Managerial Economics

Co 2: To understand Macro Economics & Demand Analysis

Co 3: To understand about Cost analysis

Co 4: To understand the basic concepts of market structure

**Course outcome:**

Co 1: Students will be able to do the assessment of Impact of advertisement or sales promotion on the demand of a product (Preferably FMCG goods)

Co 2: Students will learn to estimate the demand elasticity for a product when there is a price increase or price decrease.

Co 3: Students will be able to do the Demand forecasting and also able to carry out mini project on how to assess the demand for a product or a service using any method.

Co 4: Students will understand do the analysis of economic indicators on the growth rate and students will be able to do the analysis of recent budget, fiscal discipline and disinvestment proposals of the GOI

**Module – I**

**(10 Hours)**

**Managerial Economics:** Meaning, Nature, Scope, & Significance, Uses of Managerial Economics, Role and Responsibilities of Managerial Economist. Basic Economic tools in Managerial Economics – opportunity cost principle-incremental principle-principle of time perspective – discounting principle – equi- marginal principle. Objectives of firm -Alternative objectives of business firms. Managerial theories: Baumol's Model.



## **Module – II**

**(10 Hours)**

**Demand and Elasticity Analysis,** Demand –Law of Demand; Various types of elasticity of Demand; elasticity estimation and its business application; Demand forecasting; methods of forecasting.

GNP, GDP NNP, NDP, Real and nominal GDP;

## **Module - III**

**(08 Hours)**

**Cost Analysis:** Cost Analysis-Cost concepts and classifications; Cost curves, Cost – Output Relationship in the short run and in the long run, LAC curve, Economies of scale, Diseconomies of scale. Concepts of Production, production function with one variable input - Law of Variable Proportions. Production functions with 2 variable inputs and Laws of returns to scale, Indifference Curves, ISO-Quants & ISO-Cost line.

## **Module - IV**

**(08 Hours)**

**Market Structures** - Different market structures; Monopoly; monopolistic; oligopoly; duopoly; price determination, cartel behavior, Game theory. Features, Determination of price under perfect competition, Monopoly: Features, Pricing under monopoly, Price Discrimination. Monopolistic Competition: Features, Pricing Under monopolistic competition, Product differentiation. Oligopoly: Features, Kinked demand Curve, Price leadership.

## **Practical components**

- Assessment of Impact of advertisement or sales promotion on the demand of a product
- (Preferably FMCG goods)
- Study of demand elasticity for a product when there is a price increase or price decrease.
- Demand forecasting – Mini project may be given to students to assess the demand for a
- Product or a service using any method.
- An in-depth study of economic indicators on the growth rate
- Analysis of recent budget, fiscal discipline and disinvestment proposals of the GOI





**Books for Reference:**

1. D.M. Mithani (2015) "Managerial Economics: Theory & Application" Himalaya publications 2015, Seventh Edition
2. D.M. (2010), "Managerial Economics (with Cases)" (2010), Himalaya publications 2010, Second Edition.
3. Shankaran, (2006) Managerial Economics, Margam Publications, Chennai, 2006.
4. H.L. Ahuja (2015), Macro Economics- Theory & policy, S. Chand Publishing
5. Mote, Paul Gupta (2006), Managerial Economics, Tata McGraw Hill, 2006
6. D.N. Dwivedi, Managerial Economics, Vikas Publications, New Delhi-2007.
7. Varshney and Maheshwari (2006) Managerial Economics, S.Chand & Sons, New Delhi, 2006.

**Note: Latest and additional good books may be suggested and added from time to time.**



**Sri Dharmasthala Manjunatheshwara College (Autonomous), Ujire.**  
**Retail and Supply Chain Management**  
**I Semester Syllabus**  
**BVOCRSCP 101 : MARKETING MANAGEMENT**

Subject: Marketing Management

Subject Code: BVOCRSCP 101

IA Marks: 30

Exam Marks: 120

No. of Lecture Hours / Week: 06

Total Number of Hours: 72

**Course objectives:**

Co 1: To understand basics of marketing

Co 2: To understand about marketing environment and demand forecasting

Co 3: To understand about product planning and new product development.

Co 4: To introduce the need and process of digital marketing

**Course outcome:**

Co 1: Will get to know about marketing and how target marketing can be done.

Co 2: Will understand micro and macro environment of marketing and also how demand can be forecasted.

Co 3: Will be able to make product planning and process to develop new product

Co 4: Will have clear idea about dynamics of digital marketing in current market scenario and also will be capable to practice it.

**Module I:**

**(18 Hours)**

Introduction to Marketing: Meaning, Definition, Nature, Scope, Importance, difference between sales and marketing, Target marketing. Direct marketing- multi level marketing- new issues in marketing- green marketing. New marketing trends & terminologies.

**Module II:**

**(18 Hours)**

Marketing Environment: Components of modern marketing information system, Analyzing the marketing environment- Micro and Macro, Demand forecasting – need and techniques.



**Module III:**

**(18 Hours)**

Product Planning and development: Meaning, Characteristics, Product mix strategy, New Product development process, Product life cycle, Pricing Strategy: Factors affecting pricing decisions- Newproduct pricing strategies- Promotion Mix

**Module IV:**

**(18 Hours)**

Digital marketing: Advent of digital marketing- Types of digital marketing- Plat forms of digital marketing- Multi media approach (posters, photographic and video graphic content)- Digital marketing budgeting.

**Practical Components:**

- Marketing Games and quiz for Students.
- Analyze Product Life Cycle of few Products like-Electronic goods, Computers etc.
- Study Packaging strategies used by FMCG companies.
- Understand Marketing strategies, plans used by automobile, cosmetic, FMCG companies

**Books for Reference:**

1. Philip Kotler – Marketing Management
2. J.C. Gandhi – Marketing Management
3. William M. Pride and O.C. Ferrell –Marketing.

**Note: Latest and additional good books may be suggested and added from time to time**



**Sri Dharmasthala Manjunatheshwara College (Autonomous), Ujire.**

**Retail and Supply Chain Management**

**I Semester Syllabus**

**BVOCRSCP 102: FUNDAMENTALS OF VISUAL MERCHANDISING**

Subject: Fundamentals of Visual Merchandising      Subject Code: BVOCRSCP 102

IA Marks: 30

Exam Marks: 120

No. of Lecture Hours / Week: 06

Total Number of Hours: 72

**Course Objective:**

CO 1: To understand about basics of visual merchandising.

CO 2: To understand about displays and various rules for displays

CO 3: To understand about signage and fixtures.

CO 4: To understand about planograms and its preparation

**Course outcome:**

CO 1: Will get to know about basics of visual merchandising and its components

CO 2: Will get to know about display and its types and rules.

CO 3: Will get to know about signage and its types and about mannequins

CO 4: Will be able to prepare planograms with all its information.

**Module I:**

**(16 Hours)**

**Visual Merchandising:** Definition, Meaning and Functions of merchandiser -Elements of Visual Merchandising - Make Merchandise the Focal Point -Right Choice of Colors - Trends in Visual Merchandising & new terminologies.

**Module II:**

**(16 Hours)**

**Display Basics-**Outcome of a Good Display-Rules for Display- Purpose of Display-Functions of aDisplay- Types of Display- Color Blocking- People Buy Colors.



**Module III:**

**(20 Hours)**

**Signage**-Interior Signage-Types of Signage-Functions of Signage-Sign Preparation-Props-  
Mannequins: Handling the Mannequin - Visual merchandising in online retail formats-  
Planograms: Meaning and Purpose of a Planogram- Benefits of a Planogram-

**Module IV:**

**(20 Hours)**

**Merchandise Placement:** Types of Merchandise Placement-Types of Visual Product Placement-  
Dominance Factor in Merchandise Presentation-Cross Merchandising- Window Display—  
Meaning and Scope-Importance of Window Display-Emerging Trends - Promotional Display vs  
Institutional Display.

**Books for Reference:**

1. Dravid Gilbert, Retailing Marketing, Prentice Hall - Pearson Education
2. George H, Lucas Jr, Robert P. Bush, Larry G. Gresham, Retailing, All India Publishers and Distributors, Chennai
3. Swapna Pradhan, Retailing Management, Tata Mc Graw Hill Publishing Company, NewDelhi

**Note: Latest and additional good books may be suggested and added from time to time**



**Sri Dharmasthala Manjunatheshwara College (Autonomous), Ujire.**

**Retail and Supply Chain Management**

**I Semester Syllabus**

**BVOCRSCP 103- RETAIL SELLING SKILLS**

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Subject: Retail Selling Skills

Subject Code: BVOCRSCP 103

IA Marks: 30

Exam Marks: 120

No. of Lecture Hours / Wee: 06

Total Number of Hours: 72

**Course objective:**

CO 1: To give basic details of personal selling, retail selling skills and basic hygiene and grooming.

CO 2: To educate students about manners, Etiquettes, Communication and customer dealing skills that are needed in retail sector

CO 3: To provide knowledge about conversational skills including telephone etiquettes and stress management

CO 4: To give general awareness about development in retail sector and about developing relationship with customers.

**Course outcome:**

CO 1: Will learn various selling skills.

CO 2: Will adopt manners, Etiquettes, Communication and customer dealing skills that are needed in retail sector

CO 3: Will learn about conversational skills including telephone etiquettes and stress management

CO 4: Will get proper awareness about development in retail sector and about developing relationship with customers.

**Module I:**

**(20 Hours)**

Personal Selling: Objectives of Personal Selling Identifying the potential Customers, Receiving & Greeting, Ascertaining the needs and Arousing Interest.



Retail Selling Skills: Pre-Check, Opening the Sale, Probing, Demonstration, Trial, Handling Objections, Closing, Confirmations & Invitations. Retail Audits, Online Retailing, Changing role of retailing in globalised world.

Basic Hygiene: Tips on Basic Hygiene-Basic Health Care-How Hygiene affects Customers-Cleanliness of mind & Body.

Basic Grooming: Dress Code-Decent Dressing- Hair Styling-Maintaining Neat & Pleasant Look

**Module II: (20 Hours)**

Manners & Etiquettes: Body Language-Face & Body Expressions-Self Presentation-Voice Modulations Basic Communication Skills: Use of Words-Use of Signs-Communicating First Time with the Customers-Use of Hands. Customer Dealing: How to Build Patience-Developing Listening Skills-Humor in Conversation-Understanding the Customer Need-Anger Control.

**Module III: (20 Hours)**

Conversational Skills Development on Phone: How to Make calls-Answering the Calls Representing the Company-Following the Company's Procedure Stress Management: Handling Complaints-Handling Stress-Keeping Calm in Stress-Overcoming Anxiety Self Introspection: Knowing Self-SWOT Analysis-Discovering own Personality.

**Module IV: (12 Hours)**

Refreshing Knowledge: Building General Awareness about Development in Retail. RolePlaying: Real Life Clippings on Retail.

Developing Relationships: Memory Skills-Feedback from Customers- Giving Personal Attention

**Books for Reference:**

1. Little Red Book of Selling by Jeffrey Gitomer's
2. Secrets of Closing the Sale, Zig Ziglar
3. How to Sell Anything to Anybody, Joe Girard
4. How to Master the Art of Selling, Tom Hopkins
5. Coaching Salespeople into Sales Champions, Keith Rosen's

**Note: Latest and additional good books may be suggested and added from time to time**



**Sri Dharmasthala Manjunatheshwara College (Autonomous), Ujire.**

**Retail and Supply Chain Management**

**II Semester Syllabus**

**BVOCRSCT 151: BUSINESS ORGANISATION AND MANAGEMENT**

Subject: Business Organization and Management

Subject Code: BVOCRSCT 151

IA Marks: 20

Exam Marks: 80

No. of Lecture Hours / Week: 03

Total Number of Hours: 36

**Course objective:**

Co 1: To give basic knowledge about business organization and its forms

Co 2: To make understand about partnership and joint stock company

Co 3: To give knowledge about incorporation of joint stock company and about cooperative societies.

Co 4: To make understand business combination, Mergers, Takeovers and acquisitions.

**Course outcome:**

Co 1: Will get to know about different forms of business organizations and its benefits and limitations.

Co 2: Will get to know about partnership business and rights and duties of partners and also about joint stock company

Co 3: Will learn about incorporation of joint stock company.

Co 4: Will learn about objectives of business combination and also about finance and its sources.

