PROGRAM STRUCTURE

The following is the Program Structure for the B.A. (Hon.) Economics Program of Rani Channamma University:

<u>-</u>				_		_		Sem.	
7	=			=					-
DSC-7: Macro Economics (3) DSC:8 Statistics for Economics (3)	DSC-5: Micro Economics (3) DSC-6: Mathematical Economics (3)		DSC-4: Karnataka Economy (3)	DSC-3: Basic Economics -II (3)	DSC-2: Contemporary IndianEconomy (3)	DSC-1: Basic Economics –I (3)	(+++ +)	iscipline Core (DSC) (Credits)	Kalli Channamma University:
0E-4: 1. KarnatakaEconomy 2. EntrepreneurialEconomics 3. Economics andLaw 4. Economics GST (3)	OE-3: A. Rural Economics 2. Economics ofInsurance 3. Economics of Human Development (3)	Exit optio	3. Economics of Business Environment (3)	OE-2: 2. Sustainable Development	(3)	OE-1: Kautilya's Arthshastra 2. Pre-reforms IndianEconomy 3. Development Studies	(Credits) (L+T+P)	-	iniversity:
L1-4(3), L2-4(3) (4 hrs each)	L1-3(3), L2-3(3) (4 hrs each)	on with Certificate i		L1-2(3), L2-2(3) (4 hrs. each)		L1-1(3), L2-1(3) (4 hrs. each)	Compul Langua	Abil	
Constitution of India (2)		Exit option with Certificate in Economics (48 credits)		Environmental Studies (2)			Compulsory Courses (AECC), Languages (Credits) (L+T+P)	Ability Enhancement	
	SEC-2: PF Artificial SF Inte- Iligence (2) (1+0+2)	ES)			5	SEC-1: Digital Fluency (1+0+2)	Skill based (Credits) (L+T+P)		
Physical Education- Sports (1) (0+0+2)	Physical Education- Sports (1) (0+0+2)			Physical Education- Sports (1) (0+0+2)		Physical Education - (2) Yoga (1) (0+0+2)		Skill Enhancement Courses (SEC)	
- NCC/NSS/R&R(S& G)/ Cultural (1) (0+0+2)	- NCC/NSS/R&R(S& G)/ Cultural (1) (0+0+2)			NCC/NSS/R&R(S&G)/ Cultural (1) (0+0+2)		Health & Wellness (1) (0+0+2)	Value based (Credits) (L+T+P)	ourses (SEC)	
25	25			25		25	Credito	Total	

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Rural Economics

	All negenta	7	
Program Name	Program Name BA in Economics		Semester Third Semester
Course Title	Rural Economics		
	Mulai Economics		1
Course Code:	OE-3.1	No. of Credits 3	3
Contact hours	42 Hours	Duration of SEA/Exam 2 Hours	2 Hours
Formative Assess	Formative Assessment Marks 40	Summative Assessment Marks	60

Course Outcomes (COs): After the successful completion of the course, the student will be able to:	tion of the course, the student will be able	<u>г</u> о:
CO1. To Understand the basics of rural development,	nt,	
CO2. To study the characteristics, problems, and programmes of rural redevelopment	ogrammes of rural redevelopment	
CO3. To study the trends and patterns of economic activities in rural areas	activities in rural areas	
CO4. To study the role of infrastructural facilities and governance in rural development	nd governance in rural development	
CO5. To enable the students to know a	CO5. To enable the students to know about significance of rural enterprises and agricultural allied	allied
activities.		
Contents		42 Hrs
Unit-I:		12 Hrs
Chapter: 1 - Introduction to Rural Economy		s
Meaning and Objectives of Rural economy	-	
Characteristics of Rural Economy		
Indicators of Rural Development		
Concepts of inclusive and sustainable development		
Chapter: 2 - Approaches to Rural Development		4-
Gandhian Model		
Community Development Approach,		
Minimum Needs Approach,		

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Integrated Rural Development and Inclusive Growth Approach.

	Write an assignment on Rural infrastructure
	Practicum:
	Rural Electrification
	Rural Transport and Communication
	Drinking Water Supply
	lousing and Sanitation
	Educational and Health Infrastructure
S	Chapter-6: Rural Infrastructure
	Nierofinance Institutions
	Role of NABARD
	Regional Rural Banks
	Credit Co-operative Societies
4	Chapter-5: Rural Banking and Finance
	Khadi and Village Industries
	Progress and Problems of MSME
	Meaning and Importance, Classification of MSME
5	Chapter 4- Rural Enterprises
14 Hrs	Unit -2:
	Undertake evaluation study on employment generation programmes and prepare an assignment.
	· Field visit to village and study the employment pattern
	 Field visit to nearby village and study the poverty situation
	Practicum:
	Review of Poverty Alleviation and Employment Generation Programmes in India.
	Measurement and Types employment
	Farm and Non-farm employment
	Causes of Poverty
	Meaning and Measurement of Poverty
Ņ	Chapter: 3 - Poverty and Unemployment in Rural India

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14 Hrs

Unit -3:

Write a small report on Rural Industry

Chapter /- Rural Development Programmes	
Wage Employment Programmes	4
Self-employment and Entrepreneurship Development Programmes Rural Housing Programmes	
Rural Sanitation Programmes	
Chapter 8 - Rural Markets	^
Meaning and Types of Rural Markets Defects and Government Measures for Personal of Defects and Government Measures for Personal Office of Defects and G	Ü
Co-operative Marketing Societies	
Meaning and Importance of Regulated Markets	
Digital Marketing(c-NAM)	
Chapter 9 - Rural Governance	5
Legislations powers, Functions, and sources of revenue of Panchayat Raj Institutions	
Role of NGOs in rural development	
People's participation in rural development	
Practicum:	

- Group Discussion on Rural Governance
- Interview Gram Panehayat members and prepare brief note on their participation in rural development.
- Undertake evaluation study on rural development programmes and prepare an assignment.

