



RANI PARVATI DEVI COLLEGE OF ARTS AND COMMERCE, BELAGAVI

(AUTONOMOUS)

DEPARTMENT OF BBA

**The following documents of the department are placed before the
Academic Council for the Consideration and Approval**

- 1. BBA III and IV Semester theory curriculum 2025-26 and onwards**
- 2. The Panel of Examiners 2025-26 and onwards**
- 3. Certificate course.**

**ACADEMIC COUNCIL MEETING
2025**



RANI PARVATI DEVI COLLEGE OF ARTS AND COMMERCE, BELAGAVI

(AUTONOMOUS)

Affiliated to Rani Channamma University, Belagavi.

CURRICULUM FRAMEWORK FOR UNDER GRADUATE COURSE

STRUCTURE & SYLLABUS OF BACHELOR OF BUSINESS ADMINISTRATION

BBA

3rd & 4th Semesters

w.e.f. Academic Year 2025-26 and Onwards

Submitted by

Chairman

Board of Studies

Department of BBA

Rani Parvati Devi College of Arts and Commerce, Belagavi.



SOUTH KONKAN EDUCATION SOCIETY'S
**RANI PARVATI DEVI COLLEGE OF ARTS AND COMMERCE,
BELAGAVI.
BBA DEPARTMENT
(AUTONOMOUS)**



Affiliated to Rani Channamma University, Belagavi.

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AISHE CODE: C-10167

NIRF Code – IR-C-C-10167

DEPARTMENT OF BBA

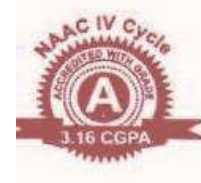
Constitution of the Board of Studies in BBA

Sl.No.	Name	Designation
1.	Shri. S.S.Shimangoudar Head of Dept.of Business Administration RPD College (Autonomous) Belagavi.	Chairman
2.	Dr.Shankargouda C. Patil Professor. in P. G. Dept.of Business Administration, Rani Channamma University, Belagavi	V. C. Nominee
3.	Dr.Rajendra M. Inamdar Professor, GIT MBA, Belagavi	Expert from outside University
4.	Dr. Amit V. Chate Assistant Professor, GIT MBA, Belagavi	Expert from outside University
5.	Dr.GovindMisale Sr. Vice President (Ethanol) Shri. Renuka Sugars Ltd., (Vilmar Group of Industries), Belagavi.	Member (representative from industrial corporate sector)
6.	Mrs.PrachiBandiwadekar (Vernekar) Entrepreneur	Member (Alumni)



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**BBA AUTONOMOUS COURSE STRUCTURE
(With effect from 2025-26)**

Semester Third

Sem	Title of The Course	Course Code	TTH	IA Marks		Total	Credits
				IA	SEE		
Part 1 : Ability Enhancement Course							
BBA 3.1	English - III		4	20	80	100	3
BBA 3.2	Kannada/ Marathi/ Hindi - III		4	20	80	100	3
Part 2 : Discipline Specific Course							
BBA 3.3	Corporate Communication		5	20	80	100	5
BBA 3.4	Entrepreneurship Development		5	20	80	100	5
BBA 3.5	Corporate Finance		5	20	80	100	5
Part 3 – Elective							
BBA 3.6	Personality Development		4	10	40	50	2
Part 4 – Skill Enhancement course							
BBA 3.7	Environment Science		2	10	40	50	2
	Total		29	120	480	600	25

Note (1): IA – Internal Marks, SEE – Sem End Exam, TTH – Total teaching hours per week

Semester Fourth

Sem	Title of The Course	Course Code	TTH	IA Marks		Total	Credits
				IA	SEE		
Part 1 : Ability Enhancement Course							
BBA 4.1	English - IV		4	20	80	100	3
BBA 4.2	Kannada/ Marathi/ Hindi - IV		4	20	80	100	3
Part 2 : Discipline Specific Course							
BBA 4.3	Banking and Insurance Management		5	20	80	100	5
BBA4.4	Organizational Behaviour		5	20	80	100	5
BBA4.5	Quantitative Techniques		5	20	80	100	5
Part 3 – Elective							
BBA4.6	Rural Marketing		4	10	40	50	2
Part 4 – Skill based course							
BBA 4.7	Corporate Etiquettes		4	10	40	50	2
	Total		31	120	480	600	25

Note (1): IA – Internal Marks, SEE – Sem End Exam, TTH – Total teaching hours per week

*Add on 30 hours certificate course in soft skills and communication skills in 3rd Semester.