**Module I:**

**(09 Hours)**

Basic Concepts: Business Organization and its Scope – Business, Profession, employment, Industry, Trade, Types of Trade and Aids to Trade, Types of Industries. Forms of Business Organizations: Sole Trader – Characteristics, Merits and Demerits of Sole Trader, Joint Hindu Family: Karta, Merits and Demerits.





**Module II:**

**(09 Hours)**

Partnership: Characteristics, Merits and Demerits, Partnership Deed, Types of Partners, Rights and Duties of Partners. Joint Stock Company: Characteristics, Merits and Demerits, Kinds of Companies, Promoters.

**Module III:**

**(09 Hours)**

Incorporation of Joint Stock Company: Procedure and Incorporation of Joint Stock Company, Memorandum of Association, Articles of Association, Prospectus.

Co-Operative Societies: Characteristics, Types of Co-Operative Societies, Merits and Demerits

**Module IV:**

**(09 Hours)**

Business Combination: Meaning, Causes, Objectives, Types and Forms of Mergers, Takeovers and Acquisitions-Business Finance: Financial need of Business- Methods & sources of finance.

**Books for Reference:**

1. L.M. Prasad: Organizational Behavior.
2. Koontz & O'Donnel: Principles of Management

**Note: Latest and additional good books may be suggested and added from time to time**



**Sri Dharmasthala Manjunatheshwara College (Autonomous), Ujire.**

**Retail and Supply Chain Management**

**II Semester Syllabus**

**BVOCRSCT152 : INVENTORY MANAGEMENT**

Subject: Inventory Management

Subject Code: BVOCRSCT -152

IA Marks: 20

Exam Marks: 80

No. of Lecture Hours / Week: 03

Total Numbers of Hours: 36

**Course objective:**

CO 1: To give basic knowledge about inventory management and its control

CO 2: To give basic knowledge about EOQ, Safety stocks and IMS.

CO 3: To give basic knowledge about MRP, JIT and WIP.

CO 4: To make students understand why inventory is required.

**Course outcome:**

CO 1: Will have basic knowledge about inventory and its control and importance.

CO 2: Will learn to maintain safety stocks, forecast future requirements and plan materials required.

CO 3: Will learn whether company should make or buy form outside or outsource.

CO 4: Will be able to classify different types of goods and tracking the paper life of goods.

**Module I:**

**(09 Hours)**

Inventory: Inventory Management – Inventory Control – Importance and Scope of Inventory Control

– Types of Inventory – Costs Associated with Inventory – Organizational set up for Inventory Management.

**Module II:**

**(09 Hours)**

Selective Inventory Control: Economic Order Quantity – Safety Stocks – Inventory Management Systems – Forecasting Techniques – Material Requirement Planning and Execution – Ratio Analysis on Inventory – Profit Margin.



**Module III:**

**(09 Hours)**

Manufacturing Planning (MRP): Just in Time (JIT) – Work in Process Inventories – Make or Buy Decisions – Concept of Outsourcing – Factors Influencing Make or Buy Decisions – Trends in Make or Buy Decisions in context of core competency.

**Module IV:**

**(09 Hours)**

Purpose of Inventory: Goods – Types of Goods – Finished Goods Inventories – General Management of Inventory – Stocks- Types of Stocks – Tracking the Paper Life- Use of Computers in Inventory.

**Books for Reference:**

1. Bose & D Chandra. Inventory Management. 1<sup>st</sup> Edition.
2. Sridhara Bhat. Inventory Management. 2<sup>nd</sup> Edition.
3. Bose & D Chandra. Inventory Management. 1<sup>st</sup> Edition

**Note: Latest and additional good books may be suggested and added from time to time**



**Sri Dharmasthala Manjunatheshwara College (Autonomous), Ujire.**

**Retail and Supply Chain Management**

**II Semester Syllabus**

**BVOCRSCP 151: FUNDAMENTAL OF ACCOUNTING**

Subject: Fundamental of Accounting

Subject Code: BVOCRSCP 151

IA Marks: 30

Exam Marks: 120

No. of Lecture Hours / Week: 06

Total Number of Hours: 72

**Course objective:**

CO 1: To give knowledge about meaning and scope of accounting.

CO 2: To give knowledge about Journals, Ledgers & Trial Balance.

CO 3: To give knowledge about preparation of financial statements.

CO 4: To give knowledge about Ratio analysis.

**Course outcome:**

CO 1: Will have basic knowledge about accounting and will be capable of preparing accounting statements.

CO 2: Will be capable of preparing journal, Ledger, Trial balance and Subsidiary Books.

CO 3: Capable of preparing financial statement of sole trading concerns.

CO 4: Independently undertake financial statement analysis and take decisions

**Module I:**

**(16 Hours)**

**Introduction to Accounting:** Meaning and Scope of Accounting: Nature and Basis of Accounting, Users of Accounting: Accounting Principles, Concepts and Conventions.  
Problems on Accounting Equation

**Module II:**

**(20 Hours)**

**Preparation of Books of Accounts:** Journals, Ledgers, Subsidiary Books, Preparation of Trialbalance. Capital and Revenue Expenditure and Receipt,



**Module III:**

**(16 Hours)**

**Preparation of Financial Statements:** Preparation of final accounts of sole traders in horizontal form & Vertical form:

**Module IV:**

**(20 Hours)**

**Analysis of Financial Statements:** Ratio Analysis, Current Ratio, Net Profit Ratio, Liquid Ratio, Stock turnover ratio, Gross profit ratio. Preparation of financial statements using ratios: Hire Purchase: Meaning, Features, Merits & Demerits.

**Practical Components:**

- Preparation of Accounting equations
- Preparation of journals, ledgers & trial balance from the business transactions.
- Preparation of financial statements of the sole trading concern.
- Collecting Annual reports of the companies and analyzing the financial statements using Ratios

**Books for Reference:**

1. Gupta R.L., Advanced Accounting Vol. I, S. Chand & Sons, New Delhi
2. Financial Accounting, Tulsian P. C, 1/e, Pearson Education.
3. A Text book of Accounting For Management, Maheswari S. N, Maheswari Sharad K. Maheswari, 2/e, Vikas Publishing house (P) Ltd.

**Note: Latest and additional good books may be suggested and added from time to time.**



**Sri Dharmasthala Manjunatheshwara College (Autonomous), Ujire.**

**Retail and Supply Chain Management**

**II Semester Syllabus**

**BVOCRSCP 152: SUPPLY CHAIN MANAGEMENT**

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Subject: Supply Chain Management

Subject Code: BVOCRSCP 152

IA Marks: 30

Exam Marks: 120

No. of Lecture Hours / Week: 06

Total Number of Hours: 72

**Course objective:**

Co 1: To give basic knowledge about supply chain and logistics.

Co 2: To give basic knowledge about Key Supply Chain Business Processes.

Co 3: To give basic knowledge about Purchasing and Supplier Management

Co 4: To understand role of IT in supply chain management.

**Course Outcome:**

Co 1: Will learn basics about supply chain management and also about international logistics and supply chain management.

Co 2: Will learn about Key Supply Chain Business Processes.

Co 3: Will be having knowledge to manage purchasing and supplier management.

Co 4: Will have clear picture of how supply chain works with the support of IT.

**Module I:**

**(20 Hours)**

Supply Chain Management and Logistics: An Introduction – Integrated Logistics Management – Concept – Evolution and Development – Role – Scope – Functions and Importance – The new Manufacturing and Distribution Practices – Local and International Supply Chains – Benefits and Issues – Types of Supply Chains– Strategic, tactical, operational decisions in supply chain – SCM building blocks – Supply Chain Drivers and Obstacles – International Logistics and Supply Chain Management – The Total Cost Concept and Logistics and SCM Trade-Offs.



**Module II: (16 Hours)**

Key Supply Chain Business Processes: Planning –Sourcing –Producing –Distributing and Paying– Managing material flow and distribution–Distribution and Planning Strategy– Warehousing and Operations Management– Transportation Management–Inventory Management.

**Module III: (16 Hours)**

Purchasing and Supplier Management: Sourcing and Supplies Management, Outsourcing – Global Sourcing – Vendor Identification – Selection – Evaluation – Development – Supplier Relationship Management – Supplier Quality Management – Supply Chain Performance.

**Module IV: (20 Hours)**

Manufacturing Logistics – SCM Relationships – Third Party Logistics and Fourth Party Logistics – SCM Network Design and Facilities Development – SCM Planning and Development Strategies – Supply Chain Uncertainties – Supply Chain Vulnerabilities. Role of IT–IT enabled SCM. Future of SCM.

**Practical Components:**

- Students are expected to choose any 4 Indian Organizations and study their supply chain in terms of drivers of the Supply chain and submit a report.
- Students should visit different logistics companies and understand the services provided by them and submit a report.
- Students should identify any product/service and study the type of distribution system used and understand the reason for using that particular type and present it in the class.

**Books for Reference:**

1. Martin Christopher. Logistics and Supply Chain Management
2. Sunil Chopra and Peter Meindal. Supply Chain Management
3. Donald J. Bowersox and David J. Closs. Integrated Logistics Management.
4. N. Chandrasekharan, Supply Chain Management

**Note: Latest and additional good books may be suggested and added from time to time**



**Sri Dharmasthala Manjunatheshwara College**  
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**Sri Dharmasthala Manjunatheshwara College (Autonomous), Ujire.**  
**Retail and Supply Chain Management**  
**II Semester Syllabus**  
**BVOCRSCP 153: TACTICS OF RETAIL BUSINESS**

Subject: Tactics of Retail Business

Subject Code: BVOCRSCP 153

IA Marks: 30

Exam Marks: 120

No. of Lecture Hours / Week: 06

Total Number of Hours: 72

**Course Objectives:**

- CO 1: To learn about impulse buying and to know about foot falls in retail sector.  
CO 2: To learn about conversion rate, basket size and various divisions in retailing.  
CO 3: To learn about various negotiations in retail sector.  
CO 4: To learn about store security and maintaining health and safety of employees

**Course Outcome:**

- CO 1: Will be having tactics to encourage impulse buying.  
CO 2: Will be able to calculate conversion rate at both online and off line.  
CO 3: Will get clear idea of negotiations involved in retailing.  
CO 4: Will be aware of maintaining security of store and maintaining health and safety of both employees and staff.

**Module I:**

**(18 Hours)**

Impulse buying tactics: Meaning- Tactics involved in encouraging impulse buying

Tactics used to increase retail sales-Training the staffs- Engaging the customers-employee motivation tactics- pricing and promotion tactics.

Foot falls: Increasing foot traffic tactics Location tactics, advertising tactics.

Marketing tactics- Online retail tactics- Browsers to buyers- Communication tactics- Tactics used during pandemic/ natural disaster





**Module II: (18 Hours)**

Conversion Rate: Both Online and Offline

Basket size: Fill Rate- Store arrangement- Up selling- Tagging- Customer Care- Customer satisfaction tactics- Digital tactics in retail- Purchase- Transportation.

Categories/Divisions in a Retail business: Food Items, Non- Food Items, Garments and their tactics-Discussion of various tactics used by established business to improve sales with examples.

**Module III: (18 Hours)**

Negotiations: Margin-Markdown, Delivery Time, Payment Terms, Freight & Insurance, Rejections, Damages, Expiries, Cash Discount, Display, Advisors, Testers, Quantity Based Inventories & Schemes, preparing purchase order.

**Module IV: (18 Hours)**

Store security. Maintaining health and safety: measures of stores safety to be adopted, Techniques and methods to keep employees healthy and safety measures in store.

**Books for Reference:**

1. Resurrecting Retail: The Future of Business in a Post-Pandemic World, by Doug Stephens
2. Remarkable Retail: How to Win & Keep Customers in the Age of Digital Disruption, by Steve Dennis
3. Reengineering Retail: The Future of Selling in a Post-Digital World, by Doug Stephens

**Note: Latest and additional good books may be suggested and added from time to time**



**Sri Dharmasthala Manjunatheshwara College**  
(Autonomous), Ujire-574 240, Dakshina Kannada, Karnataka State  
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**Sri Dharmasthala Manjunatheshwara College (Autonomous), Ujire.**

**Retail and Supply Chain Management**

**III Semester Syllabus**

**BVOCRSCT-201: PRINCIPLES OF MANAGEMENT**

Subject: Principles of Management

Subject Code: BVOCRSCT -201

IA Marks: 20

Exam Marks: 80

No. of Lecture Hours / Week: 03

Total Number of Hours: 36

**Course objective:**

CO 1: To give students concepts of management and process of management.