Pedagogy: Classroom lecture, tutorials, Problem solving exercise

Formative Assessment as per NEP guidelines are compulsory	Total	Case study / Field work / Project work/ Industrial Visit and Prepare a report	Quiz	Assignment/Seminar	Internal Test	A CONTRACTOR OF THE PROPERTY O	Assessment Occasion/type	Formative Assessment for C1 & C2
are compulsory	, OF	Œ	05	05	10	CI	×	CZ
	40 Marks	10			10	S	Marks	

Note: Strictly follow the Practicum

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Refe	References
_	Chambers, R. (1983): Rural Development: Putting the Last First, Longman, Harlow.
2	Dandekar, V.M. and N. Rath (1971); Poverty in India, GIPE, Pune.
ţ,	Dantwala, M. L. (1973): Poverty in India: Then and Now, 1870-1970, Macmillan, Bombay.
4	Gupta. K.R. (Ed) (2003): Rural Development in India, Atlantic Publishers and Distributors, New Delhi.
S	Jain, Gopal Lal (1997): Rural Development, Mangal Deep Publications, Jaipur,
6	Singh, Katar (1986): Rural Development: Principles, Polices and Management, Sage Publications, New Delhi, (Second Edition).
7	Karalay, G. N. (2005): Integrated Approach to Rural Development: Polices, Programmes and Strategies, Concept Publishing Company, New Delhi.
œ	Maheshwari, S. R. (1985): Rural Development in India, Sage, Publications New Delhi.
9	Satya Sundaram, I. (1997): Rural Development, Himalaya Publishing House, Delhi.
10	Mehta, Shiv R. (1984): Rural Development Policies and Frogrammes, Sage Publications, New Delhi.
Ξ	Tyagi, B. P. (1998): Agricultural Economies and Rural Development, Jai Prakash Math and Co., Meerut.
12	Somashekar Ne. Thi. (2022) గ్రామీణ అభివృద్ధి. Siddalingeshwara publication, Kalburgi.
ü	H. R. Krishnaiah Gowda (2022) ന്നൂവനേ ലൂപ്പു പ്ലി Mysore book house publication, Mysore.

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Semester 1

Course Title: OEC 1.5: Pre-Reforms Indian Economy (OEC)	Economy (OEC)
Total Contact Hours: 42	Course Credits: 3
Formative Assessment Marks: 40	Duration of ESA/Exam: 3 Hrs
Model Syllabus Authors:	Summative Assessment Marks: 60

Course Pre-requisite(s): 12" Standard Pass

Course Outcomes (COs):

At the end of the course the student should be able to:

	F. 60	2 Pr)	ΩΩ	I Fe		* \$ # # * * * * * * * * * * * * * * * * * *
Chapter 4: Planning Mixed Economy Bombay Plan Gandhian Model Nehru Mahalanobis Model Objectives and achievements of economic planning in India Chapter 5: Monetary policy in India Instruments of Monetary Policy Instruments of Monetary Policy	Economic Policies	 Performance of public sector in India, Service sector in India. Practicum: I. Identifying economic problems and their causes; Mini-project on any aspect of Indian agriculture, industry, service and public sectors 	Industrial and Service Sector Industrial development; Micro, Small and Medium Enterprises, Industrial Policy	Green Revolution Agriculture marketing in India Agricultural price policy	Chapter 1: Features of Indian Economy. India as a developing economy, Demographic features Iluman Development (IIDI), Problems of Poverty, Unemployment, Inflation, income inequality Chapter 2: Issues in Agriculture sector in India Land reforms	Features and problems of Indian Economy	Description	Identify the structural features and constraints of the Indian economy Evaluate planning models and strategy adopted in India Analyze the sector specific problems and contributions towards overall economic growth Review various economic policies addopted
2 %	3		~		0 4	15	Hours	dbwo.

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	Chapter 6: Fiscal Policy in India	
	Tax Revenue	•
	Public expenditure	o
	Budgetary deficits	
	Fiscal reforms	
	 Public debt management and reforms 	
	 Centre state Finance Relations and Finance commissions in India. 	
	Practicum: Assignment on successes and failures of India's planning; Monetary	
	and Fiscal Policy instruments	
Ξ	External sector and Nature of Reforms in India	14
	Chapter 7: India's foreign trade	6
	Salient features	
	 Value, composition and direction of trade 	
	Balance of payments	
	 Goal of self-reliance based on import substitution and protection 	
	Tariff policy	
	Exchange rate	6
	Chapter 8: Post-1991 strategies	
	 Stabilisation and structural adjustment packages 	
	 Liberalisation Privatisation Globalisation (LPG) Model 	
	 Impact of LPG Policies on Indian Economy 	2
	Chapter 9: NITI Ayog	
	Organization	
	 Functions 	
	Practicum: Calculation of BoP and evaluating trade policies; Assignment and group	
	discussion on the impact of LPG Policies	
Sugg	Suggested Readings: 1. Dut Ruddar and K.P.M Sundaram (2001): Indian Economy, S Chand & Co. Ltd. New Delhi.	lhi.
2. M	 Mishra S.K & V.K Puri (2001) "Indian Economy and -Its development experience". Himalaya 	alaya
Publ	Publishing House.	
3. K	3. Kapila Uma: Indian Economy: Policies and Performances, Academic Foundation	1
2	4. Bardhan, P.K. (9th Edition) (1999). The Political Economy of Development in India, Oxford	מנט

4. Bardhan, P.K. (9th Edition) (1999), The Political Economy of Development in India, Oxford University Press, New Delhi.

5. Jalan, B. (1996), India's Economic Policy-Preparing for the Twenty First Century, Viking, New Delhi.

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Semester II

Course Title: OEC 2.5: Contemporary Indian Economy	an Economy
Total Contact Hours: 42	Course Credits: 3
Formative Assessment Marks: 40	Duration of ESA/Exam: 3 Hrs
Model Syllabus Authors:	Summative Assessment Marks: 60

Course Pre-requisite(s):

Course Outcomes (COs):

At the end of the course the student should be able to:

- vi. Understand the current problems of Indian Economy
 vii. Identify the factors contributing to the recent growth of the Indian economy
 viii. Evaluate impact of LPG policies on economic growth in India
 ix. Analyze the sector specific policies adopted for achieving the aspirational goals
 x. Review various economic policies adopted