THIRD SEMESTER COURSE CODE: DSC303

TITLE: CORPORATE COMMUNICATION

Subject code: 3331	Credits : 5
Contact Hours : 56	Weekly Hours : 5
Evaluation : Sem End Examination 80 marks	Internal : 20
Objectives:	
<ol style="list-style-type: none"> 1. To train students to enhance written and oral communication in the corporate world 2. To develop effective writing skills to write in a clear, concise, persuasive, and audience-centered manner 	
LearningOutcomes:	
On having completed this course student should be able to:	
<ol style="list-style-type: none"> 1. Understanding communication principles 2. Understanding different modes of communication 3. Drafting different types of Business letters 4. Recognizing ethical dilemmas in corporate communication 	
Pedagogy:	
This course uses multiple Pedagogies like Lecture Method, Group Discussion, RolePlay, CaseLets, VideoCaseStudies, MiniProject, Assignments, News/Journal/Magazine Article Review, Seminars/PPTs Presentation, Field Visit for Experiential learning	
UNITI: INTRODUCTION TO COMMUNICATION	8 Hours
Meaning, Definition, Process, Elements of Communication, types of communication, Principles of effective communication, Methods of communication, Forms of communication, Evolution and scope of communication, Barriers to communication, Overcoming barriers.	
UNITII: : CHANNELS AND OBJECTIVES OF COMMUNICATION	14 Hours
Types of communication, Channels: formal & informal, vertical, horizontal, diagonal, grapevine. Objectives of communication: Information, advice, order & instruction, persuasion, motivation, education, warning & boosting the morale of employees (A brief introduction to these objectives to be given). Social Media –how companies use platforms like - Linked In, Instagram, X. Updating the companies websites (objective and needs)	
UNITIII: METHODS AND MODES OF COMMUNICATION	14 Hours
Methods: verbal vs non-verbal communication, Characteristics of verbal communication, Characteristics of non-verbal communication, Business etiquette. Modes: telephone, computers, e-communication, video & satellite conferencing, group discussion, interviews, presentation, the art of listening, phone etiquette.	

UNITIV:BUSINESS CORRESPONDENCE	10 Hours
Needs, functions, components & layout of business letters. Drafting of letters: Enquiry letter, placing order, complaints & follow-up letters, sales letters, claims, adjustments, promotional leaflets and fliers, consumer grievance letter, letter under Right to Information (RTI) Act. Circulars, application for employment and resume, notice, agenda, memo, and email etiquette. Interview: Meaning, types, strategies for success in interview. Professional report writing (format and structure), MoU's.	
UNITV: INTRODUCTION TO BUSINESS ETHICS	10 Hours
Definition & importance of business ethics. Ethical principles in communication: honesty, transparency, fairness, accountability. Corporate social responsibility (CSR) & Environment Social Responsibility (ESR), its impact on communication. Ethical issues in AI generated communication. Plagiarism – Meaning. Data privacy in digital communication.	
Reference Books:	
<ol style="list-style-type: none"> 1. C.B. Gupta (2019). Essentials of business communication, Sultan Chand & Sons. 2. Lesikar, R.V. & Flatley, M.E. (2001). Basic business communication skills for empowering the internet generation, Tata McGraw Hill. 3. R.C. Bhatia (2008). Business communication, Ane Books Pvt. Ltd. 4. Ramanand Singh (2012). Business communication, Oxford University Press. 5. Balan, K.R. and Rayudu, C.S. (1996). Effective communication, Beacon, New Delhi. 6. Bangh, L. Sue, Fryar, Maridell, and Thomas, David A. (1998). How to write first-class business correspondence, N.T.C. Publishing Group, USA. 7. Bhargva and Bharagava (1971). Company notices, meetings, and regulations. 8. Ghanekar, A. (1996). Communication skills for effective management, Everest Publishing House, Pune. 9. Homai Pradhan and N S Pradhan – Business Communication, Himalaya Publication House 	
Weblinks:	
<ol style="list-style-type: none"> 1. https://www.youtube.com/watch?v=IW7vVB3XdCY 2. https://www.youtube.com/watch?v=6dSuJvMdtzk&list=PLLLIW4PYFJIREOSW2QKWzOTayFqRSO1R0 	



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**THIRD SEMESTER COURSE CODE: DSC304
TITLE:ENTREPRENEURSHIP DEVELOPMENT**

Subject code: 3332	Credits : 5
Contact Hours : 56	Weekly Hours : 5
Evaluation : Sem End Examination 80 marks	Internal : 20

Objectives:

1. Understand the fundamental concepts
2. Examine the financial and institutional support systems available for entrepreneurs.
3. Understand the significance of MSME in economic development
4. Study the Government Schemes and initiatives promoting entrepreneurship
5. Ability to prepare Business Plan