CO 2: To give knowledge of schools of management thoughts.

CO 3: To make students understand various functions of management.

CO 4: To give awareness about authority and responsibility and also about leadership.

**Course outcome:**

CO 1: Will be aware of various concepts of management and also process of management

CO 2: Will be aware of various schools of management thought.

CO 3: Will be aware of various functions of management.

CO 4: Will understand how authority and responsibility works in management.

**Module I:**

**(09 Hours)**

Management: Concepts, Meaning, Definition, characteristics and its importance. Process of management, Management as an art and science, Management as a profession. Manager: Roles, Skills. Functions of management: Planning, nature, importance, types and steps in planning. Decision making- Concept, Types, Process and guidelines for effective decision making. Communication- concept, types, pattern in communication and effective communication systems. Controlling- Concept, Types, steps, areas and benefits of control



**Module II: (09 Hours)**

Schools of Management Thought: Human Behavioral School, Decision Theory School, Systems Management School, Contingency School. Authority and responsibility- Concept, Types and delegation of authority. MBO and MBE. Leadership- importance – styles of leadership.

**Module III: (09 Hours)**

Introduction to Organizational Behaviour: Introduction, definition, fundamental principles of OB, contributing disciplines, challenges and opportunities. Evolution & Organizational Behavior in India.

**Module IV (09 Hours)**

Foundations of Individual Behaviour: Individual behaviour: Foundations of individual behaviour. Ability: Intellectual abilities, Physical ability, the role of disabilities. Personality: Meaning, formation, determinants, traits of personality, big five and MBTI, personal it attributes influencing OB. Perception: Meaning, Process of perception, factors influencing perception, link between perception and individual decision-making. Attitude: Meaning, Formation, components of attitudes, relation between attitude and behaviour

**Books for Reference:**

1. Moshal.B.S .Principles of Management, Ane Books India, NewDelhi.
2. Bhatia R.C. Business Organization and Management, Ane Books Pvt. Ltd., NewDelhi.
3. Richard Pettinger. Introduction to Management, Palgrave Macmillan, NewYork.
4. Koontz and O'Donnel. Principles of Management, Tata McGraw-Hill Publishing Co.Ltd.New Delhi.
5. Terry G.R. Principles of Management, D.B.Taraporevala Sons & Co.Pvt.Ltd.,Mumbai.
6. Govindarajan.M and Natarajan S. Principles of Management, PHI, NewDelhi.

**Note: Latest and additional good books may be suggested and added from time to time.**



**Sri Dharmasthala Manjunatheshwara College**  
(Autonomous), Ujire-574 240, Dakshina Kannada, Karnataka State  
(Re-accredited at 'A++' Grade by NAAC)

**Sri Dharmasthala Manjunatheshwara College (Autonomous), Ujire.**

**Retail and Supply Chain Management**

**III Semester Syllabus**

**BVOCRSCT -202: HUMAN RESOURCE MANAGEMENT**

Subject: Human Resource Management

Subject Code: BVOCRSCT -202

IA Marks: 20

Exam Marks: 80

No. of Lecture Hours / Week: 03

Total Number of Hours: 36

**Course objective:**

CO 1: To give introduction about HRM.

CO 2: To make students understand about recruitment, selection and training.

CO 3: To give basic information about performance appraisal, Promotion, Demotion and otherHR aspects.

CO 4: To give information how job analysis is done

**Course outcome:**

CO 1: Will be well aware of how HR works and its role and functions.

CO 2: Will be having knowledge about recruitment and its sources and also about selection.

CO 3: Will get to know how performance appraisal, Promotion, Demotion is done.

CO 4: Will be well aware of wage and salary administration.

**Module I:**

**(09 Hours)**

Introduction to human resource management: Introduction, concept of human resource management,scope of human resource management, functions of human resource management, Role of HR.



**Module II: (09 Hours)**

Recruitment: Man power planning, Sources of recruitment, Selection- Selection process, Training –Definition, Types of training- Executive Development.

**Module III: (09 Hours)**

Performance Appraisal- Promotion, Transfers, Demotion, Career Planning. Drafting Charge Sheets: Model standing orders, code of conduct, Bond of service.

**Module IV: (09 Hours)**

Job Analysis: Wage and salary administration, wage: Definition, Factors affecting wage policy, Wage Boards, Fringe Benefits, Prerequisites, Incentives, Bonus, Profit sharing, VRS, pension. E.S.I, P.F.Gratuity, pension and bonus records.

**Practical Components:**

- Give a case and ask the students to prepare the recruitment advertisement for a newspaper. • Expose students to standard selection tests followed in various sectors.
- Exploring training and development practices.
- Exploring performance appraisal practices in various sectors.
- Exploring employee separation practices.
- Ask the students to prepare an appointment letter for the post of office manager of a company known to you

**Books for Reference:**

1. K. Aswathappa, Human resource and personnel management
2. Gary Dessler, A frame work for human resource management
3. Edwin Philipo, Personnel management.
4. Fernando A. C. (2009), Business Ethics, Pearson Education

**Note: Latest and additional good books may be suggested and added from time to time**



**Sri Dharmasthala Manjunatheshwara College (Autonomous), Ujire.**

**Retail and Supply Chain Management**

**III Semester Syllabus**

**BVOCRSCP-201: ADVERTISING AND BRAND MANAGEMENT**

Subject: Advertising and Brand Management

Subject Code: BVOCRSCP -201

IA Marks: 30

Exam Marks: 120

No. of Lecture Hours / Week: 06

Total Number of Hours: 72

**Course objective:**

CO 1: To give students basic knowledge about advertisement and its implications

CO 2: To give students basic knowledge about advertisement media.

CO 3: To give students basic knowledge about advertisement design and execution.

CO 4: To give students basic knowledge about brand management.

**Course outcome:**

CO 1: Will be aware about various implications that need to be kept in mind while preparing advertisements.

CO 2: Will be having a basic knowledge about advertisement media and its selection.

CO 3: Will be having basic knowledge to create advertisement design and the way to execute it.

CO 4: Will be in a position to create a brand of their own and its logo.

**Module I:**

**(18 Hours)**

**Introduction to Advertisement:** Concept and Definition of Advertisement, Social, Economic and Legal Implications of Advertisements, Setting Advertisement Objectives, Advertisement Agencies, Selection and Remuneration, Advertisement Campaign.

**Module II:**

**(18 Hours)**

**Advertisement Media:** Media Plan, Type and Choice Criteria, Reach and Frequency of Advertisements, Cost of Advertisements, Media Strategy and Scheduling.



**Module III:**

**(18 Hours)**

**Design and Execution of Advertisements:** Message Development, Different Types of Advertisement Layout, Advertising Design- Advertising Appeal, Advertising Copy, Web Advertisements, Media Research, Methods of measuring the effectiveness of Advertisements.

**Module IV:**

**(18 Hours)**

**Brand Management:** Meaning, definition, scope, building, measuring, managing Brand Equity, Brand positioning: Developing and communicating a positioning strategy. Brand logo- Brand marketing and trends in it.

**Suggested Readings:**

1. Kenneth Clow. Donald Back, "Integrated Advertisements, Promotion and Marketing Communication", Prentice Hall of India, New Delhi, 2003.
2. S.H.H. Kazmi, Satish K Batra, "Advertising & Sales Promotion", Excel Books, New Delhi, 2001.
3. George E Belch, Michel A Belch, "Advertising & Promotion", McGraw Hill, Singapore, 1998.
4. Julian Cummings, "Sales Promotion", Kogan Page, London 1998.
5. E. Betch and Michael, Advertising and Promotion, MC. Graw Hill.

**Note: Latest and additional good books may be suggested and added from time to time**





**Sri Dharmasthala Manjunatheshwara College (Autonomous), Ujire.**

**Retail and Supply Chain Management**

**III Semester Syllabus**

**BVOCRSCP -202: CUSTOMER RELATIONSHIP MANAGEMENT**

Subject: Customer Relationship Management

Subject Code: BVOCRSCP -202

IAMarks: 30

Exam Marks: 120

No. of Lecture Hours / Week: 06

Total Number of Hours: 72

**Course objective:**

CO 1: To give students basic knowledge about CRM.

CO 2: To give education about building loyalty and relationship marketing.

CO 3: To give knowledge about building customer value.

CO 4: To give knowledge about CRM analysis and its implementation.

**Course outcome:**

CO 1: Will be in a position to attract and retain customers.

CO 2: Will be in a position to build loyalty with company and strategies to acquire customers.

CO 3: Will learn to cultivate relationship with customers and will learn about E-CRM.

CO 4: Will learn to manage customer data and CRM implementation.

**Module I: (18 Hours)**

**Customer Relationship Management:** Meaning, Definition and Scope, Attracting and Retaining Customers- Customer Life Cycle and retention: Stages in Customer Life cycle, Sequence in retention process- Recovery of lapsed customers.

**Module II: (18 Hours)**

**Building Loyalty-** Types of Relationship Marketing- Why organization loose customers- Elements and Process of CRM- Strategies for Customer acquisition - Customer Satisfaction Index- Adoption process in CRM.

**Module III: (18 Hours)**

**Building Customer Value-** Cultivating Customer Relationship- Sales Force Automation, Contact Management- Trends in CRM- CRM in India- CRM and E-CRM: Defining E-CRM, Difference and similarities between CRM and e-CRM, Types of CRM- Metrics in CRM, Culture Change-





**Module IV:**

**(18 Hours)**

**Analytical CRM:** Managing and sharing customer data - Customer information databases- Ethics and legalities of data use- CRM Implementation.

**Suggested Readings:**

1. Relationship Marketing: S. Shajahan - Tata Mc Graw Hill.
2. CRM Paul Green Berg (1997) - Tata Mc Graw Hill.
3. Marketing Management: Philip Kotler (2002), Prentice Hall, 2013
4. Retail Management – A Strategic Approach- Barry Berman and Joel R Evans –Prentice Hall of India, Tenth Edition, 2006

**Note: Latest and additional good books may be suggested and added from time to time.**



**Sri Dharmasthala Manjunatheshwara College (Autonomous), Ujire.**

**Retail and Supply Chain Management**

**III Semester Syllabus**

**BVOCRSCP -203: COMPUTER APPLICATIONS IN RETAIL**

Subject: Computer Applications in Retail

Subject Code: BVOCRSCP -203

IAMarks: 30

Exam Marks: 120

No. of Lecture Hours / Week: 06

Total Number of Hours: 72

**Course objective:**

CO 1: To give students basic concepts about computer and its hardware and software.

CO 2: To give complete knowledge about word processing.

CO 3: To give knowledge about spreadsheets.

CO 4: To give complete knowledge power point presentation.

**Course outcome:**

CO 1: Will have knowledge about computer hardware and software.

CO 2: Will be expert in handling word processing.

CO 3: Will be in a position to work on spread sheet.

CO 4: Will have complete knowledge about power point presentation.

**Module I:**

**(18 Hours)**

Computer: Introduction, Functions and Classification of Computer, Overview of Software and Hardware, Input and Output devices, Computer Memory: RAM, ROM, Number system and its Inter Conversion, Application of Computer in various fields, Introduction to Operating System-Functions, Working with files and folders, Understanding the control panel.

**Module II:**

**(18 Hours)**

Word Processing: Introduction to word processing: Menus, Shortcuts, Documents types.  
Working with Documents: Opening New and existing Files, Saving File, Formatting Pages and



Setting Margins, Editing Text documents, Searching & Replacing Word, Toolbars, Rulers, Formatting Documents: Setting Font Styles, Font Selection, Style, Size, Color, Type face, Bold, Italic, Underline.

What is MIS? Decision support systems, systems approach, the system view of business, MIS Organization within the company.

**Module III:**

**(18 Hours)**

Spreadsheet: Introduction: Spreadsheet, Opening spreadsheet, Menus & Toolbars & icons, Shortcuts. Working with Spreadsheets: What the Manager should know about Computer Systems: Data processing and the computer, Operation of a manual Information System. Components of a computer system Conversion of manual to computer-based system. Database Management. The business settings, Objectives of DBMS, Database Technical Overview.