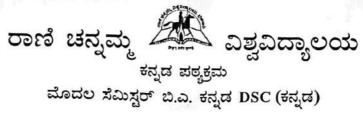
Content of Course 1-1 LPG POLICIES, ECONOMIC REFORMS AND AGRICULTURE 14 ppter No. 1 Recent Issues Genesis and Impact of LPG India's population policy Demographic Dividend India's human development in global perspective Urbanization and governance Urbanization and Smart City Mission Impact of COVID-19 Pandemic Atma Niribara Bharat Abhiyan Price policy and Subsidies Commercialisation and Diversification Public Distribution System Public Distribution System Agrarian Crisis, Doubling Farm Incomes, MGNREGS Mini-project to ascertain the impact of pandemic on lives of different sections of population Agrarial Policy New Industrial Policy Privatisation and Disinvestment Connection and Disinvestment		
Content of Course CONOMIC REFORMS AND AGRICULTURE Ind Impact of LPG pulation policy phic Dividend iman development in global perspective and governance ion and Smart City Mission Sector COVID-19 Pandemic bhara Bharat Abhiyan Reforms and Agriculture ure and WTO ure and WTO ure and WTO Cry and Subsidies italisation and Diversification bistribution System f public expenditure on agricultural growth Crisis, Doubling Farm Incomes, MGNREGS Crisis, Doubling Farm lives of different in restand the agrarian situation JSINESS, FISCAL POLICY olicy olic		Competition Policy
Content of Course CONOMIC REFORMS AND AGRICULTURE Ind Impact of LPG pulation policy phic Dividend man development in global perspective and governance ion and Smart City Mission sector COVID-19 Pandemic bhara Bharat Abhiyan teforms and Agriculture ure and WTO ley and Subsidies ialisation and Diversification istribution System is public expenditure on agricultural growth Crisis, Doubling Farm Incomes, MGNREGS crtain the impact of pandemic on lives of different in strand the agrarian situation JSINESS, FISCAL POLICY olicy olicy of policy and changes ctor reform		Privatisation and Disinvestment
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Content of Course CONOMIC REFORMS AND AGRICULTURE Ind Impact of LPG pulation policy phic Dividend iman development in global perspective and governance ion and Smart City Mission sector COVID-19 Pandemic charms and Agriculture ure and WTO ure and WTO ure and Substities italisation and Diversification istribution System f public expenditure on agricultural growth Crisis, Doubling Farm Incomes, MGNREGS criain the impact of pandemic on lives of different in restand the agrarian situation	14	Unit - 2 INDUSTRY, BUSINESS, FISCAL POLICY
Content of Course CONOMIC REFORMS AND AGRICULTURE Ind Impact of LPG spulation policy sphic Dividend man development in global perspective and governance ion and Smart City Mission Sector COVID-19 Pandemic shara Bharat Abhiyan keforms and Agriculture ure and WTO ure and WTO ure and Subsidies icy and Subsidies icy and Subsidies icy and Subsidies for public expenditure on agricultural growth Crisis, Doubling Farm Incomes, MGNREGS Crisis, Doubling Farm Incomes, MGNREGS		4. Field visits to understand the agrarian situation
CONOMIC REFORMS AND AGRICULTURE CONOMIC REFORMS AND AGRICULTURE Ind Impact of LPG pulation policy phic Dividend man development in global perspective and governance ion and Smart City Mission sector COVID-19 Pandemic thara Bharat Abhiyan teforms and Agriculture ure and WTO cy and Subsidies ialisation and Diversification distribution System f public expenditure on agricultural growth Crisis, Doubling Farm Incomes, MGNREGS Crisis, Doubling Farm Incomes of different		sections of population
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Content of Course CONOMIC REFORMS AND AGRICULTURE In Impact of LPG spulation policy phic Dividend man development in global perspective and governance ion and Smart City Mission sector COVID-19 Pandemic bhara Bharat Abhiyan beforms and Agriculture cy and Subsidies ialisation and Diversification		Public Distribution System
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Content of Course CONOMIC REFORMS AND AGRICULTURE Ind Impact of LPG pulation policy phic Dividend man development in global perspective and governance ion and Smart City Mission sector COVID-19 Pandemic that Abhiyan		Chapter No. 3 Economic Reforms and Agriculture
CONOMIC REFORMS AND AGRICULTURE CONOMIC REFORMS AND AGRICULTURE In Impact of LPG spulation policy phic Dividend man development in global perspective and governance ion and Smart City Mission sector COVID-19 Pandemic		 Atma Nirbhara Bharat Abhiyan
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Content of Course CONOMIC REFORMS AND AGRICULTURE and Impact of LPG pulation policy phic Dividence man development in global perspective and governance	4	 Urbanization and Smart City Mission
Content of Course CONOMIC REFORMS AND AGRICULTURE and Impact of LPG spulation policy shir Dividend sman development in global perspective		Chapter No. 2 Urbanization and governance
CONOMIC REFORMS AND AGRICULTURE In dispact of LPG Spulation policy Content of Course		 India's human development in global perspective
Content of Course CONOMIC REFORMS AND AGRICULTURE Ind Impact of LPG pulation policy		Demographic Dividend
Content of Course CONOMIC REFORMS AND AGRICULTURE and Impact of LPG		 India's population policy
Content of Course CONOMIC REFORMS AND AGRICULTURE		 Genesis and Impact of LPG
	4	Chapter No. 1 Recent Issues
	14	Unit - 1 LPG POLICIES, ECONOMIC REFORMS AND AGRICULTURE
	42 Hrs	Content of Course

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	 Dutt Ruddar and K.P.M Sundaram (2001): Indian Economy, S Chand & Co. Ltd. New
	India, Delhi, OUP
	Bhaduri Amit, (2015), A Model of Development By Dispossession, Fourth Foundation The Control of Development Planning and I therelisation in
	Oxford University Press, New Delhi.
	 Bardhan, P.K. (9th Edition) (1999), The Political Economy of Development in India.
	References
	4. Group Discussions on India's trade policies and trade agreements
	components and trends.
	Practicum:
	 Bilateral and Multilateral Trade Agreements and Associations
	 New EXIM policy, WTO and India
	 FDI – Trends and Patterns
	 Capital account convertibility
6	 New Exchange Rate Regime: Partial and full convertibility
	 India Balance of payment since 1991
	 India's foreign trade
	Chapter No. 9. Foreign Trade and Investment
	 Demonetization and its impact
	 Analysis of price behaviour in India, Anti-inflationary measures
	 Foreign banks and Non-banking financial institutions
	Development Fnance Institutions
	Commercial banks,
	 Changing roles of the Reserve Bank of India
S	Working of SEBI in India
	Chapter No. 8. Money and Capital Markets
	 Review of monetary policy of RBI
	Interest rate policy
	 Financial sector reforms
	 Organisation of India's money market
ي	Chapter No. 7 Monetary Policy
14	Unit - 3 MONETARY POLICY, FOREIGN TRADE AND INVESTMENT
	Practicum: Mini-projects to assess the business climate
	 Recommendations of the Current Finance Commission
_	GST, Fiscal Federalism and Fiscal Consolidation
	 Fiscal Responsibility and Budget Management (FRBM) Act
	Public debt management and reforms
	 Pension and Fiscal Reforms
	Tax, Expenditure, Budgetary deficits
S	Chapter No. 6. Fiscal Policy
	(The teacher should include the latest policy of the government)
	National Monetization Pipeline
	 Make in India, development of economic and social infrastructure
	 Role of MNC's in Industrial Development
	Performance of MSMEs
	Ease of Doing Business
5	Chapter No. 5. Business

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Delhi.