Learning Outcomes:

On having completed this course student should be able to:

1. Understand of the Basic Concepts, Process and Models of Entrepreneurship
2. Understand the different roles played by Entrepreneur in Competitive Market
3. Identify the Contemporary Issues and Challenges in the Entrepreneurship

Pedagogy:

This course uses multiple Pedagogies like Lecture Method, Group Discussion, Role Play, Case Lets, Video Case Studies, Mini Project, Assignments, News/Journal/Magazine Article Review, Seminars/PPTs Presentation, Field Visit for Experiential learning

UNIT I:INTRODUCTION	14 Hours
Entrepreneur – Meaning, Definition, Functions, Types, Competencies (Traits), Pros and Cons of being an Entrepreneur, Role of Entrepreneur in Economic Development, Factors affecting Entrepreneurial Growth, Difference between Entrepreneur and Manager. Entrepreneurship – Introduction, Meaning, Definition of Entrepreneurship, Difference between Entrepreneurship, Entrepreneur and Enterprise, Factors influencing Entrepreneurship	
UNIT II: ENTREPRENEURSHIP DEVELOPMENT	14 Hours
Entrepreneurship Development – Meaning, Objectives, Phases/Process of Entrepreneurship Development Programme, Entrepreneurial Process, EDP in India, Problems and Measures. Financing Support – Meaning, Different Types of Financing Institutional Support – NSIC, SSIC, SIDO, NIESBUD, TCOs, CEDOK, SFCs, KVIC, SIDBI, IFCI, DICs	
UNIT III:MICRO, SMALL AND MEDIUM ENTERPRISES	6Hours
MSME- Introduction, Features, Objectives, Importance, Role of MSME in Economic Development, Problems and Measures Industrial Sickness – Meaning, Causes and Measures	

UNIT IV:GOVERNMENT SCHEMES FOR ENTREPRENEURSHIP DEVELOPMENT	12 Hours
Start-up India, Make in India,Atal Innovation Mission (AIM), Support to Training and Employment Programme (STEP), Jan-DhanAadhaar Mobile (JAM), Digital India, Trade Related Entrepreneurship Assistance and Development (TREAD), Pradhan MantriKausalyaVikasYojana (PMKVY), National Skill Development Mission (NSDM), National Bank for Agriculture and Rural Development (NABARD), Pradhan Mantri Mudra Yojana (PMMY), Small Industries Development Bank of India, Interest subvention schemes for the project of national importance, Government schemes on Green Environment.	
UNIT V:PREPARING THE BUSINESS PLAN	10 Hours
Business Plan – Introduction, Importance, Preparation of Business Plan (Financial, Marketing, Human Resource, Technical and Social Aspect), Common Pitfalls to be avoided in preparation of Business Plan,Intellectual Property rights (IPR- Meaning & Types).	
Reference Books:	
<ol style="list-style-type: none"> 1. S.S. Khanka,(2020),Entrepreneurship Development, R. Chand Publishers 2. Dr.Poornima M. Charantimath(2009),Entrepreneurship Development and Small Business Enterprises,PearsonEducation India 3. Peter F. Drucker (9 May 2006),Innovation andEntrepreneurship,Harper Business 4. Vasant Desai,(1 January 2011),Dynamics of Entrepreneurship Development and Management ,Himalaya Publishing House 5. The Role of Small and Medium Enterprises in Economic Development – Vinod Ahuja 6. Sood S.K. Arora Renu, Bholu R.K (1 January 2014)Entrepreneruship Development,Kalyani Publishers, 1st edition (1 January 2014) 7. C.S.V Murthy ,(2017) Small Scale Industries and Entrepreneurship Development, Himalaya Publishing House 	
Weblinks:	
<ol style="list-style-type: none"> 1. https://www.youtube.com/watch?v=pC5I5j2u9SQ 2. https://youtu.be/eHJnEHyyN1Y?si=Z8eLjQvzd QUccM 	



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**THIRD SEMESTER COURSE CODE: DSC305
TITLE:CORPORATE FINANCE**

Subject code: 3333	Credits : 5
Contact Hours : 56	Weekly Hours : 5
Evaluation : Sem End Examination 80 marks	Internal : 20

Objectives:

1. To make students aware of fundamental aspects of finance.
2. To understand the changing role of finance manager.

LearningOutcomes:

On having completed this course student should be able to:

1. Understanding core financial concepts.
2. Understanding capital structure and its composition
3. Understanding working capital and its components
4. Learning to calculate cost of capital

Pedagogy:

This course uses multiple Pedagogies like Lecture Method, Group Discussion, RolePlay, Case Lets, Video Case Studies, Mini Project, Assignments, News/Journal/Magazine Article Review, Seminars/PPTs Presentation, Field Visit for Experiential learning

UNIT I: INTRODUCTION	8 Hours
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Meaning, nature, scope, importance and objectives of corporate finance meaning and objectives of profit maximization and wealth maximization argument for and against. Major finance decisions, organization of finance function, changing role of finance function.