**Module IV:**

**(18 Hours)**

Preparing Power Point Presentation- Photoshop (Adobe): posters Logos, PPC advertisements.- adobe premiere pro: Basic edits, Transitions-Audio.- Social media analytics: FB business manager, Google analytics, SEO (Basics)- Website Management: Basics of Blogging, Analytics, Content marketing.

**Recommended Books:**

1. Step by Step 2007 Microsoft Office System (W/CD) by Curtis Frye, Joyce Cox, Steve Lambert
2. The Unofficial Guide to Microsoft Office Excel 2007 Julia Kelly & Curt Simmons.

**Note: Latest and additional good books may be suggested and added from time to time**



**Sri Dharmasthala Manjunatheshwara College (Autonomous), Ujire.**

**Retail and Supply Chain Management**

**IV Semester Syllabus**

**BVOCRST-251: BUSINESS STATISTICS**

Subject: Business Statistics

Subject Code: BVOCRST -251

IA Marks: 20

Exam Marks: 80

No. of Lecture Hours / Week: 03

Total Number of Hours: 36

**Course objective:**

CO 1: To give students basics about statistics.

CO 2: To teach about collection of data, classification and its tabulation.

CO 3: To give knowledge about measure of central tendency.

CO 4: To give knowledge about Simple Correlation and Regression.

**Course outcome:**

CO 1: Will be well aware of statistics, its scope and limitations.

CO 2: Will be able to collect, classify and tabulate statistical data.

CO 3: Will have basic knowledge about measure of central tendency.

CO 4: Will be in position to calculate simple correlation and regression.

**Module I: (06 Hours)**

**Introduction:** Meaning - Scope and limitations of statistics –Importance of statistics in business organization.

**Module II: (06 Hours)**

**Collection of Data:** Collection - Classification and tabulation of statistical data - Piediagrams - Index Number: Meaning and their uses in business.



**Module III:** (12 Hours)

**Measures of Central Tendency:** Mean - Median and Mode – Meaning and Computation – Standard deviation - Coefficient of variation.

**Module IV:** (12 Hours)

**Simple Correlation and Regression:** Meaning - Karl Pearson's Correlation - Rankcorrelation- Computations – Uses - Regression equations - Forecasting.

Time Series Analysis: Components of time series – Definition - Computation of Trend - Computation of seasonal variation (Simple average method only).

**Books for Reference:**

1. S.P. Gupta. Statistical methods. Sulthan Chand and sons. Revised Edition 1995.
2. D.N Elhance. Fundamental of Statistics. KITAB MAHAL Publishers.
3. B.L. Agarwal. Basic Statistics.
4. C.B. Gupta. An Introduction to Statistical Methods.

**Note: Latest and additional good books may be suggested and added from time to time.**



**Sri Dharmasthala Manjunatheshwara College (Autonomous), Ujire.**

**Retail and Supply Chain Management**

**IV Semester Syllabus**

**BVOCRST -252: ELEMENTS OF COST ACCOUNTING**

Subject: Elements of Cost Accounting

Subject Code: BVOCRST -252

IA Marks: 20

Exam Marks: 80

No. of Lecture Hours / Week: 03

Total Number of Hours: 36

**Course objective:**

CO 1: To make students understand cost accounting and its methods and techniques.

CO 2: To make students understand marginal costing.

CO 3: To make students understand the concept overhead and its classification

CO 4: To explain and critically evaluate various costing methods and techniques such as, budgetary control & standard costing.

**Course outcome:**

CO 1: Will be in a position to prepare cost sheet

CO 2: Will be in a position to calculate cost-volume profit analysis and profit volume ratio.

CO 3: Will be having full pledge knowledge on Overhead & its apportionment.

CO 4: Will be in a position to demonstrate the application of budgetary control techniques

**Module I: (09 Hours)**

**Introduction to Cost Management:** Meaning of cost and cost management-Cost accounting vs Cost management-Classification of costs-Methods and techniques of costing- Preparation of cost sheet (Numerical problems on cost sheet.)

**Module II: (09 Hours)**

**Marginal costing:** Concept, features and limitations and uses of Marginal costing, Cost- Volume profit analysis (CVP), PV Ratio and its importance, Contribution and Break-even point and their analysis for various types of decision makings. Problems on BEP & Marginal Costing.



**Module III:**

**(09 Hours)**

**Classification of Overheads:** Cost allocation and cost apportionment-Primary and secondary distribution of overheads-Simultaneous equation method (Numerical problems on both primary and secondary distribution).

**Module IV:**

**(09 Hours)**

**Budgetary Control and Standard Costing:** Meaning and objectives of budgetary control- Types of budgets (Purchase budget, production budget, sales budget and master budget). (Numerical problems only on production and flexible budget).

Standard Costing: Meaning of standard costing and variance analysis and its comparison with budgetary control (Numerical problems only on material variances).

**Practical Components:**

- The student can choose any business and get details about the actual cost of material, wages and other cost and prepare a cost statement.  
The student can choose any product and get details about BEP.
- Standard cost of each component has to be obtained and compared with actual cost to find the variance and reasons for variance to assess efficiency of purchase, operations and production.

**Books for study and reference:**

1. Cost Accounting, Jawaharlal, & Seema Srivastava, 4th Edition, TMH
2. Cost Accounting: M.N.Arora ( Vikas Publishing House)
3. Cost Accounting and Management Accounting: K.S.Adiga (Shubha Prakashana)
4. Management Accounting, Khan M. Y and Jain P. K, 6th Edition, McGraw Hill, 2012.
5. Cost Accounting and Management Accounting: B.S.Raman (United Publishers)

**Note: Latest and additional good books may be suggested and added from time to time.**



**Sri Dharmasthala Manjunatheshwara College (Autonomous), Ujire.**

**Retail and Supply Chain Management**

**IV Semester Syllabus**

**BVOCRSCP 251: MARKET RESEARCH**

Subject: Market Research

Subject Code: BVOCRSCP 251

IA Marks: 30

Exam Marks: 120

No. of Lecture Hours / Week: 06

Total Number of Hours: 72

**Course objective:**

CO 1: To give basic knowledge about Market research.

CO 2: To give knowledge about research approaches.

CO 3: To give knowledge about measurements and scaling in market research.

CO 4: To give knowledge about Application of Market Research.

**Course outcome:**

CO 1: Will be having basic knowledge about market research.

CO 2: Will be able to do research design and will be in a position to collect primary and secondary data.

CO 3: Will be in a position to measure and scale in market research and prepare Questionnaire, Data processing and tabulation.

CO 4: Will be in a position to conduct market research.

**Module I:**

**(18 Hours)**

Market Research: Need & Importance- Market Research Process – Research objectives – Research agencies- Digital research.

**Module II:**

**(18 Hours)**

Research approaches: Research design – structures of data – Primary and secondary data-Methods of collecting primary data, sampling design – Size and its determinants.

Sampling methods: Probability & Non probability sampling. Hypothesis





**Module III:**

**(18 Hours)**

Measurements and Scaling in Market Research: Types of Measurements scale –Questionnaire, Data processing and tabulation.

**Module IV:**

**(18 Hours)**

Application of Market Research: Need and Importance – Sales analysis – TestMarket-Research: Advertising Research – Motivational Research. Plagiarism

**Books for Reference:**

1. Marketing Research: Theory and Practice – Green & Tull.
2. Marketing Research – G.C Beri
3. Marketing Research – Luck & others
4. Marketing Research – Kulkarni & others
5. Marketing Research – Byod & Westfall

**Note: Latest and additional good books may be suggested and added from time to time.**



**Sri Dharmasthala Manjunatheshwara College (Autonomous), Ujire.**

**Retail and Supply Chain Management**

**IV Semester Syllabus**

**BVOCRSCP-252: PACKING AND PACKAGING MANAGEMENT**

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Subject: Packing and Packaging Management

Subject Code: BVOCRSCP-252

IAMarks: 30

Exam Marks: 120

No. of Lecture Hours / Week: 06

Total Number of Hours: 72

**Course objective:**

CO 1: Knowledge to differentiate packaging and packing.

CO 2: Overview of types of packaging.

CO 3: Basic understanding of packing considerations.

CO 4: To understand new trends in packaging industry.

**Course outcome:**

CO 1: Will have enough knowledge about packaging and its types.

CO 2: Will have clarity about consumer packaging and codes used in packaging.

CO 3: Will have clear knowledge about various packing considerations.

CO 4: Will get to know about various packing/ packaging considerations.

**Module I:**

**(18 Hours)**

Packing and Packaging: Meaning, Functions and Essentials of Packing and Packaging and its Difference- Types of packing: For Storage, Overseas Shipment, Inland Transportation- International Carelabeling code- Packaging cost.

**Module II:**

**(18 Hours)**

Packaging Types- Consumer Packaging-Shrink packaging-Identification codes- bar code-Electronic data interchange (EDI)- Universal Product Code-packaging labels-Symbols used on packages and labels- Heavy, Medium and small Packaging, Active packaging- Child-resistant packaging, Pilfer/Tamper Evident/Proof Packaging- Pharma Packaging- Food Packaging-Electronic goods Packaging- FMCGpackaging.



**Module III:**

**(18 Hours)**

Packing Considerations: Protection- Convenience- Environment- Use/Re-use Cost  
Transport/Storage Requirements: Physical, Chemical Environmental, Biological Nature of the  
Products-Packing as Protection against Hazards- Packaging for Marketing and Visual Appeal-  
Biodegradation- Recycling: Sustainable packaging - Waste management.

**Module IV:**

**(18 Hours)**

Packaging/Packing Materials & Components- Technology Trends in Packaging  
Industry- Cost Reduction in Packaging- Packaging Laws- Consumer Protection in Food  
Packaging-Packaging for Exports- Standardization in Packaging.

**Books Recommended**

1. Calver, G. (2003) 'What Is Packaging Design', Rot vision.
2. Dean, D. A. (2000) 'Pharmaceutical Packaging Technology' Taylor & Francis.
3. McKinley, A. H. (2004) 'Transport Packaging', IoPP.
4. Scott Boylston (2009) Designing Sustainable Packaging, Lawrence King.Soroka,W (1995)  
'Fundamentals of Packaging Technology', IPP

**Note: Latest and additional good books may be suggested and added from time to time.**



**Sri Dharmasthala Manjunatheshwara College (Autonomous), Ujire.**

**Retail and Supply Chain Management**

**IV Semester Syllabus**

**BVOCRSCP 253: ORGANIZATIONAL STUDY**

Subject: Organizational Study

Subject Code: BVOCRSCP 253

IA Marks: 30

Exam Marks: 120

No. of Lecture Hours / Week: 06

Total Number of Hours: 72

**Course objectives:**

CO 1: To understand the basic concepts and working mechanism of industry and organization.

CO 2: To understand the complete organizational profile.

CO 3: To understand the mechanism of workflow model of organization.

CO 4: To understand the financial soundness of the organization.

**Course outcome:**

CO 1: Will conceptualize basic concepts and working mechanism of industry and organization.

CO 2: Students will visualize the complete organizational profile.

CO 3: Will be in a position to understand workflow model of organization.

CO 4: Will be able to evaluate and interpret the financial health of the organization

**Module- I**

**(18 Hours)**

**Introduction to Organization and Industry:** Concepts, Organizational structure and Types, Process of Organization, Role of Managers in organization- Interpersonal Roles- Informational Roles- Decisional Roles, Challenges and Opportunities for manager. Concept of firm and industry.



**Module – II**

**(18 Hours)**

**Organizational profile:** Background, Nature of business, Vision, Mission and quality policy, Work flow model, Product or service profile, Infrastructural facility, Ownership pattern, Achievements/ awards, Future growth and prospects, Competitors study.

**Module –III**

**(18 Hours)**

**Mckensy's 7 S frame work:** Strategy, Structure, System, Shared values, Style, Staff, Skills-  
**Porter's 5 Force model:** Bargaining power of suppliers, Bargaining power of buyers, Threat of new entrants, threat of substitute products, Rivalry among existing competitors- SWOT analysis.

**Module – IV:**

**(18 Hours)**

**Analysis of financial statements:** Balance sheet, Profit and loss account, Ratio analysis, Comparative income statement analysis, common size balance sheet, Trend analysis.