Program Structure Proposed Scheme of Teaching & Evaluation for BA with Kannada as Core subject

			Semester I					
Sl. No.	Course	Title of the Course	Category of Courses	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
1	BA. 1.1	ಪ್ರಾಚೀನ ಕನ್ನಡ ಸಾಹಿತ್ಯ ಚರಿತ್ರೆ	DSC	03	60	40	100	3
2	BA. 1.2	ಪ್ರಾಚೀನ ಕನ್ನಡ ಪಠ್ಯಗಳು	DSC	03	60	40	100	3
3	BA1.3	ಕನ್ನಡ ಸಣ್ಣಕತೆಗಳು	OEC	03	60	40	100	3

			Semester II					
SI. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours perWeek (L+T+P)	SEE	CIE	Total Marks	Credits
4	BA. 2.1	ಮಧ್ಯಕಾಲೀನ ಕನ್ನಡ ಸಾಹಿತ್ಯ ಚರಿತ್ರೆ	DSC	03	60	40	100	3
5	BA. 2.2	ಆಧುನಿಕ ಕನ್ನಡ ಸಾಹಿತ್ಯ ಪಠ್ಯಗಳು	DSC	03	60	40	100	3
6	BA. 2.3	ಕನ್ನಡ ಕಾದಂಬರಿ	OEC	03	60	40	100	3

EXIT OPTION WITH CERTIFICATION - with ability to solve well defined problems

Activities	C1	C2	Total Marks
Session Test	10% marks	10% marks	20%
Seminars/Presentations/Activity	10% marks		10%
Case study /Assignment / Field work / Project work etc.		10% marks	10%
Total	20% marks	20% marks	40%

Conduct of Seminar, Case study / Assignment, etc. can be either in C1 or in C2 component at the convenience of the concerned teacher.

Course Structure of DSC, AECC & OEC for B.A/B.S.W (whichever applicable) Kannada subject

			Semester III			.6		
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
1	BA/BSW Language-1	Language-1	AECC	04	60	40	100	3
2	BA. 3.1	ಭಾರತೀಯ ಮತ್ತು ಪಾಶ್ಚಾತ್ಯ ಕಾವ್ಯ ಮೀಮಾಂಸೆ	DSC	03	60	40	100	3
3	BA. 3.2	ಕನ್ನಡ ಕಾವ್ಯಮೀಮಾಂಸೆಯ ಆಧುನಿಕ ರೂಪಗಳು	DSC	03	60	40	100	3
4	BA/BSW 4.3	ಸ್ಪರ್ಧಾತ್ಮಕ ಕನ್ನಡ	OEC	03	60	40	100	3

			Semester IV				212	
SI. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours perWeek (L+T+P)	SEE	CIE	Total Marks	Credits
5	BA/BSW Language-1	Language-1	AECC	04	60	40	100	3
6	BA. 4.1	ಸಂಶೋಧನೆ ಮತ್ತು ವಿಮರ್ಶೆ	DSC	03	60	40	100	3
7	BA. 4.2	ಜಾನಪದ ಹಾಗೂ ಮಹಿಳಾ ಸಾಹಿತ್ಯ	DSC	03	60	40	100	3
8	BA/BSW 4.3	ಭಾಷಾಂತರ ಮತ್ತು ರಂಗಭೂಮಿ	OEC	03	60	40	100	3

EXIT OPTION WITH CERTIFICATION - with ability to solve well defined problems

Model Question Paper

Max Marks: 60 Max

Time: 2 hrs

ಪ್ರತಿ ಘಟಕದಿಂದ ಎರಡು ಪ್ರಬಂಧ ರೂಪದ ಪ್ರಶ್ನೆ ಕೇಳಿ ಒಂದಕ್ಕೆ ಉತ್ತರಿಸಲು ಹೇಳುವುದು.

10X4=40

2. ಪ್ರತಿ ಘಟಕದಿಂದ ಒಂದರಂತೆ ನಾಲ್ಕು ಟಿಪ್ಪಣಿ ರೂಪದ ಪ್ರಶ್ನೆ ಕೇಳಿ ಎರಡಕ್ಕೆ ಉತ್ತರಿಸಲು ಹೇಳುವುದು. 5X2=10

3. ಇಡೀ ಪಠ್ಯಕ್ಕೆ ಅನ್ವಯಿಸಿ ಒಂದು ಅಂಕದ ಹತ್ತು ವಸ್ತು ನಿಷ್ಯಪ್ರಶ್ನೆ ಕೇಳುವುದು

1X10=10

ರಾಣಿ ಚನ್ನಮ್ಮ



ವಿಶ್ವವಿದ್ಯಾಲಯ

ಕನ್ನಡ ಪಠ್ಯಕ್ರಮ

ಮೊದಲ ಸೆಮಿಸ್ಟರ್ ಮುಕ್ತ ಅಯ್ಕೆ (OEC-1) ಕನ್ನಡ ಸಣ್ಣಕತೆಗಳು

ಪಠ್ಯಕ್ರಮ

ಸುವರ್ಣ ಕಥಾ ಸಂಕಲನ (ಸಂಪಾದಕರು ಕೃಷ್ಣಮೂರ್ತಿ ಹನೂರ ಮತ್ತು ಬಾನು ಮುಷ್ತಾಕ್) ದಲ್ಲಿಯ ಈ ಕೆಳಗಿನ ಕಥೆಗಳನ್ನು ಮಾತ್ರ ಆಯ್ದುಕೊಳ್ಳಲಾಗಿದೆ.

ಫ್ಟಕ – 1

- 1. ಗೌತಮಿ ಹೇಳಿದ ಕಥೆ ಮಾಸ್ತಿ ವೆಂಕಟೇಶ ಅಯ್ಯಂಗಾರ
- 2. ಜೋಗತಿಕಲ್ಲು ಆನಂದಕಂದ
- 3. ಪ್ರಕೃತಿ ಯು. ಆರ್. ಅನಂತಮೂರ್ತಿ

ಫಟಕ - 2

- 4. ಮಾಯಾಮೃಗ ಕೆ. ಪಿ. ಪೂರ್ಣಚಂದ್ರ ತೇಜಸ್ವಿ
- 5. ಧರ್ಮ ಬಲೆ ಬೀಸಿದಾಗ ಸಾರಾ ಅಬೂಬಕ್ಕರ್
- 6. ಒಂದು ಹುಡುಗನಿಗೆ ಬಿದ್ದ ಕನಸು ಬೆಸಗರಹಳ್ಳಿ ರಾಮಣ್ಣ