UNIT II: FINANCIAL PLANNING & CAPITALIZATION	10 Hours
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Financial Planning-meaning, objectives, types, factors affecting financial planning, steps, principles of sound financial planning, advantages and disadvantages. Capitalization- meaning, types- fair, over and under capitalization, causes, evils and remedies of under & over capitalization. (theory and problems)

UNIT III: COST OF CAPITAL	14 Hours
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Cost of capital-meaning, types and significance. Computation of specific cost of capital cost of equity, cost of preference shares, cost of retained earnings and cost of debt. Computation of weighted average cost of capital, book value weights and market value weights.

UNIT IV: CAPITAL STRUCTURE & LEVERAGE	14 Hours
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Capital structure-meaning and determinants of capital structure. Optimum capital structure. EBIT-EPS analysis (problems). [no theories of capitalization] Leverage- meaning, types-financial, operating & combined. Problems on financial, operating & combined leverage, income statement.

UNIT V: Working Capital Decisions	10 Hours
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Working Capital -meaning, need & importance, Components of Working Capital - Current Assets & Current Liabilities Classification of Working Capital -Gross, net, Fixed & Fluctuating. Circulating Working Capital. Determinants of Working Capital requirement. Operating cycle. Sources of Working Capital Estimation of Working Capital requirement.

Reference Books:

1. Dr. J.G. Naik, Financial Management R.Chand & Co., New Delhi, 2017
2. Shashi K Gupta & R.K. Sharma, Financial Management-Theory & Practice : Kalyani Publishers, Ludhiana, 1 January 2014
3. Dr. S.N. Maheshwari, Financial Management-Principles & Practice Sultan Chand & Sons, New Delhi. 2019
4. M.Y. Khan & P.K. Jain, Financial Management-Text, Problems & Cases, Tata McGraw-Hill, New Delhi, August 2018

Weblinks:

1. <https://www.youtube.com/watch?v=VYvOlggk0e4>
2. <https://www.youtube.com/watch?v=pBskwj7UJgE>



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Course Code: Elective Course: EC306

TITLE: Personality Development

Subject code: 5331	Credits : 2
Contact Hours : 30	Weekly Hours : 2 T + 2 P
Evaluation : Sem End Examination 40 marks	Internal : 10

Objectives:

1. Know themselves better
2. Identify their own potentials and accept their own limitations
3. Consciously overcome their limitations and move towards self esteem
4. Maximise their own potential in enabling a holistic development

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. Students will possess the personality development techniques and communication skills
2. Students will be able to acquire the skills to manage stress and conflict.
3. Groom their personality and prove themselves as good Samaritans of the Society.
4. Develop an understanding of and practice personal and professional responsibility.
5. Demonstrate knowledge of personal beliefs and values and a commitment to continuing personal reflection and reassessment

UNIT I:INTRODUCTION:	10 Hours
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Meaning and concept of personality - Dimensions of personality, Significance of personality development- Concept of success and failure: Hurdles in achieving success - Overcoming hurdles - Factors responsible for success - Failure: Causes of failure- SWOT analysis

UNIT II:ATTITUDE & MOTIVATION:	10 Hours
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Attitude: Concept- Significance- Factors affecting attitudes – Positive attitude- - Advantages- Negative Attitude- Disadvantages - Ways to develop positive attitude - Differences between personalities having positive and negative attitude- Motivation: Significance – Internal and External motives -Importance of self-motivation - Factors leading to de-motivation.

UNIT III:SELF ESTEEM::	10 Hours
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Term self-esteem - Symptoms - Advantages - Do's and Don'ts to develop positive self-esteem – Low self-esteem - Symptoms - Personality having low self-esteem - Positive and negative self- esteem. Interpersonal Relationships – Defining the difference between aggressive, submissive and assertive behavior – Lateral thinking, Emotional Intelligence (need and importance), Public Speaking.

Skill Developments Activities:

- Prepare a SWOT analysis of yourself.
- Read the biography of any two great personalities and identify unique traits.
- Visit any organization and identify the factors which motivates the employees
- Conduct an activity to demonstrate the interpersonal relationship and identify different types of behavior.
- Conduct group discussion on different topics in the classroom.
- Any other activities, which are relevant to the course.