**Suggested Readings:**

1. Schermerhorn, Hunt and Osborn, Organisational behavior, John Wiley, 9<sup>th</sup> Edition, 2008.
2. Udai Pareek, Understanding Organisational Behaviour, 2<sup>nd</sup> Edition, Oxford Higher Education, 2004.
3. Koontz & O'Donnel: Principles of Management Govindarajan.M and Natarajan S. Principles of Management, PHI, New Delhi
4. Michael netzley, craig snow "Guide to report writing"

**Note: Latest and additional good books may be suggested and added from time to time.**



**Sri Dharmasthala Manjunatheshwara College (Autonomous), Ujire.**

**Retail and Supply Chain Management**

**V Semester Syllabus**

**BVOCRSCT-301: INTERNATIONAL RETAILING**

Subject: International Retailing

Subject Code: BVOCRSCT-301

IA Marks: 20

Exam Marks: 80

No. of Lecture Hours / Week: 03

Total Number of Hours: 36

**Course objective:**

CO 1: To give basic knowledge about international market and its marketing research.

CO 2: To give basic knowledge about international retailing.

CO 3: To give basic knowledge about international retail market selection.

CO 4: To give basic knowledge about competing in foreign market.

**Course outcome:**

CO 1: Will get know about international marketing and will be in a position to do its marketing research.

CO 2: Will get to know how retail can be made global and will be able to asses international retailenvironment.

CO 3: Will be in a position to select retail market by proper analyzing and will be able to Asses various challenges faced y global retailers.

CO 4: Will be having proper knowledge to compete in foreign market.

**Module I:**

**(09 Hours)**

International Marketing- Concept, Importance, International Marketing Research-

Market Analysis and Foreign Market Entry Strategies- Future of International Marketing-

India'sPresence in International Marketing.



**Module II: (09 Hours)**

Internationalization of Retailing: Evolution of International Retailing, Motives of International Retailing-International Retail Environment – Socio-Cultural, Economic, Political, Legal, Technological- Global retailing trends.

**Module III: (09 Hours)**

Selection of Retail Market: Study and Analysis of Retailing in Global Setting, Methods of International Retailing, Forms of Entry-Joint Ventures, Franchising, Acquisition- challenges faced by global retailers.

**Module IV: (09 Hours)**

Competing in Foreign Market, Multi-country competition and Global Competition, Competitive Advantages in Foreign Market, Cross Market subsidization.

**Books Recommended:**

1. Swapana Pradhan- Retailing Management
2. Dravid Gilbert- Retail Marketing
3. George H, Lucas Jr., Robert P. Bush, Larry G Greshan- Retailing
4. A. J. Lamba- The Art of Retailing
5. Barry Berman, Joel R Evans- Retail Management: A Strategic Approach

**Note: Latest and additional good books may be suggested and added from time to time.**



**Sri Dharmasthala Manjunatheshwara College (Autonomous), Ujire.**

**Retail and Supply Chain Management**

**V Semester Syllabus**

**BVOCRST-302: BUSINESS ETHICS**

Subject: Business Ethics

Subject Code: BVOCRST-302

IA Marks: 20

Exam Marks: 80

No. of Lecture Hours / Week: 03

Total Number of Hours: 36

**Course objective:**

CO 1: An introduction to business ethics

CO 2: Knowledge of dilemmas of ethical decision making in business

CO 3: Basic understanding of ethics management

CO 4: An overview of ethics in different functional areas and CSR.

**Course outcome:**

CO 1: Will have clear picture of business ethics and its principles.

CO 2: Will learn to make ethical decision making in business.

CO 3: Will be having clear idea of ethics management.

CO 4: Will be having clear idea about ethics to be followed at various functional areas.

**Module I:**

**(09 Hours)**

Introduction to Business Ethics: Definition of ethics and business ethics- Law vs.

Ethics- Ethical principles in business- Approaches to business ethics: Teleology, Deontology and Utilitarianism- Importance of business ethics- Debate for and against business ethics.

**Module II:**

**(09 Hours)**

Ethical Decision Making in Business: Ethical dilemmas in business- Factors affecting the business ethics- Process of ethical decision making in business- Individual differences in managers and ethical judgment- whistle blowing.





**Module III:**

**(09 Hours)**

Ethics Management: Role of organizational culture in Ethics- Structure of ethics

Management: Ethics programmes - Code of conduct- Ethics committee- Ethics officers and the CEO- Communicating ethics: communication principles- Ethics audit- Recent trends and issues.

**Module IV:**

**(09 Hours)**

Ethics in Functional Areas: Marketing, HR, Production, IT/Systems and Finance,

Environmental ethics, Gender ethics, Ethics in international business- Corporate social responsibility:concept, benefits, challenges, laws relating to CSR.

**Books Recommended:**

1. Albuquerque Daniel (2010) Business Ethics, Oxford University Press.
2. Chakraborty S. K. (2003) Management and Ethics Omnibus, Oxford University Press.
3. Ghosh P. K. (2010) Business Ethics, Vrinda Publications.
4. John R. Boatright (2008) Ethics and the Conduct of Business, Pearson Education.
5. Manuel G. Velasquez (2008) Business Ethics, Pearson Prentice-Hall

**Note: Latest and additional good books may be suggested and added from time to time.**



**Sri Dharmasthala Manjunatheshwara College (Autonomous), Ujire.**

**Retail and Supply Chain Management**

**V Semester Syllabus**

**BVOCRST-303: E-COMMERCE**

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Subject: E- Commerce

Subject Code: BVOCRST-303

IA Marks: 20

Exam Marks: 80

No. of Lecture Hours / Week: 32

Total Number of Hours: 36

**Course objective:**

CO 1: An in-depth understanding of various aspects of e-commerce.

CO 2: Understanding of different available e-commerce technologies.

CO 3: Proficiency in existence and operations of electronic payment systems.

CO 4: Comprehensive understanding of e-marketing and E-security.

**Course outcome:**

CO 1: Will have a clear picture of E-Commerce.

CO 2: Will be well aware of all technologies that is used in E-Commerce.

CO 3: Will be well aware of all electronic payment system that are used in E-Commerce.

CO 4: Will get to know about E-Marketing and E-Security that are essential in E-commerce.

**Module I:**

**(09 Hours)**

**Introduction to E-Commerce:** Meaning and concept of E-Commerce; History of E-Commerce- Traditional Commerce and E-Commerce- Different types of E-Commerce –B2B, B2C, C2C, B2E, G2C; Need and Role of E-Commerce- Advantage and Disadvantage of E-Commerce–E-Business and E-Commerce.

**Module II:**

**(09 Hours)**

**E-Commerce Technologies:** Internet & WWW- Internet Protocols – OSI Model- TCP/IP, TCP, UDP, IP, DNS, FTP, SLIP, PPP- Multimedia technology – ISDN, ATM, Cell relay, desktop Video



Conferencing; Information Publishing Technology - HTML, URL, HTTP, HTML FORM.  
Electronic Data Inter-change: Introduction, Concepts of EDI and Limitation, Applications of EDI,  
Disadvantages of EDI, EDI model.

**Module III:**

**(09 Hours)**

**Electronic Payment System:** Transaction through Internet- Requirements of E-Payment System,  
Post Paid Payment System- Credit Card Solutions- Cyber Cash payment system-Instant Paid  
Payment System, Debit Card, Prepaid Payment System.

**Module IV:**

**(09 Hours)**

**E-Marketing:** Concept of E- Marketing- 4Ps of E-Marketing- Traditional Marketing v/s E-  
Marketing- Advantages of E-Marketing- Status of E-Marketing in India.

**E-Security:** Areas of Internet Security- E-Security Threats-Electronic Signature- Authentication  
Precautions for Secure E-Commerce

**Books Recommended:**

1. Agarwala, K.N. and D. Agarwala (2000) Business on the Net: What's and How's of  
Ecommerce, Laxmi Publications.
2. James A. O'Brien, George M. Marakas (2010) Management Information Systems, Global  
10th Edition, TMH.
3. Ravi Kalkota (2002) Frontiers of E-Commerce, Pearson.
4. Sundeep Oberoi, E-security and you (2001) Electronic authentication and information systems  
security: the IT Act, 2000 explained, Tata McGraw Hill Pub.

**Note: Latest and additional good books may be suggested and added from time to time.**



**Sri Dharmasthala Manjunatheshwara College (Autonomous), Ujire.**

**Retail and Supply Chain Management**

**V Semester Syllabus**

**BVOCRSCT-304: BANKING & FINANCIAL SERVICES**

Subject: Banking & Financial Services

Subject Code: BVOCRSCT-304

IA Marks: 20

Exam Marks: 80

No. of Lecture Hours / Week: 03

Total Number of Hours: 36

**Course objective:**

CO 1: To give knowledge about RBI Functions

CO 2: To make students understand about Commercial banks & its services

CO 3: To give knowledge about Merchant banking.

CO 4: To give knowledge about credit rating & its process.

**Course outcome:**

CO 1: The Student will be acquainted to RBI functions

CO 2: Will be in a position to understand the structure and functions of central and commercial banking in India

CO 3: The Student will understand the activities of Merchant Banking and credit rating

CO 4: The Student will be equipped to understand venture capital and other financial services in India.

**Module 1:**

**(09 Hours)**

**Structure of Banking in India:** Functions of RBI, structure. Monetary system, Sources of funds, Quantitative and qualitative measures of credit control. Banking sector reforms, Bank performance analysis and Future of Banking.



**Module 2:**

**(09 Hours)**

**Commercial banking:** Structure, Functions - Primary & secondary function, Role of commercial banks in socio economic development, Services rendered. Banking Technology-Concept of Universal Banking-Home banking-ATMs-Internet banking- Mobile banking- Core banking solutions-Debit, Credit and Smart cards- Electronic Payment systems-MICR-Cheque Truncation-ECS- EFT – NEFT-RTGS. (Theory)

**Module 3:**

**(09 Hours)**

**Merchant Banking:** Categories, Services offered, Issue management – Post and Pre issue management, Leasing & Hire Purchase: Concept, Types, Evaluation. Problems in Evaluation of Leasing. (Theory& Problems)

**Module 4:**

**(09 Hours)**

**Credit rating:** Meaning, process of credit rating, rating methodology, rating agencies and symbols. Venture capital: concept, features, process. Stages, Performance of Venture capital funded companies in India. Factoring & Forfeiting: Definition, functions, types & differences. Securitization: Meaning,process, Types, Benefits.

**Practical Components:**

1. Study and compare the performance of Public and private sector banks.Venture capital funding and start up challenges.
2. Modern Banking Services.

**Recommended Books:**

1. Financial services – Khan M Y, 6/e, McGraw Hill.
2. Banking and Financial Services- Mukund Sharma, Himalaya publishing, 2015.
3. Markets and Services – Gordon & Natarajan, 7/e, Himalaya publishing, 2011.
4. Merchant Banking & Financial services- Vij & Dhavan, 1/e, McGraw Hill, 2011.
5. Investment Banking- Pratap G Subramanyam, Tata McGraw Hill, 2012.

**Note: Latest and additional good books may be suggested and added from time to time.**



**Sri Dharmasthala Manjunatheshwara College (Autonomous), Ujire.**

**Retail and Supply Chain Management**

**V Semester Syllabus**

**BVOCRSCP-301: BUSINESS COMMUNICATION**

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Subject: Business Communication

Subject Code: BVOCRSCP-301

IA Marks: 30

Exam Marks: 120

No. of Lecture Hours / Week: 06

Total Number of Hours: 72

**Course objective:**

CO 1: To give basic introduction to communication.

CO 2: To make understand various aspects of oral and written communication.

CO 3: To teach students write business letters and reports and also presentation skills.

CO 4: To teach students employment and group communication.

**Course outcome:**

CO 1: Will understand about communication and its importance in management.

CO 2: Will be in a position to make perfect oral and written communication.

CO 3: Will be in a position to write good business reports and letters and to present.

CO 4: Will be in a position to make proper employment and group communication.

**Module I:**

**(18 Hours)**

**Introduction:** Role of communication – defining and classifying communication – purpose of communication – process of communication – characteristics of successful communication – importance of communication in management – communication structure in organization – communication in crisis



## **Module II:**

**(18 Hours)**

### **Oral and written communication:**

Oral communication: What is oral Communication – Principles of successful oral communication – barriers to communication – what is conversation control – reflection and empathy: two sides of effective oral communication – effective listening – non – verbal communication  
Written communication: Purpose of writing – clarity in writing – principles of effective writing – approaching the writing process systematically: The 3X3 writing process for business communication: Pre writing, Writing, Revising – Specific writing features – coherence – electronic writing process.