ಫಟಕ - 3

- 7. ಬಸ್ಸು ಹೊರಟು ಹೋಯಿತು ಮಲ್ಲಿಕಾರ್ಜುನ ಹಿರೇಮಠ
- 8. ಸತ್ಯಾಗ್ರಹ ಶಾಂತಾರಾಮ ಸೋಮಯಾಜಿ
- 9. ಕಾಡಜ್ಜ ರಾಘವೇಂದ್ರ ಪಾಟೀಲ

ಘಟಕ - 4

- 10. ಮಾಯಾಲೋಕ ತುಂಬಾಡಿ ರಾಮಯ್ಯ
- 11. ಅಗಸರ ಅಣ್ಣೆಮ್ಮ ಚನ್ನಣ್ಣ ವಾಲೀಕಾರ
- 12. ಅಳಬೇಡ ಕಂದ ನಾಗತಿಹಳ್ಳಿ ಚಂದ್ರಶೇಖರ್

ಘಟಕ - 5

- 13. ಮಣ್ಣಸೇರಿದ ಬೀಜ ಅಮರೀಶ ನುಗಡೋಣಿ
- 14. ತಾಯ್ತನ ಹೆಚ್. ನಾಗವೇಣಿ
- 15. ಮಗು ಚಿತ್ರ ಬರೆಯಿತು ಸುನಂದಾ ಪ್ರಕಾಶ ಕಡಮೆ

ಪರಾಮರ್ಶನ ಗ್ರಂಥ :

1. ಸುವರ್ಣ ಕಥಾ ಸಂಕಲನ, ಸಂ. ಕೃಷ್ಣಮೂರ್ತಿ ಹನೂರ ಮತ್ತು ಬಾನು ಮುಷ್ತಾಕ್, ಕನ್ನಡ ಮತ್ತು ಸಂಸ್ಕೃತಿ ಇಲಾಖೆ, ಕನ್ನಡ ಭವನ, ಬೆಂಗಳೂರು-56002, ಪ್ರಕಟಣೆಯ ವರ್ಷ-2006.

ವಿಶ್ವವಿದ್ಯಾಲಯ ಕನ್ನಡ ಪಠ್ಯಕ್ರಮ

ಎರಡನೆಯ ಸೆಮಿಸ್ಟರ್ ಮುಕ್ತ ಅಯ್ಕೆ (OEC-2) ಕನ್ನಡ ಕಾದಂಬರಿಗಳು

ಕನ್ನಡ ಕಾದಂಬರಿಗಳ ಹುಟ್ಟು, ಬೆಳವಣಿಗೆ

ಘಟಕ -2 ಮತ್ತು 3

1. ಬೆಟ್ಟದ ಜೀವ – ಶಿವರಾಮ ಕಾರಂತರ

ಘಟಕ – 4 ಮತ್ತು 5

2. ಕದಳಿಯ ಕರ್ಪೂರ – ತಿಪ್ಪೇರುದ್ರಸ್ವಾಮಿ

ಪರಾಮರ್ಶನ ಗ್ರಂಥಗಳು :

- 1. ಯುಗಧರ್ಮ ಮತ್ತು ಸಾಹಿತ್ಯ ದರ್ಶನ: ಕೀರ್ತಿನಾಥ ಕುರ್ತಕೋಟಿ, ಮನೋಹರ ಗ್ರಂಥಮಾಲೆ, ಧಾರವಾಡ
- 2. ಕನ್ನಡ ಕಾದಂಬರಿಯ ಮೊದಲ ಹೆಜ್ಜೆಗಳು (ಸಂ): ವಿವೇಕ ರೈ, ಮಂಗಳೂರು ವಿವಿ
- 3. ಕನ್ನಡ ಕಾದಂಬರಿ ನಡೆದು ಬಂದ ರೀತಿ: ಶಾಂತಿನಾಥ ದೇಸಾಯಿ
- 4. ಆಧುನಿಕ ಭಾರತೀಯ ಸಾಹಿತ್ಯ: ಎಂ.ಜಿ. ಕೃಷ್ಣಮೂರ್ತಿ, ಅಕ್ಷರ ಪ್ರಕಾಶನ, ಹೆಗ್ಗೋಡು, ಶಿವಮೊಗ್ಗ
- 5. ಕನ್ನಡ ಕಥನ ಸಾಹಿತ್ಯ: ಕಾದಂಬರಿ : ಡಾ. ಜಿ.ಎಸ್. ಅಮೂರ, ಸ್ವಪ್ನ ಬುಕ್ಹೌಸ, ಬೆಂಗಳೂರು
- 6. ಕನ್ನಡ ಮೊದಲ ಕಾದಂಬರಿಗಳು: ಜಿ.ಎಸ್. ರಂಗನಾಥರಾವ್, ವಸಂತ ಪ್ರಕಾಶನ, ಬೆಂಗಳೂರು
- 7. ನಾಡು ನುಡಿಯ ರೂಪಕ: ಶಿವರಾಮ ಪಡಿಕ್ಕಲ್, ಮಂಗಳೂರು ವಿವಿ
- 8. ಸಾಹಿತ್ಯ ಕಥನ: ಡಿ.ಆರ್. ನಾಗರಾಜು, ಅಕ್ಷರ ಪ್ರಕಾಶನ, ಹೆಗ್ಗೋಡು, ಶಿವಮೊಗ್ಗ
- 9. ಕನ್ನಡ ಕಥನ ಸಾಹಿತ್ಯ: ಸಣ್ಣ ಕಥೆ: ಡಾ. ಜಿ.ಎಸ್. ಅಮೂರ, ಪ್ರೀಯದರ್ಶಿನಿ ಪ್ರಕಾಶನ ಬೆಂಗಳೂರು

ರಾಣಿ ಚನ್ನಮ್ಮ ವಿಶ್ವವಿದ್ಯಾಲಯ, ಬೆಳಗಾವಿ ಶಾಸ್ತ್ರೀಯ ಕನ್ನಡ ಭಾಷಾ ಅಧ್ಯಯನ ಸಂಸ್ಥೆ ಸ್ನಾತಕ ತರಗತಿಗಳ ಕನ್ನಡ ಮುಕ್ತ ಆಯ್ಕೆ ಪತ್ರಿಕೆಯ ಪಠ್ಯಕ್ರಮ ಮೂರನೆಯ ಸೆಮಿಸ್ಟರ್ (ಎನ್.ಇ.ಪಿ)

Open Elective Course

ಪತ್ರಿಕೆಯ ಹೆಸರು : ಸ್ವರ್ಧಾತ್ಮಕ ಕನ್ನಡ ಕ್ರೂಟ್ಗಳು- 3. ಪಾಠದ ಅವಧಿ-3 ಗಂಟೆಗಳು. ಲಿಖಿತ ಪರೀಕ್ಷಿಗೆ 60 ಅಂಕಗಳು ಹಾಗೂ ಅಂತರಿಕ ಗುಣಾಂಕಗಳು-40)