RECOMMENDED BOOKS:

1. Rajiv K. Mishra, Personality Development , Rupa& Co, 2 January 2004
2. D. D. Sharma , Your Personal Pinnacle of Success, Sultan Chand & Sons 2014

Weblinks:

1. https://youtu.be/bfJA_xCi5nk?si=hJrEci1ICdouTZNe
2. <https://youtu.be/IB1FVbo8TSs?si=MddLrQNfw95HCsR>



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Course Code: DSC403

TITLE: BANKING AND INSURANCE MANAGEMENT

Subject code:	Credits : 5
Contact Hours : 56	Weekly Hours : 5
Evaluation : Sem End Examination 80 marks	Internal : 20 marks

Objectives:

1. Understand the legal aspects of banker and customer relationship.
2. Open different types of accounts.
3. Understand different types of E-payments.
4. Understand the basic concepts of Insurance Management.
5. Understand the different types of Insurances.

Pedagogy:

Classroom lectures, Tutorials, and Case study method. Course Outcomes: On successful completion of the course, the Students will demonstrate

1. Describe the importance and application of various concepts of Banking & Insurance.
2. Understand the legal aspects of banker and customer relationship.
3. Open the different types of accounts.
4. Describe the various operations of banks.
5. Understand the different types of crossing of cheques and endorsement.
6. Understanding of different types of E-payments

UNIT I: BANKER AND CUSTOMER	16 Hours
A) Banker and Customer Relationship: Introduction – Meaning of Banker & Customer; General and Special relationships between Banker & Customer, (Rights and Obligations of Banker & Customer). B) Customers and Account Holders: Types of Customer and Account Holders – Procedure and Practice in opening and operating the accounts of different types of customers – Minor, Joint Account Holders, Partnership Firms, Joint Stock Companies, Clubs, Non-Resident Account – NRI & NRE Accounts.	

UNIT II: BANKING OPERATIONS	12 Hours
Meaning – Duties and Responsibilities of Collecting Banker, Holder for Value, Holder in Due Course; Statutory Protection to Collecting Banker. Paying Banker - Meaning – Precautions – Statutory Protection to the Paying Banker; Cheques – Bankers Cheque, Demand Draft, RTGS, NEFT, Crossing of Cheques – Types of Crossing; Endorsements - Meaning, Essentials and Kinds of Endorsement; Dishonor of Cheque - Grounds for Dishonor of cheque.	

UNIT III: BANKING INNOVATIONS	8 Hours
New technology in Banking – E-services – plastic cards. Internet Banking, ATM based services, ECS, MICR, DEMAT, IMPS, UPI, Aadhaar enabled payment system, USSD, E-Valet and application based payment systems, Role of artificial intelligence in banks, Block Chain – Meaning and features	

UNIT IV : INTRODUCTION TO INSURANCE	12 Hours
Definition of Insurance, Insurer, Insured, Insurance contract – Nature of Contracts, Role of Insurance, Importance and Features of Insurance, Types of Insurance – Marine, Fire, Health, General –Meaning, features & Importance.	
UNIT V : INSURANCE MANAGEMENT	08 Hours
Policy Claims - Claims Procedure & Documentation, Government and social health insurance schemes in India, Innovation in Insurance, Management of Digital Insurance and Digital insurance solutions. Tax regime and its effect on insurance, impact on types of insurances.	

Skill Development Activities:

1. Collect and paste paying slip for SB A/c and Current a/c.
2. List out different types of customers and collect KYC documents required for loan
3. List out various fee-based services offered by a bank in your locality
4. List out application-based payment systems provided by a commercial bank.
5. List out the different types of Insurance policies.

Reference Books:

1. Gordon & Natarajan: Banking Theory Law and Practice, HPH.
2. Maheshwari.S.N: Banking Law and Practice, Vikas Publication.
3. KothariN.M: Law and Practice of Banking.
4. TannanM.L:Banking Law and Practice in India, Indian Law House
5. S.PSrivastava: Banking Theory &Practice, Anmol Publications.
6. SheldonH.P: Practice and Law of Banking.
7. Neelam C Gulati: Principles of Banking Management.
8. Dr.AliceMan i: Banking Law and Operations.
9. Principles of Insurance Law – M.N. Sreenivasan , M.N. Mishra
10. Elements of Banking and Insurance : Sethi and Bhatia
11. Insurance – Theory and Practice, Tripathy

Weblinks:

1. <https://www.youtube.com/watch?v=AB12WtIiH7U>
2. https://youtu.be/QtQic_fegOs?si=Ah72eSFh2iZI15rK



Course Code: DSC404

TITLE: ORGANIZATIONAL BEHAVIOUR

Subject code:	Credits : 5
Contact Hours : 56	Weekly Hours : 5
Evaluation : Sem End Examination 80 marks	Internal : 20 marks

Objectives:

1. Understand the key concepts and theories of organizational behaviour.
2. Analyse individual behaviour and examine group dynamics
3. Understand the impact of organizational culture and change management
4. Demonstrate an understanding of the process of organizational development and diagnosing

Pedagogy:

Classroom lectures, Tutorials, and Case study method.