## **Module III**

**(18 Hours)**

### **Business letters and reports**

Introduction to business letters – writing routine and persuasive letters – positive and negative messages- writing memos – what is a report purpose, kinds and objectives of reports- writing reports

### **Presentation skills**

Presentation skills: What is a presentation – elements of presentation – designing a presentation. Advanced visual support for business presentation- types of visual aid  
Negotiations skills: What is negotiations – nature and need for negotiation – factors affecting negotiation –stages of negotiation process – negotiation strategies.

## **Module IV**

**(18 Hours)**

### **Employment communication**

Introduction – writing CVs – Group discussions – interview skills- Impact of Technological Advancement on Business Communication, Communication networks – Intranet – Internet –e mails  
– SMS – teleconferencing – video conferencing.



### **Group communication**

Meetings – Planning meetings – objectives – participants – timing – venue of meetings– The press release- press conference – media interviews-Seminars – workshop – conferences- Business etiquettes.

### **Books for Reference:**

1. Agrawal Shuchi: Business Communication, Authors press, New Delhi.
2. Diwan & Aggarwal: Business Communication.

**Note: Latest and additional good books may be suggested and added from time to time.**





Sri Dharmasthala Manjunatheshwara College (Autonomous), Ujire.

Retail and Supply Chain Management

V Semester Syllabus

**BVOCRSCP-302: FINANCIAL MANAGEMENT**

Subject: Financial Management

Subject Code: BVOCRSCP-302

IA Marks: 30

Exam Marks: 120

No. of Lecture Hours / Week: 06

Total Number of Hours: 72

**Course objective:**

CO 1: To familiarize the students with basic concepts of financial management and financial system.

CO 2: To understand concept of time value of money and its uses.

CO 3: To evaluate the investment proposals

CO 4: To analyze capital structure, and dividend decision.

**Course outcome:**

CO 1: Will understand the basic financial concepts

CO 2: Will learn to apply time value of money

CO 3: Will learn to evaluate the investment decisions

CO 4: Will learn to analyze the capital structure and determination of working capital.

**Module I:**

**(18 Hours)**

**Financial Management** – Introduction to financial management, objectives of financial management. Changing role of finance managers. Interface of Financial Management with other functional areas. Sources of Financing: Shares, Debentures, Term loans, Lease financing, Hybrid financing, Venture Capital, Angel investing and private equity, Warrants and convertibles. (Theory only)

**Module II:**

**(18 Hours)**

**Time value of money** –Future value of single cash flow & annuity, present value of single cash flow, annuity & perpetuity. Simple interest & Compound interest, Capital recovery & loan



amortization. (Theory & Problem). Case Study on Loan amortization.

**Module III:**

**(18 Hours)**

**Investment decisions** – Capital budgeting process, Investment evaluation techniques – Net present value, Internal rate of return, Modified internal rate of return, Profitability index, Payback period, Discounted payback period, accounting rate of return (Theory & Problem).

**Module IV:**

**(18 Hours)**

**Capital structure and dividend decisions** – Planning the capital structure. Leverages, EBIT and EPS analysis. ROI & ROE analysis. Capital structure policy. Dividend policy – Factors affecting the dividend policy. Working capital management – factors influencing working capital requirements - Current asset policy and current asset finance policy- Determination of operating cycle and cash cycle-Estimation of working capital requirements of a firm. Case Study on EBIT-EPS analysis & Leverages. Case study on Working Capital Determination

**Practical Components**

- Study the different financial services offered by a bank.
- Study the loan amortization schedule
- Identifying the small or medium sized companies and understanding the Investment evaluation techniques used by them.
- Using the annual reports of selected companies, students can study the working capital management employed by them. Students can also compare the working capital management of companies in the same sector.

**Books for Reference:**

- 1 Financial Management -Prasanna Chandra, 9/e, TMH.
2. Financial Management,Khan M. Y.& Jain P. K, 7/e, TMH
3. B.V. Raghunandan- Financial Management-Sushrutha Publications
4. IM Pandey-Financial Management-Vikas Publications

**Note: Latest and additional good books may be suggested and added from time to time.**



**Sri Dharmasthala Manjunatheshwara College (Autonomous), Ujire.**

**Retail and Supply Chain Management**

**V Semester Syllabus**

**BVOCRSCP-303: ENTREPRENEURSHIP DEVELOPMENT**

Subject: Entrepreneurship Development

Subject Code: BVOCRSCP-303

IA Marks: 30

Exam Marks: 120

No. of Lecture Hours / Week: 06

Total Number of Hours: 72

**Course objective:**

CO 1: To give basics about entrepreneurship and pro's and cons of being an entrepreneur.

CO 2: To give basics about development of business plan.

CO 3: To give basics regarding starting of new business.

CO 4: To give basics of preparing a project report.

**Course outcome:**

CO 1: It gives a clear picture of entrepreneur and its importance.

CO 2: Will be in a position to develop a business plan.

CO 3: Will be clear with all formalities to start a new business.

CO 4: Will be in a position to prepare a project report.

**Module I:**

**(18 Hours)**

Entrepreneurship: Introduction to Entrepreneur- Entrepreneurship and Enterprise, Importance of the Entrepreneur- Factors Influencing Entrepreneurship- Pros and Cons of being an Entrepreneur- Women Entrepreneurs: Problems- Types of Entrepreneurs- Characteristics of a Successful Entrepreneur- Competency Requirement for Entrepreneurs.

**Module II:**

**(18 Hours)**

Business Plan Development: Typical BP format- Financial Aspects of the BP- Marketing Aspects of the BP- Human Resource Aspects of the BP- Technical Aspects of the BP- Social Aspects of the BP- Preparation of BP and Common Pitfalls to be avoided in Preparation of a BP.



**Module III:**

**(18 Hours)**

Starting a new enterprise: various formalities in setting a new enterprise- Tax and Legal Considerations- Licensing and Registration Procedures- Assessment of the Market for the Proposed Project- various obstacles in starting a new enterprise.

**Module IV:**

**(18 Hours)**

Preparation of a Project report: Project formulation- Project design- Project Planning- Project implementation- Government plans and policies regarding growth of entrepreneurship in India. Entrepreneurial Policy initiatives: Financial Assistance through SFC's – SIDBI- Commercial Banks-NABARD-Financial incentives and Tax Concessions for MS&MEs.

**Suggested Readings:**

1. Vasant Desai, "Dynamics of Entrepreneurial Development and Management", Himalaya Publishing House, Mumbai.
2. Parsad L.M, "Principles and Practice of Management", Sultan Chanda & Sons, New Delhi. Hall, B. Pricke; and Royce L. Brahamson, "Small Business Management".
3. Kenneth R., Van Voorthis, "Enterpreneurship and Small Business Management"
4. Joseph R. Mancuso, "How to Start, Finance and Manage Your Own Small Business".

**Note: Latest and additional good books may be suggested and added from time to time.**



**Sri Dharmasthala Manjunatheshwara College (Autonomous), Ujire.**

**Retail and Supply Chain Management**

**VI Semester Syllabus**

**BVOCRSCT-351: EXPORT AND IMPORT – POLICIES AND  
PROCEDURES**

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Subject: Export and Import – Policies And Procedures

Subject Code: BVOCRSCT-351

IAMarks: 20

Exam Marks: 80

No. of Lecture Hours / Week: 03

Total Number of Hours: 36

**Course objective:**

CO 1: To provide basics of international trade.

CO 2: To provide information about various documents required for exports.

CO 3: To make students understand various aspects of foreign trade policy.

CO 4: To give knowledge about export order processing and about aspects of imports.

**Course outcome:**

CO 1: Will get to know why trade has to be international.

CO 2: Will be well aware of all the documentation required for export.

CO 3: Will get basic knowledge about foreign trade policies.

CO 4: Will get knowledge about export order processing and also import policies.

**Module I:**

**(08 Hours)**

International Trade: Reasons- Features- Benefits. Registration Formalities- Types of Exporters –Manufacturer/ Merchant Exporter.

**Module II:**

**(08 Hours)**

Documentation: A.D.S– Commercial and Regulatory Documents like: L/C, B/L, Shipping Bill, Invoice-. Payment Terms – L/C, D/A, D/P. Sale Terms – FOB, CIF, C&F. Financing: Pre-Shipment and Post-Shipment- Insurance-Exchange Rate. Calculation of FOB, CIF and C&FPrices.



**Module III:**

**(10 Hours)**

F.T.P.(Latest): Export Incentives, Schemes, Assistance viz EPCG, FMS, FPS, MDA, DBK, Institutional Frame Work – Export Promotion Organization viz EPC, CB, DGFT, FIEO, ICA.

**ModuleIV:**

**(10 Hours)**

Processing of an Export Order: Quality Control, Pre-Shipment Inspection, INCOTERMS. Realizing Payment of Export Proceeds, Negotiation of Documents – CHA, SEZ, EOU, Deemed Exports.

Imports: Preliminaries, Procedures, Policies, Prohibited/Negative/Canalized List. Documentation –Bill of Entry, Customs Formalities, Categories of Importers, Retirement of Import Documents. Excise Formalities. Trading Blocs, Tariff and Non-Tariff Barriers, NAFTA.

**Books for Reference:**

1. Government of India: Export – Import Policy
2. Dr. Khushpat S,Jain. Export Procedures and Documentation. Himalaya Publishing House
3. T.A.S. Balagopal. Export Management. Himalaya Publishing House
4. Francis Cherunilam: International Marketing (Textand Cases). Himalaya Publishing House.
5. Paras Ram. Export-What, Where and How. Anupam Publishers.

**Note: Latest and additional good books may be suggested and added from time to time.**



**Sri Dharmasthala Manjunatheshwara College (Autonomous), Ujire.**

**Retail and Supply Chain Management**

**VI Semester Syllabus**

**BVOCRST-352: LOGISTICS MANAGEMENT**

Subject: Logistics Management

Subject Code: BVOCRST-352

IA Marks: 20

Exam Marks: 80

No. of Lecture Hours / Week: 03

Total Number of Hours: 36

**Course objective:**

CO 1: To understand basics of logistics.

CO 2: To understand about logistics management.

CO 3: To study logistics strategy.

CO 4: To study about outsourcing of logistics.

**Course outcome:**

CO 1: Will get information about logistics and its objectives

CO 2: Will get basic information about logistics management.

CO 3: Will get knowledge about forming logistic strategy.

CO 4: Will get basic knowledge about outsourcing of logistics.

**Module I:**

**(09 Hours)**

Logistics: Definition - History and Evolution – Objectives – Elements – Activities- Importance -The work of logistics - Logistics interface with marketing - Retails logistics.

**Module II:**

**(09 Hours)**

Logistics Management: Definition - Evolution of the concept - model – process - activities. Achievement of competitive advantage through logistics Framework - Role of Logistics management -Integrated Logistics Management.





**Module III:**

**(09 Hours)**

Logistics Strategy: Strategic role of logistics – Definition - Role of logistic managers in strategic decisions- logistic strategy types.- Lean strategy- Agile Strategies- Designing & implementing logistical strategy - Emerging concept in logistics.

**Module IV:**

**(09 Hours)**

Outsourcing Logistics: Reasons – Third party logistics provider – Fourth party Logistics providers (4PL) –Stages – Role of logistics providers. Quality Customer Service & Integrated Logistics: Customer service – importance elements – the order cycle system – distribution channels – Functionsperformed.

**Books for Reference:**

1. David J. Bloomberg, Stephen LeMay &: Logistics, Prentice-Hall of India Pvt Joe B. Hanna Ltd. New Delhi, 2003.
2. Donald J. Bowersox & David J. Closs: Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi, 2004
3. Satish C. Ailawadi & Rakesh Singh: Logistics Management, Prentice-Hall of India Pvt Ltd.,New Delhi,2005

**Note: Latest and additional good books may be suggested and added from time to time.**





**Sri Dharmasthala Manjunatheshwara College (Autonomous), Ujire.**

**Retail and Supply Chain Management**

**VI Semester Syllabus**

**BVOCRST-353: CORPORATE LAW**

Subject: Corporate Law

Subject Code: BVOCRSTR-353

IA Marks: 20

Exam Marks: 80

No. of Lecture Hours / Week: 03

Total Number of Hours: 36

**Course objective:**

CO 1: To give information about joint stock company and its characteristics.

CO 2: To give information about incorporation and formation of company.

CO 3: To give information about shares, debentures and its borrowing power and charges.