- ಕಟ್ ೧ ಸ್ಪರ್ಧಾತ್ಮಕ ಪರೀಕ್ಷೆಗಳು, ಸ್ಪರ್ಧಾತ್ಮಕ ಪರೀಕ್ಷೆಗಳಲ್ಲಿ ಕನ್ನಡ ಪತ್ರಿಕೆಗಳು, ಗ್ರೂಪ್ 'ಸಿ' ವೃಂದದ ಪರೀಕ್ಷೆಗಳಲ್ಲಿ ಕನ್ನಡ ಪತ್ರಿಕೆಗಳು, ಗ್ರೂಪ್ 'ಎ ' ಮತ್ತು 'ಬ' ವೃಂದದ ಪರೀಕ್ಷೆಗಳಲ್ಲಿ ಕನ್ನಡ ಪತ್ರಿಕೆಗಳು,
- ಳಟಕ 2 ಪತ್ರಿಕೆಗಳಲ್ಲಿ ಬರುವ ಸಾಮಾನ್ಯ ಅಂಶಗಳು
 - ಅ. ಭಾಷೆಯ ಅರ್ಥ ಮತ್ತು ವ್ಯಾಖ್ಯಾನಗಳು, ಶಬ್ಧ ನಿಷ್ಪತ್ತಿ, ಭಾಷಾ ವ್ಯತ್ಯಾಸ, ಭಾಷಾ ಪ್ರಭೇದಗಳು, ದ್ವಿಧಾಷಿಕತೆ, ಬಹುಭಾಷಿಕತೆ, ಭಾಷಾ ಸ್ವೀಕರಣ.
 - ಆ. ವ್ಯಾಕರಣಾಂಶಗಳು ಅಕ್ಷರಗಳು, ಸಂಧಿ ಮತ್ತು ಸಮಾಸ, ನಾಮಪದ, ಲಿಂಗ, ವಚನ, ವಿಭಕ್ತಿಗಳು, ಅವ್ಯಯ, ತದ್ಧಿತಾಂತ, ಕೃದಂತಗಳು
- #ಟಕ 3 ಪ್ರಾಚೀನ, ಮಧ್ಯಕಾಲೀನ, ಆಧುನಿಕ ಕನ್ನಡ ಸಾಹಿತ್ಯದ ಪ್ರಮುಖ ಕವಿ-ಕೃತಿಗಳು ಕನ್ನಡ ನಾಡಿನ ರಾಜಮನೆತನಗಳು, ಶಾಸನಗಳು, ಸ್ಮಾರಕಗಳು, ಪ್ರಮುಖ ಸಾಂಸ್ಕೃತಿಕ ಕೇಂದ್ರಗಳು, ಕನ್ನಡ ನಾಡು-ನುಡಿಗಾಗಿ ಶ್ರಮಿಸಿದವರು, ಕನ್ನಡ ಪತ್ರಿಕೋದ್ಯಮ ನಡೆದುಬಂದ ದಾರಿ.
- ಘಟಕ 4 ಕನ್ನಡ ಕಟ್ಟುವಲ್ಲಿ ಸಂಘಟನೆಗಳ ಪಾತ್ರ, ರಂಗಭೂಮಿ ಮತ್ತು ಚಲನಚಿತ್ರ ಕ್ಷೇತ್ರದ ಗಣ್ಯರು ಕರ್ನಾಟಕದ ಭೌಗೋಳಿಕತೆ
- ಘಟಕ 5 ಕನ್ನಡದ ಮುಂದಿರುವ ಸವಾಲುಗಳು, ಕನ್ನಡಿಗರ ಉದ್ಯಮಶೀಲತೆ ಹಾಗೂ ಉದ್ಯೋಗಾವಕಾಶಗಳು.

ಪ್ರಕ್ನೆ ಪತ್ರಿಕೆಯ ಮಾದರ : ಗರಷ್ಠ ಅಂಕಗಳು : 60, ಬಹುಆಯೈಯ 120 ಪ್ರಕ್ನೆಗಳು (MCQ) ಪ್ರತಿ ಪ್ರಕ್ನೆಗೆ 0.5 (ಅರ್ಥ) ಅಂಕಗಳು

ಸೂಚನೆ : ಶ್ರೀ. ಎಂ. ಬಿ. ಕೊಪ್ಪದ, ಕನ್ನಡ ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು, ಸರ್ಕಾರ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು, ನೇಸರಗಿ, ಹಾಗೂ ಶ್ರೀ. ಬಿ. ಎ. ದೇಸಾಯಿ. ಕನ್ನಡ ಸಹಾಯಕ ಪ್ರಾಧ್ಯಾಪಕರು, ಶ್ರೀ ರಾಮಲಿಂಗೇಶ್ವರ ಪ್ರಥಮ ದರ್ಜೆ ಕಾಲೇಜು, ಕಲ್ಲೋಳಿ ಇವರು ಸಿದ್ಧಪಡಿಸಿದ ಮಸ್ತಕವನ್ನು ರಾಣಿ ಚನ್ನಮ್ಮ ಏಶ್ವವಿದ್ಯಾಲಯದ ಪ್ರಸಾರಾಂಗದಿಂದ ಪ್ರಕಟಿಸಲಾಗಿದೆ. ಅಧ್ಯಾಪಕರುಗಳು ಸದರಿ ಮಸ್ತಕವನ್ನು ಬಳಸಿಕೊಳ್ಳಬಹುರು ಇಲ್ಲವೇ ತಾವೇ ಮೋಧನಾ ಸಾಮಗ್ರಿಗಳನ್ನು ಸಂಗ್ರಹಿಸಿಕೊಂಡು ಬೋಧನೆಯನ್ನು ನೀಡಬಹುದು.