Course Outcomes: On successful completion of the course, the Students will demonstrate

1. Understanding Individual Behaviour
2. Analysing Group Dynamics
3. Understanding Organisational Culture & its impact on employee behaviour.
4. Understanding Organisational Change & Resistance to change.

UNIT I: Introduction And Foundation Of Individual Behaviour	14 Hours
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Organization Behaviour – Meaning, Definition of OB, Nature, Need and Importance, Limitations, Contributing disciplines to OB, Different Models of OB, Emerging Challenges of OB Individual Behaviour – Factors influencing individual behaviour, Self-Concept, Personality - Meaning, Determinants, Traits and Theories of Personality.

UNIT II: Attitude, Perception And Motivation	12 Hours
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Attitude – Meaning, Characteristics, Components (Tri-Component Model), Formation and its Importance. Perception – Meaning, Factors influencing Perception, Perceptual Process, Importance of Perception in OB. Motivation – Meaning, Importance and Theories of Motivation - Work place applications (incentive plans, recognition programs)

UNIT III: Group Dynamics	08 Hours
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Group – Meaning, Types, Stages of Group Formation, Reasons for Joining Groups, Group Decision Making Process (halo effect, stereotyping, confirmation bias) Teams – Meaning, Types of Teams Conflict – Sources of Conflict, Ways of Resolving Conflict.

UNIT IV : Organizational Culture And Change Management	12 Hours
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Organizational Culture – Meaning, Types, Factors Influencing Organizational Culture, Impact of Culture on Employee Behaviour Organizational Change – Meaning, Importance, Virtual teams and hybrid work environments, Factors Affecting Change, Resistance to Change, Overcoming Resistance to Change.

UNIT V : Organizational Development**| 10 Hours**

Organizational Development – Meaning, Nature, Process of OD, Overview of Entering and Contracting. Diagnosing – Meaning, Comprehensive Model for Diagnosing Organizational Systems (Organizational Level, Group Level and Individual Level). OD in start-ups – Contemporary OD interventions (coaching , mentoring feedback system)

Reference Books:

1. Organizational Behaviour – K. Aswathappa, Himalaya Publishing House
2. Organizational Behavior – Robbins, International Book House
3. Organizational Behaviour – Fred Luthans, McGraw Hill
4. Organizational Theory and Behaviour – L M Prasad, Sultan Chand and Sons
5. Organizational Behaviour – S. S. Khanka, S. Chand and Company Limited

Weblinks:

1. <https://youtu.be/IB1FVbo8TSs?si=MddLrQNfw95HCsR>
2. <https://youtu.be/BTKnPFZ0JRY?si=G44G1Gk3DaL6VrHD>



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Course Code: SBC 405

TITLE: QUANTITATIVE TECHNIQUES

Subject code:	Credits : 5
Contact Hours : 56	Weekly Hours : 5
Evaluation : Sem End Examination 80 marks	Internal : 20 marks

Objectives:

1. To acquaint students with the construction of mathematical models for managerial decision situations to obtain a solution wherever applicable.
2. To know the different types of probability distributions and use it to solve managerial problems.
3. Understanding basics of hypothesis testing in inferential statistics.
4. Use Operations research to be able to take decisions using linear programming. Transportation, assignment and Game theory.

Pedagogy:

Classroom lectures, Tutorials, and Case study method.

Course Outcomes: On successful completion of the course, the Students will demonstrate

1. Understanding different types of probability distributions.
2. Application of Linear Programming & Transportation.
3. Understanding the concept of decision making under Game Theory.
4. Understanding basics of hypothesis testing.

UNIT I: INTRODUCTION TO PROBABILITY	10 Hours
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Introduction to counting techniques, Permutation and combination -Meaning and important definitions; Random variable - Problems on combination and complementary event, Concept of Probability - Meaning and Definition- Approaches to Probability, Problems on addition theorem.

UNIT II: PROBABILITY DISTRIBUTION	14 Hours
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Probability: Probability Distribution: Meaning, characteristics of Binomial, Poisson, and Normal distribution. Problems on Binomial, Poisson, and Normal distribution.