CO 4: To give information about membership of company.

**Course outcome:**

CO 1: Will be very clear with the concept company and its various kinds.

CO 2: Will be having clear idea how company can be incorporated and formed.

CO 3: Will be clear with shares and debentures and its kinds/ types.

CO 4: Will know the procedures to be a member of a company.

**Module I:**

**(08 Hours)**

Introduction- Introduction to Indian Companies Act 2013, Definition and characteristics of a JointStock Company, Corporate personality and lifting of Corporate Veil, Kinds of Companies.

**Module II:**

**(10 Hours)**

Incorporation and formation of companies – Incorporation stage, Promotion stage- Promoter-meaning, Responsibilities. Memorandum of Association- Meaning, Significance and Contents. Articles of Association- Meaning, Significance and Contents- Distinction between Memorandum



of Association and Articles of Association. Doctrine of Ultra Vires of Memorandum and Articles, Doctrine of Constructive Notice, Doctrine of Indoor Management- Relevance and Exceptions. Prospectus- Meaning, Importance and Contents. Information Memorandum and Red – Herring Prospectus- Meaning.

**Module III:**

**(08 Hours)**

Shares, Debentures, Borrowing Powers and Charges- Meaning, Definition and Kinds of Shares- Equity (including sweat equity) preference shares. Debentures- Meaning and characteristics. Issue and Allotment- Ledger Rules for Allotment. Share Certificate- In physical form and in electronic form. Transfer and Transmission- With reference to Depository Services.

**Module IV:**

**(10 Hours)**

Membership of a Company: member and Shareholder- meaning and distinction, who can become a member, modes of acquiring membership, Rights and liabilities of members, Termination of Membership, Register of Members- Meaning, Contents and Closure, Foreign Register of Members.

**Case Laws:**

The following case laws are to be specifically dealt with: Solomon Vs. Solomon and Company  
Royal British Bank Vs. Turquand.

Daimler Co. Ltd. Vs. Continental Tyre and Rubber Company. Ashburry Railway Carriage Vs. Riche. Anand Bihari Lal Vs. Dinshaw and Company

**Books for Reference:**

1. Kapoor N.D. Company Law, Sultan Chand and Sons Publishers, New Delhi.
2. Raman B.S., Company Law,
3. Shukla M.C., Company Law, S. Chand and Company, New Delhi
4. Gogna P.P.S. A Text book of Company Law, S. Chand and Company, New Delhi.

**Note: Latest and additional good books may be suggested and added from time to time.**



**Sri Dharmasthala Manjunatheshwara College (Autonomous), Ujire.**

**Retail and Supply Chain Management**

**VI Semester Syllabus**

**BVOCRSCT-354: TRANSPORTATION AND DISTRIBUTION  
MANAGEMENT**

Subject: Transportation and Distribution Management

Subject Code: BVOCRSCT-354

IAMarks: 20

Exam Marks: 80

No. of Lecture Hours / Week: 03

Total Number of Hours: 36

**Course objective:**

CO 1: To give basic information regarding distribution.

CO 2: To give basic information about distribution network planning.

CO 3: To give basic information about various models of transportation.

CO 4: To give basic information about taking decisions regarding transportation routing.

**Course outcome:**

CO 1: Will be in position to design distribution channels.

CO 2: Will be able to plan distribution network.

CO 3: Can select proper models of transportation.

CO 4: Will be in a position to take decision regarding transportation routing.

**Module I:**

**(09 Hours)**

Introduction: Role of distribution in supply chain – transportation management – warehousing concepts – designing distribution channels – understanding distribution costs– pre-requisites of distribution.

**Module II:**

**(09 Hours)**

Distribution Network Planning: Various factors in distribution – delivery lead time -Material management process– role of transportation–transportation principles and participants.



**Module III:**

**(09 Hours)**

Transportation Models: - characteristics and selection – various models of transportation (multimodal)- Inter modal freight technology – transport security initiatives and role of technology – various inspection systems. Transit Operation Software: Geographic information systems – advanced fleet management

**Module IV:**

**(09 Hours)**

Transportation Routing Decisions: Transportation administration – transportation operations management – consolidation of freight – cost negotiations – various trends in transportation – Application of information technology in transportation – E commerce – intelligent transport management system.

**Books for Reference:**

1. Sunil Chopra, Supply Chain Management
2. Agarwal, Logistics Supply Chain Management Saple, Logistics Management

**Note: Latest and additional good books may be suggested and added from time to time.**



**Sri Dharmasthala Manjunatheshwara College (Autonomous), Ujire.**

**Retail and Supply Chain Management**

**VI Semester Syllabus**

**BVOCRSCP-351: CONSUMER BEHAVIOR**

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Subject: Consumer Behavior

Subject Code: BVOCRSCP-351

IA Marks: 30

Exam Marks: 120

No. of Lecture Hours / Week: 06

Total Number of Hours: 72

**Course objective:**

CO 1: To understand consumer buying behavior and buying process.

CO 2: To understand consumer buying behavior and decision making process.

CO 3: To understand consumer buying behavior and market segmentation.

CO 4: To understand consumer post purchase behavior and market regulation.

**Course outcome:**

CO 1: Will be able to study buying behavior of consumer.

CO 2: Will get an idea how consumer will make buying decision.

CO 3: Will understand how market can be segmented based on consumer behavior.

CO 4: Will be able to study how the consumer will behave post purchase.

**Module I:**

**(16 Hours)**

Concepts – importance-need and elements involved in buying process - Factors influencing buying process - Psychological factors Behavioral factors – Consumer behavior as a marketing discipline – Understanding modern consumer behavior for effective marketing – Consumer behavior models.

**Module II:**

**(18 Hours)**

Consumer behavior and decision making- Consumer decisions - consumer as decision makers

Types of consumer decisions-consumer decision making process-problem recognition-information search - alternative evaluation and selection.



**Module III:**

**(18 Hours)**

Consumer behavior and market segmentation - Market segmentation - meaning - definition - bases of market segmentation - requirements of good market segmentation - market segmentation strategies.

**Module IV:**

**(20 Hours)**

Post purchase behavior and market regulation - Defining post purchase behavior - consumer's postpurchase dissonance - satisfaction - dissatisfaction - consumer complaint behavior - loyalty marketing- Consumer market regulation - Consumer Protection Act 1986 - rights of consumers - Consumer Protection Council - State Protection Council - Consumer Disputes Redressal Agencies.

**Books for Reference:**

1. Hawkins, Best and Coney, Consumer Behaviour, Tata McGraw Hill, New Delhi
2. John A Howard, Consumer Behaviour in Marketing Strategy, Prentice Hall New Delhi
3. Schiffman L G and Kanuk L L Consumer Behaviour, Prentice Hall New Delhi
4. Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi.

**Note: Latest and additional good books may be suggested and added from time to time.**



**Sri Dharmasthala Manjunatheshwara College (Autonomous), Ujire.**

**Retail and Supply Chain Management**

**VI Semester Syllabus**

**BVOCRSCP-352: DIRECT & INDIRECT TAX**

Subject: Direct & Indirect Tax

Subject Code: BVOCRSCP-352

IA Marks: 30

Exam Marks: 120

No. of Lecture Hours / Week: 06

Total Number of Hours: 72

**Course objective:**

CO 1: To provide the students with a comprehensive understanding of basic concepts of Incometax

CO 2: To understand the computation of taxable Income under different heads.

CO 3: To provide an overview of GST in India.

CO 4: To provide an understanding of Time, Place & Value of Supply

**Course outcome:**

CO 1: Will have an idea about basics of taxation and process of computing residential status.

CO 2: Will be having proper knowledge about calculation of Taxable income & tax liability of an individual.

CO 3: Will be in a position to have clarity about GST system in India.

CO 4: Will be having enough knowledge about registration process of GST.

**Module I:**

**(16 Hours)**

**Income Tax Act, 1961:** Basic Concepts and definitions, Capital and revenue – receipts, expenditures, Assessment Year, Previous Year, Person, Income. Residential Status and Incidence of Tax. Tax Planning, Tax Evasion and Tax Management. (Problems on residential Status of Individual Assessee).





**Module II:**

**(16 Hours)**

**Computation of taxable income of an Individual:** Income from salary, Income from House Property, Income from Business or Profession, Income from Capital Gain, Income from Other Sources. Gross total Income, Deductions U/S 80 C to 80 U, Total Income & Tax Liability calculations (Problems on Income from salary, capital gain and deductions U/S 80 C.)

**Module III:**

**(20 Hours)**

**Introduction to Goods and Services Tax (GST):** Goods and Services Tax Act & Rules, Need for GST in India, Dual GST Model - Central Goods and Services Tax Act, 2017 (CGST) State Goods and Services Tax Act, 2017 (SGST) Union Territory Goods and Services Tax Act, 2017 (UTGST) Integrated Goods and Services Tax Act, 2017 (IGST) Goods and Services Tax Network (GSTN), GST Council Guiding principle and Functions of the GST Council.

**Module IV:**

**(20 Hours)**

**Levy and Collection of Tax:** Scope of Supply, Composite and Mixed Supplies, Levy and Collection, Composition Levy, Exemptions Person Liable to pay GST, Exemption from tax. (Simple problems on calculation of value of taxable supply and GST Levy).

Time and Value of supply: Time of Supply, Place of Supply and Value of Supply Input Tax Credit: Introduction and Eligibility to avail Input Tax Credit (ITC). Registration under GST: Persons not liable for Registration, Compulsory Registration in Certain Cases, Procedure for Registration, Deemed Registration. Returns under GST: Furnishing of Returns, First Return, Revision of Returns and Penalty/Late Fee.

**Practical Component:**

- Calculation of Taxable income and tax liability of an individual.
- Students can be exposed to filing of tax returns of Individual assesses
- Dual GST model.
- Registration process of GST





### **Books for References**

1. Direct Taxes Law and practice, Vinod Singhanian and Kapil Singhanian, Taxman Publications,
2. T N Manoharan- Students Guide to Income Tax – Snow White
3. Goods and Service Tax: An Analytical Approach, Dr. Manuel Tauro, Dr. Therese Pereira, Manoj Louis and CA Colin Rodrigues, Boscoss Publications.
4. Business Taxation (GST and Customs Duty), Dr. Ravi M.N., Bhanu Prakash B.E. and Dr. Suman Shetty N., Professional Books Publishers.
5. Business Taxation, K. Sadashiva Rao, Sushrutha Publications.
6. Indirect Taxes Law and practices, V S Datey, Taxmanns

**Note: Latest and additional good books may be suggested and added from time to time**



**Sri Dharmasthala Manjunatheshwara College (Autonomous), Ujire.**

**Retail and Supply Chain Management**

**VI Semester Syllabus**

**BVOCRSCP-353: PROJECT WORK**

Subject: Project Work

Subject Code: BVOCRSCP-353

IA Marks: 30

Exam Marks: 120

**Course objective:**

CO 1: To make students undergo a project on their own

CO 2: To implement all the concepts that they studied in their B.Voc 3 years program.

CO 3: To understand real time problems of the industry.

CO 4: To make them understand regarding preparation of project report.

**Course outcome:**

CO 1: Will learn the way to approach the companies/ retail outlets on their own.

CO 2: Will get a clear picture about working of retail sector and will be in a position of being an entrepreneur.

CO 3: Will develop real time problem solving skills.

CO 4: Will get a clear picture for students towards which direction they need to go after their educational carrier.

**General Guidelines:**

- The project work shall be for a period of 4 weeks immediately after the completion of 5th Semester Examinations but before the commencement of the 6th semester classes.
- The project work report shall be compulsory for all the students.
- The College shall receive 2 copies of project reports prior to the commencement of the 6th semester examination.
- By keeping the business trend in the present scenario, College has given an option to the



students to select the research problem either from business organization or they can carry out the project on freelance basis subject to the approval of department committee.