B. PROGRAM STRUCTURE OF B.COM.

		S	emester I					
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
1	B.Com.1.1	Financial Accounting	DSC-1	3+0+2	60	40	100	4
2	B.Com.1.2	Management Principles and Applications	DSC-2	4+0+0	60	40	100	4
3	B.Com.1.3	Principles of Marketing	DSC-3	4+0+0	60	40	100	4
4	B.Com.1.4	 Entrepreneurship Development Accounting for Everyone 	OEC-1	3+0+0	60	40	100	3
5	Lang.1.1	Language – I	AECC	3+1+0	60	40	100	3
6	Lang.1.2	Language –II	AECC	3+1+0	60	40	100	3
7	SEC-SB-1	Digital Fluency	SEC-SB	1+0+2	25	25	50	2
8		Yoga/Sports		0+0+2	_	25	25	1
9	SEC-VB-1	H&W/NCC/NSS/R&R/CA	SEC-VB	0+0+2	-	25	25	1
		Sub –Total (A)			385	315	700	25

		Section Section Section	emester II					
SI. No.	The second secon	Title of the Course	Category of Courses	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
10	B.Com.2.1	Advanced Financial Accounting	DSC-4	3+0+2	60	40	100	4
11	B.Com.2.2	Business Mathematics OR Corporate Administration	DSC-5	4+0+0	60	40	100	4
12	B.Com.2.3	Law & Practice of Banking	DSC-6	4+0+0	60	40	100	4
13	B.Com.2.4	Event Management Investing in Stock Markets	OEC-2	3+0+0	60	40	100	3
14	Lang. 2.1	Language - I	AECC	3+1+0	60	40	100	3
15	Lang. 2.2	Language –II	AECC	3+1+0	60	40	100	3
16	AECC	Environmental Studies	AECC	2+0+0	30	20	50	2
17		Yoga/Sports		0+0+2	-	25	25	1
18	SEC-VB-2	H&W/NCC/NSS/R&R/CA	SEC-VB	0+0+2	-	25	25	1
		Sub – Total (B)	1 11 1	~ 1 11	390	310	700	25

Exit Option with Certification - With ability to solve well defined problems

Name of the Program: Bachelor of Commerce (B.Com) Course Code: B.Com. 1.4 Open Elective Course

Name of the Course: 2. ACCOUNTING FOR EVERYONE

Course Credits
No. of Hours per Week
Total No. of Teaching Hours
3 Credits
3+0+0
42 Hrs

Pedagogy: Classrooms lecture, Case studies, Group discussion, Seminar & field work etc.,

Course Outcomes: On successful completion of the course, the Students will be able to

- 1. Analyse various terms used in accounting;
- 2. Make accounting entries and prepare cash book and other accounts necessary while running a business;
- 3. Prepare accounting equation of various business transactions;
- 4. Analyse information from company's annual report;

5. Comprehend the management reports of the company.

Module	Syllabus	Teaching
-		Hours
I	INTRODUCTION TO ACCOUNTING:	08
	Meaning - Importance and Need - Its objectives and relevance to business	
	establishments and other organizations, and individuals - Accounting	
	information: meaning - users and utilities - sources of accounting	
	information - Some Basic Terms - Transaction - Account - Asset -	
	Liability - Capital - Expenditure & Expense - Income - Revenue - Gain -	
	Profit - Surplus - Loss - Deficit - Debit - Credit - Accounting Year - Financial Year.	
II	TRANSACTIONS AND RECORDING OF TRANSACTIONS:	08
11	Features of recordable transactions and events - Basis of recording -	08
	vouchers and another basis - Recording of transactions: Personal account -	
	Real Account and Nominal Account; Rules for Debit and Credit; Double	
	Entry System - journalizing transactions; Preparation of Ledger - Cash	
	Book including bank transactions. (Simple Problems)	
III	PREPARATION OF FINANCIAL STATEMENTS:	10
	Fundamental Accounting Equation; Concept of revenue and Capital;	10
	Preparation of financial statements. (Simple problems)	
IV	COMPANY ACCOUNTS:	08
	Explanation of certain terms - Public Limited Company, Private Limited	
	Company - Share - Share Capital - Shareholder - Board of Directors -	
1	Stock Exchange - Listed Company - Share Price - Sensex - BSE - NSE;	
	Annual report etc. Contents and disclosures in Annual Report - Company	
	Balance Sheet and Statement of Profit and Loss - Content Analysis based	
	on annual report including textual analysis.	
V	MANAGEMENT REPORTS:	08
	Reports on Management Review and Governance; Report of	
	Board of Directors - Management discussion analysis - Annual Report	
	on CSR – Business responsibility report – Corporate governance report –	
	Secretarial audit report.	

Skill Developments Activities:

- > Download annual reports of business organisations from the websites and go through the contents of the annual report and present the salient features of the annual report using some ratios and content analysis including textual analysis.
- > Prepare accounting equation by collecting necessary data from medium sized firm.

- > Prepare financial statements collecting necessary data from small business firms.
- > Collect the management reports of any large scale organisation and analyse the same.
- Any other activities, which are relevant to the course.

Reference Books:

- 1. Hatfield, L. (2019). Accounting Basics. Amazon Digital Services LLC.
- 2. Horngren, C. T., Sundem, G. L., Elliott, J. A., & Philbrick, D. (2013). Introduction to Financial Accounting. London: Pearson Education.
- 3. Siddiqui, S. A. (2008). Book Keeping & Accountancy. New Delhi: Laxmi Publications Pvt. Ltd.
- 4. Sehgal, D. (2014). Financial Accounting. New Delhi: Vikas Publishing House Pvt.Ltd.
- 5. Tulsian, P. C. (2007). Financial Accounting. New Delhi: Tata McGraw Hill PublishingCo. Ltd.
- 6. Mukharji, A., & Hanif, M. (2015). Financial Accounting. New Delhi: Tata McGraw Hill Publishing Co. Ltd.
- 7. Maheshwari, S. N. & Maheshwari, S. K. (2018). Financial Accounting. New Delhi: Vikas Publishing House Pvt. Ltd.
- 8. Khan, M.Y. and Jain, P.K. Management Accounting. McGraw Hill Education.
- 9. Arora, M.N. Management Accounting, Vikas Publishing House, New Delhi

Note: Latest edition of text books may be used.

Name of the Program: Bachelor of Commerce (B.Com.) Course Code: B.Com. 2.4 Open Elective Course Name of the Course: 1. EVENT MANAGEMENT

Course Credits

No. of Hours per Week

Total No. of Teaching Hours

3 Credits 42 Hrs

Pedagogy: Classroom lecture, Case studies, Group discussion, Seminar & field work etc.,

Course Outcomes: On successful completion of the course, the Students will be able to

- 1. Develop their own career opportunity and build their life through event management activities.
- 2. Train students in skills to plan, manage and implement various types of events.
- 3. Gain confidence and enjoyment from involvement in the event management.
- 4. Identify best practice in the development and delivery of successful conferences and corporate gatherings.
- 5. Obtain a sense of responsibility for the multi-disciplinary nature of event management.