UNIT III: LINEAR PROGRAMMING	10 Hours
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Formulation of L.P. Problems, Graphical Solutions (Special cases only graphical: Multiple optimal solution, infeasibility, unbounded solution)

UNIT IV : : ELEMENTARY TRANSPORTATION	12 Hours
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Balanced and Unbalanced transportation problem – Meaning; Initial Basic feasible solution by North West Corner Rule, Least Cost method, Vogel's Approximation Method (VAM); Optimal solution - Modified Distribution Method

UNIT V : ELEMENTARY ASSIGNMENT AND GAME THEORY**| 10 Hours**

Hungarian Method - Balanced and Unbalanced problem on minimisation. Game theory: meaning and important terms of game theory solution by mini max method, dominance property method and graphical method, Mixed theory method.

Reference Books:

1. N. D. Vohra: Quantitative Management, Tata McGraw Hill.
2. P. K. Gupta, Man Mohan, KantiSwarup: Operations Research, Sultan Chand.
3. V. K. Kapoor: Operations Research, Sultan Chand & Sons.
4. J. K. Sharma: Operations Research Theory & Applications, Macmillan India Limited.
5. S Kalavathy: Operations Research, 4th Edition, Vikas Publishing House Pvt. Ltd

Weblinks:

1. <https://www.youtube.com/watch?v=KzfWUEJjG18>
2. <https://www.youtube.com/watch?v=ibINrxJLvIM>



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**RANI PARVATI DEVI COLLEGE OF ARTS AND COMMERCE,
BELAGAVI.**

(AUTONOMOUS)
Affiliated to Rani Channamma University, Belagavi.



Course Code: Elective Course EC406
TITLE: RURAL MARKETING (Elective)

Subject code:	Credits : 2
Contact Hours : 30	Weekly Hours : 2 T+ 2 P
Evaluation : Sem End Examination 40 marks	Internal : 10 marks
Objectives:	
<ol style="list-style-type: none">1. To create awareness about the applicability of the concepts, techniques and processes of marketing in rural context.2. To familiarize with the special problems related to sales in rural markets.3. To help understand the working of rural marketing institutions.	
Pedagogy:	
Classroom lectures, Tutorials, and Case study method. Course Outcomes: On successful completion of the course, the Students will demonstrate	
<ol style="list-style-type: none">1. Describe the importance and application of various concepts of rural marketing.2. Demonstrate the appropriate selection of the segmentation, targeting and positioning strategies along with the environmental factors that influence rural consumers' buying behaviour.3. Design a Pricing Strategy that suits the characteristics of rural products and the stage in the product life cycle.4. Formulate the appropriate marketing communication and rural distribution channel plans to promote and deliver the rural products.5. Appraise the recent trends in rural marketing and the application of digital technology in rural marketing.	
UNIT I: Innovation in Rural Markets	10 Hours
Significance of innovation in rural markets, The intervention of IT in Rural Markets: Importance and Initiatives, The emergence of Organized retailing in Rural India, Key Drivers of Organized Retail, Cases in organized retail: Operative Models adopted by Indian Companies	
UNIT II: Rural Consumer Behaviour	10 Hours
Consumer buying Behaviour in rural markets, factors affecting consumer Behaviour. Market segmentation – Bases for segmenting rural consumer markets Rural Data Collection Methods – Participatory rural appraisal, focus group discussions and key informant interviews.	
UNIT III: Rural product Pricing strategies	10 Hours
Rural product, Rural product classification, Product Life Cycle, Product Life Cycle strategies in rural markets, New Product Development in rural markets, Branding for rural markets. Pricing for rural markets – Factors and strategies.	

Skill Developments Activities:

- a) Prepare a Product life cycle for a Rural product
- b) Select a Rural Product and conduct a Consumer Satisfaction Survey
- c) Prepare an advertisement copy for a rural product
- d) Visit an APMC Yard/Mandi's and prepare a report on any one Agri product pricing.