- It is the total responsibility of the internal guide to monitor the freelance project.
- In case of project work, no two students of an institute shall work on the same topic in the same organization.
- The student shall seek the guidance of the internal guide on a continuous basis, and the guide shall give a certificate to the effect that the candidate has worked satisfactorily under his/her guidance
- On completion of the project work, student shall prepare a report with the following format.
- Project report shall be prepared using word processor viz. MS Word with New Times Roman, 12 font size
- All the reports shall be printed in the A4 size 1 inch margin on all the sides.
- The report shall be hard bound facing sheet of royal blue color indicating the title of college and month & year of admission (spiral binding not permitted)
- A certificate by the guide, HOD and Head of the institution indicating the bonafide performance of the project by the student to be enclosed.
- An undertaking by the student to the effect that the work is independently carried out by him/her
- The certificate from the organization if applicable.
- Acknowledgement
- Executive Summary



### **Evaluation:**

- Internal evaluation will be done by the internal guide for 30 marks.
- External valuation shall be done by a external faculty member.
- Viva-Voce / Presentation: A viva-voce examination shall be conducted at the respective Institution where a student is expected to give a presentation of his/ her work.
- Project work carries 150 marks consisting of 30 marks for internals, 60 Marks for reports, 30marks for presentation & 30 marks for viva.
- Format of the project report shall be prepared using the word processor viz., MS Word, Times New Roman font sized 12, on a page layout of A4 size with 1inch margin all sides (1.5inch on left side) and 1.5 line spacing. The Project report shall not exceed 100 pages.



## Cover page

## Contents of the Project Report

- Certificate from the Organization
- Certificate from the guide, HOD and Head of the Institution indicating bonafide performance of Project by the student
- Declaration by the student
- Acknowledgement
- Table of contents
- List of tables and graphs

## Executive summary

### Chapter 1: Introduction

Introduction, Industry Profile & Company Profile:

Promoters, vision, Mission & Quality Policy. Products / services profile areas of operation, infrastructure facilities, competitors' information, SWOT Analysis, Mckinsey 7S framework, and Financial Statement

### Chapter 2: Conceptual background and Literature review:

Theoretical background of the study, Literature review with research gap (with minimum 20 literature reviews).

### Chapter 3: Research Design

Topic chosen for the study, Need for the study, Objectives, Scope of the study, Research methodology, Limitations.

### Chapter 4: Analysis and Interpretation

Analysis and interpretation of the data- collected with relevant tables and graphs. Results obtained by the using statistical tools must be included.



**Sri Dharmasthala Manjunatheshwara College**  
(Autonomous), Ujire-574 240, Dakshina Kannada, Karnataka State  
(Re-accredited at 'A++' Grade by NAAC)

**Chapter 5:** Findings, Conclusion and Suggestions Summary of findings, Conclusion and Suggestions  
/ Recommendations

### **Bibliography**

Annexure relevant to the project such as figures, graphs, photographs etc.



**Final Exam Theory Question Paper Pattern for RSCM.**

<b>FINAL EXAM QUESTION PAPER PATTERN (3 Hours)</b>			
<b>OPTIONS</b>	<b>NUMBER OF QUESTIONS INEACH PART</b>	<b>HEADING OF EACH PART</b>	<b>MARKS</b>
<b>PART -A</b>	5	Answer any <b>Four</b> the following questions each carries 5 Marks (4X5=20)	20
<b>PART-B</b>	4	Answer any <b>Three</b> of the following questions each carries 10 Marks (3X10=30)	30
<b>PART-C</b>	3	Answer any <b>Two</b> of the following questions each carries 15 Marks (2X15=30)	30
<b>TOTAL</b>			<b>80</b>



**PRACTICAL SEMESTER END THEORY EXAM QUESTION PAPER FORMAT**

**CODE NO: BVOCRSCT-XXX**

**Reg No:**

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**S.D.M. COLLEGE (AUTONOMOUS), UJIRE BACHELOR OF VOCATIONAL COURSE**

**XX SEMESTER END EXAMINATION – MONTH-XXXX COURSE: RETAIL &**

**SUPPLY CHAIN MANAGEMENT PAPER TITLE: XXXXXXXX**

**TIME: 3 HRS**

**MARKS: 80**

**Part A**

**Answer ANY FOUR Questions from the following. Each carries 5 Marks 4x5 = 20**

- 1.
- 2.
- 3.
- 4.
- 5.

**Part B**

**Answer ANY THREE Questions from the following. 3x10 = 30**

- 6.
- 7.
- 8.
- 9.

**Part C**

**Answer ANY TWO Questions from the following. 2x15 = 30**

- 10.
- 11.
- 12.

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PRACTICAL EXTERNAL ASSESSMENT PATTERN			
SEMESTER END EXAM	TIME	MARKS	MODE OF CONDUCT
EXTERNAL EXAM	3 HOURS	120	Write-up : 60 Presentation : 30 Viva + Record: 15 + 15 = 30

**PRACTICAL SEMESTER ENDEXAMQUESTION PAPER FORMAT**

**CODE NO: BVOCRSCP-XXX**

**Reg No:**

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**S.D.M. COLLEGE (AUTONOMOUS), UJIRE**  
**BACHELOR OF VOCATIONAL COURSE**  
**VI SEMESTER END PRACTICAL EXAMINATION – MONTH - XXXX**  
**COURSE: RETAIL & SUPPLY CHAIN MANAGEMENT**  
**PAPER TITLE: XXXXXXXXXXXXXXXXXXXXXXXX**

**TIME: 2 HRS**

**MARKS: 60**

**Answer ANY THREE Questions from the following.**

**15x3 = 45**

- 1)
- 2)
- 3)
- 4)

**Compulsory Question**

**15x 1 = 15**

- 5)

\*\*\*\*\*



**SDM COLLEGE (AUTONOMOUS), UJIRE**  
**DEPT OF B.VOC IN RETAIL & SUPPLY CHAIN MANAGEMENT**  
**PRACTICAL COMPONENTS FOR PRACTICAL PAPERS**

**I SEM**

**Marketing Management**

1. Instant selling of a product
2. Promotion and marketing strategies will be done by students for unbranded/local products or services.
3. Re-marketing strategies for failed products.
4. Questionnaire preparation on understanding the customer's opinion relating to failed product.
5. Study on various pricing strategies followed by domestic and international brands
6. Analyze the product life cycle of the products.
7. Complete marketing package for new products
8. Group discussion, webinar\seminar, quiz, case study, industrial expert's talk, presentations will be conducted on the basis of the subject.

**Fundamentals of visual merchandizing**

1. Students will be sent to various retail outlets to study visual merchandizing strategies.
2. A study on emerging trends in visual merchandising.
3. Imaginary store set up with effective visual merchandizing elements.
4. Classroom activity on designing an attractive theme for a fictional outlet.
5. Developing innovative and creative visual merchandising ideas by students.
6. Group discussion, webinar\seminar, quiz, case study, industrial expert's talk, presentations will be conducted on the basis of the subject.

**Retail selling skills**

1. Students will be sent to different retail outlet to observe the selling tactics of the salesperson.
2. SWOT/SWOC analysis of the salesperson
3. Role plays by the students on conversation between salesperson and the customer.
4. Demonstration on manners and good body language of a salesperson.



5. Group discussion, webinar\seminar, quiz, case study, industrial expert's talk, presentations will be conducted on the basis of the subject.

## **II SEM**

### **Fundamental of Accounting**

1. Collecting annual reports of the companies and analyzing the financial statements using ratios.
2. Preparation and interpretation of financial statements of the sole trading concerns.
3. Preparation of journals, ledgers and trial balance for the real business transactions.
4. Group discussion, webinar\seminar, quiz, case study, industrial expert's talk, presentations will be conducted on the basis of the subject.

### **Supply chain management**

1. Students are expected to choose any Indian Organizations and study their supply chain and submit a report.
2. Students should visit different logistics companies and understand the services provided by them.
3. Students should identify any product/service and study the type of distribution system used and understand the reason for using that particular type and present it in the class.
4. Study various participants of Supply Chain Management in detail.
5. Group discussion, webinar\seminar, quiz, case study, industrial expert's talk, presentations will be conducted on the basis of the subject.

### **Tactics of retail business**

1. Students are allowed to visit the nearest store and observe the health and safety measures taken by the retail business.
2. To understand the tactics involved in encouraging impulse buying tactics used to increase the retail sales.
3. Study of strategies used by bigger retail outlet relating to rejections, damages, expiries, cash discount, and display.
4. Re-marketing strategies for failed business.



5. Group discussion, webinar\seminar, quiz, case study, industrial expert's talk, presentations will be conducted on the basis of the subject.

### **III SEM**

#### **Advertising and Brand management**

1. Create an advertisement for the local products and make it reach to people through different available Medias.
2. Create an social awareness advertisement and make it reach to people through different available medias.
3. Group discussion, webinar\seminar, quiz, case study, industrial expert's talk, presentations will be conducted on the basis of the subject.

#### **Customer Relationship Management**

1. Real life scenario to deal with different types of customers and managing their queries.
2. Visiting an outlet and studying their products and customer management.
3. Questionnaire preparation to analyze the opinion of the customer satisfaction of an outlet.
4. Group activity relating to handling difficult situations and complaint handling exercises.
5. Visit to the reputed retail outlet and study their overall process of CRM.
6. Group discussion, webinar\seminar, quiz, case study, industrial expert's talk, presentations will be conducted on the basis of the subject.

#### **Computer Application in Retail**

1. Hands on session on basic excel used in retail business.
2. Training on Photoshop, poster designing, logos used by the retail business.
3. Classroom activity on designing an attractive and innovative PowerPoint presentation.
4. Internship on website creation for E-commerce.
5. Group discussion, webinar\seminar, quiz, case study, industrial expert's talk, presentations will be conducted on the basis of the subject.



## IV SEM

### Market research

1. Market research about any fictional product/Service.
2. Training will be given to students relating to research design and collecting the primary and secondary data.
3. Training on sample design and determination of sample size.
4. Classroom completion for the students to come up with quality questionnaire.
5. Group discussion, webinar\seminar, quiz, case study, industrial expert's talk, presentations will be conducted on the basis of the subject.

### Packing and Packaging management

1. Students have to take an imaginary product and design an unique packaging for the product.
2. Select one manufacturing company and study its overall packing and packaging process.
3. Compare the packing style and design of similar products of different brands.
4. An industrial visit to observe the various packaging strategies used.
5. Keen observation of packaging content of a product.
6. Group discussion, webinar\seminar, quiz, case study, industrial expert's talk, presentations will be conducted on the basis of the subject.

### Organizational Study

1. Internship given to students to observe and understand the organization's profile.
2. Application of Mckensy's 7S framework and Porter's 5 force model during the internship.
3. Understanding the various departments and work flow model during the internship.



## **V Semester**

### **Business Communication**

1. Practical exposure of different hand shake used in different countries.
2. Spot talking for students based on the business scenario images.
3. Writing of different types of business letters.
4. Activities based on listening skills
5. Management games in teams to look at how students are capable of working in team.
6. Group discussion, webinar\seminar, quiz, case study, industrial expert's talk, presentations will be conducted on the basis of the subject.

### **Financial Management**

1. Identifying the small or medium sized companies and understanding the Investment evaluation techniques used by them.
2. Using the annual reports of selected companies, students can study the working capital management employed by them.
3. Exercise on evaluating the EBIT & EPS analysis by using the financial statements of the company
4. A study on finding the best investment options for short term & long term
5. Webinar\seminar, case study, industrial expert's talk, presentations will be conducted on the basis of the subject.

### **Entrepreneurship Development**

1. Training on Entrepreneurship Development for the students by conducting workshop.
2. Visiting the nearby entrepreneurs to know their struggles & their success
3. Students presenting a business plan in a team.
4. Study of successful entrepreneurs.
5. Group discussion, webinar\seminar, quiz, case study, industrial expert's talk, presentations will be conducted on the basis of the subject.



## **VI Semester**

### **Consumer Behavior**

1. Students will visit reputed retail outlets and observe the behavior of consumers of different demographic segments while buying different category of goods. The students need to present the findings / observations followed with a group discussion.
2. Students have to prepare a questionnaire and conduct the survey on consumer buying behaviour and present the findings in the class.
3. Meet nearby customers and conduct a survey to find what are the important factors in their purchase of products/services.
4. Group discussion, webinar\seminar, quiz, case study, industrial expert's talk, presentations will be conducted on the basis of the subject.

### **Direct & Indirect Tax**

1. Exercise on calculation of Taxable income and tax liability of an individual
2. Students can be exposed to filing of tax returns of Individual assesses
3. Identifying the small or medium sized business and understanding the GST registration process.
4. Visiting an outlet and classifying the products/services according to different GST rates.
5. Group discussion, webinar\seminar, quiz, case study, industrial expert's talk, presentations will be conducted on the basis of the subject.