Module	Syllabus	Teaching
1	INTRODUCTION: Understanding the concept of event and event management, Concept and design, Historical Perspective, , Size & type of event, Event Team, Planning and SWOT analysis, Emergency planning, Code of ethics.	Hours 08
II	EVENT ORGANIZATION: Operations and logistics, Catering, organizing accommodations, managing environment, Training and development.	08
III	HRD IN EVENT MANAGEMENT: HR Selection, Staffing, Staff motivation, Measuring performance, Monitoring control and evaluation, Event sponsorship.	08
IV	STRATEGIC EVENT MANAGEMENT: Strategic alternatives for growth, Segmentation and targeting markets for events, Job opportunities in event management, Event tourism.	08
V	EVENT MARKETING AND ADVERTISING: Nature of event Marketing, Process of event marketing, Marketing mix, Sponsorship, Image, Branding, Advertising Publicity and Public relations, Case studies on various aspects of event management, Presentations on event management.	10

Skill Developments Activities:

- > Visit any event organized by the business organizations and list out the steps in conducting an
- Visit any organization which conduct event as its business operations and prepare a report.
- > Conduct an activity to demonstrate the selection process for an educational event
- > Conduct an event in the institution and evaluate the effectiveness of conducting an event.
- > Prepare an advertisement copy of any event of your interest.
- Any other activities, which are relevant to the course.

Reference Books:

- 1. Singh, Sita Ram- Event Management, ATH Publishers, New Delhi.
- 2. Mahendi Ratta, Vaibhav- Career in Event Management, Publisher Abhishek, Chandigarh
- 3. Wagen Lynn Van Der- Event Management, Carlos Brenda R. Dorling Kindersley (India) Pvt. Ltd. And Pearson Education, Inc.

- 4. Mani K, Shulle, W. Ray- Event Processing, Tata Mc. Graw Hill New Delhi.
- 5. Saggere, Sanjay V.Gaur, Sanjaya Singh, Event Marketing and Mgt., Vikas Pub. House.
- 6. Divaker Sharma, Event Planning Management, Deep and Deep Publication.
- 7. Savita Mohan, Event Management and Public Relations, Enkay Publication House.
- 8. Successful Event Management By Anton Shone & Bryn Parry

Note: Latest edition of textbooks may be used.

		Se	emester III					
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L+T+P)	SEE	CIE	Total Marks	Credits
16	Lang, 1, 1	Language - I	AECC	3+1+0	60	40	100	3
17	Lang.1.2	Language – II	AECC	3+1+0	60	40	100	3
18	B.Com.3.1	Corporate Accounting	DSC	3+0+2	60	40	100	4
19	B.Com.3.2	Business Statistics	DSC	3+0+2	60	40	100	4
20	B.Com.3.3	Cost Accounting	DSC	3+0+2	60	40	100	4
	B.Com.3.4	Financial Education & Investment Awareness	SEC/SB	1+0+2	30	20	50	2
21	B.Com.3.5	Sports/NCC/NSS/R&R(S&G) /Culture	SEC/VB	0+0+4		50	50	2
22	B.Com.3.6	Advertising Skills/Entrepreneurial Skills	OEC	3+0+0	50	50	100	3
		Sub –Total (C)			380	320	700	25

		S	emester IV					
Sl. No.	Course Code	Title of the Course	Category of Courses	Teaching Hours per Week (L + T + P)	SEE	CIE	Total Marks	Credits
23	Lang.1.1	Language - I	AECC	3+1+0	60	40	100	3
24	Lang.1.2	Language – II	AECC	3+1+0	60	40	100	3
25	B.Com.4.1	Advanced Corporate Accounting	DSC	3+0+2	60	40	100	4
26	B.Com.4.2	Costing Methods & Techniques	DSC	3+0+2	60	40	100	4
27	B.Com.4.3	Business Regulatory Framework	DSC	4+0+0	60	40	100	4
28	B.Com.4.4	Constitution of India	AECC	2+0+0	50	50	100	3
29	B.Com.4.5	Artificial Intelligence	SEC	1+0+2	30	20	50	2
30	B.Com.4.6	Sports/NCC/NSS/others (if any)	SEC-VB	1+0+2		50	50	2
	4	Sub -Total (D)			380	320	700	25

EXIT OPTION WITH DIPLOMA - Ability to solve broadly defined problems.

N:	me of the Program P. 1. 1. CC	(D.C)	
4	time of the Program: Bachelor of Co Course Code: B.Com. 3.6 (0		
	Name of the Course: Advertising		
Course Credits	No. of Hours per Week	Total No. of Teac	hing Hours
3 Credits	3 Hrs	42 Hrs	
Pedagogy: Classrooms	lecture, Case studies, Group discussion	& Seminar etc.,	
a. Familiarize wib. Able identify ec. Develop ads fod. Measure the ad	successful completion of the course, the advertising concepts. Effective media choice for advertising or different media. Vertising effectiveness. le of advertising agency.		ble to
Syllabus:	agonoy.		Hours
Module No. 1: Introduction			10
Audienceanalysis; Sett Module No. 2: Media I		g objectives. nts and major method	07
Major media types - th Factors influencing me Internet-media devices.	eir characteristics, internet as an adve dia choice; media selection, media se	rtising media, merits cheduling, Advertisin	and demerits; g through the
Module No. 3: Message Development			08
Advertising appeals, Ad	vertising copy and elements, Preparing	ads for different medi	ล
Module No. 4: Measuring Advertising Effectiveness			10
	on and sales effects; Pre- and Post-test	ing techniques	
Module No. 5: Advo	ertising Agency		07
a) Advertising Agency	y: Role, types and selection of adverti	ising agency.	
b) Social, ethical and	legal aspects of advertising in India.		
Skill Development Acti	vities:	7	
 Analyze the au 	dience feedback on advertisement of a products/services advertised through	FMCG.	

Text Books:

- George E Belch, Michael A Belch, Keyoor Purani, Advertising and Promotion .An Integrated Marketing Communications Perspective (SIE), McGraw Hill Education
- S. Wats Dunn, and Arnold M. Barban. Advertising: It's Role in Marketing. Dryden Press
- 3. Burnett, Wells, and Moriatty. Advertising: Principles and Practice. 5th ed. Prentice Hall of India, New Delhi.
- 4. Batra, Myers and Aakers. Advertising Management. PHI Learning.
- Terence A. Shimp. Advertising and Promotion: An IMC Approach. CengageLearning.
- Sharma, Kavita. Advertising: Planning and Decision Making, Taxmann Publications
- Jaishree Jethwaney and Shruti Jain, Advertising Management, Oxford UniversityPress, 2012
- 8. Chunawala and Sethia, Advertising, Himalaya Publishing House
- 9. Ruchi Gupta, Advertising, S. Chand & Co.
- O'Guinn, Advertising and Promotion: An Integrated Brand Approach, CengageLearning

Note: Latest edition of text books may be used.