RECOMMENDED BOOKS:

1. DebarunChakrabaorty and SoumyaKantiDhara, et al. Rural Marketing in India: Texts and Cases, 1st Edition Atlantic Publishers and Distributors Pvt Ltd ,(2021),
2. Acharya SS and Agarwal NL, Agricultural Marketing in India, 6th Edition, Oxford & IBH Publishing Co Pvt Ltd. (2019)
3. Dinesh Kumar and Punam Gupta, Rural Marketing), 1st Edition, SAGE Publications India Pvt Ltd. (2019)
4. C. G. Krishnamacharyulu, Rural Marketing: Text and Cases, 2nd Edition, Pearson India Education Services Pvt Ltd. (2010)
5. T.P.Gopaldaswamy Rural Marketing-Environment, Problems and Strategies,3rd Edition, Vikas Publishing House,(2009)

Weblinks:

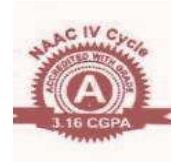
1. <https://youtu.be/buWez8Zh1n8?si=Tkf8lmWUT4dmRpuL>
2. https://youtu.be/XDHcLI9c_6Y?si=S7W0xOrjWPtNM5w8



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Course Code: Elective Course EC407

TITLE: Corporate Etiquettes (Elective)

Subject code:	Credits : 2
Contact Hours : 30	Weekly Hours : 2 T + 2 P
Evaluation : Sem End Examination 40 marks	Internal : 10 marks
Objectives:	
<ol style="list-style-type: none">1. To learn the principles of Corporate/business etiquettes and professional behaviour2. To understand the etiquettes for making business correspondence effective3. To be able to present yourself confidently at various business situations.4. Develop awareness of dining and multicultural etiquettes.	
Pedagogy:	
Classroom lectures, Tutorials, and Case study method. Course Outcomes: On successful completion of the course, the Students will demonstrate	
UNIT I: Introduction to corporate/ Business Etiquettes	12 Hours
Business Etiquettes- An Overview: Significance of Business Etiquettes in 21st Century, Professional Advantage, Need and Importance of Professionalism. Introduction to ABCs of etiquette- meeting and greeting scenarios, Principles of exceptional work behaviour, Role of good manners in business professional conduct. Workplace Etiquette- Etiquette for Personal Contact- Personal Appearance, Gestures, Postures, Facial Expressions, Eye-contact, Space distancing	
UNIT II: E-MAIL ETIQUETTES	10 Hours
E-Mail Etiquette: Significance of Netiquette, E-mail: Way of professional communication, Basic Email Etiquettes: Proper Grammar, Spelling, Punctuation, Styling and Formatting, Body of Email, Response, Privacy.	
UNIT III: TELEPHONE/MOBILE ETIQUETTES	12 Hours
Telephone Etiquette: Telephone Communication Techniques -Placing Telephone calls, Answering Calls, Transferring Calls, Putting Calls on Hold, Taking Messages, Handling Rude Callers, Tactful Responses, Leaving Professional Messages; Developing Cell Phone Etiquettes; Voicemail Etiquette; Telephonic Courtesies.	

Skill Developments Activities:

1. Demonstration of a good hand shake. Do's and Dont's of a good hand shake. Do we shake hands with her or not?
2. How to handover a business card ? From multicultural perspective.
3. Ask the students to make a powerpoint presentation of their own self . (Introduction, Education, achievements, hobbies etc)

RECOMMENDED BOOKS:

1. BarbaraPachter, Marjorie Brody. Complete Business Etiquette Handbook. Prentice Hall, 2015.
2. Dhanavel, S.P. English and Soft Skills. Hyderabad: Orient BlackSwan, 2021.
3. Koneru, Aruna. Professional Communication. Delhi: McGraw, 2008.
4. Mahanand, Anand. English for Academic and Professional Skills. Delhi: McGraw, 2013. Print.
5. Nancy Mitchell. Etiquette Rules : A Field Guide to Modern Manners. Wellfleet Press, 2015.
6. Rani, D Sudha, TVS Reddy, D Ravi, and AS Jyotsna. A Workbook on English Grammar and Composition. Delhi: McGraw, 2016.
7. Raghu Palat, Indian Business Etiquette, Jaico Books, 2015.
8. Rizvi, M. Ashraf. Effective Technical Communication. Delhi: McGraw, 2018.
9. Pease, Allan and Barbara Pease. The Definitive Book of Body Language. New Delhi: Manjul Publishing House, 2005.
10. Tengse, Ajay R. Soft Skills: A Textbook for undergraduates, Orient BlackSwan,2015

Weblinks:

1. <https://youtu.be/NqlfZOPMqjA?si=hJP9X5x1KyYLj-H->
2. <https://youtu.be/NqlfZOPMqjA?si=dQFXcoSpIQM3HaV4>

R.P.D. College of Arts and Commerce, Belagavi
Department of BBA
Certificate course
In
SOFT SKILLS AND COMMUNICATION SKILLS

COURSE Description

Soft Skills called People Skills, are the ability to interact amicably with others. Soft Skills are increasingly becoming the hard skills of today's world.

Effective Communication Skills, Presentation Skills are the significant attributes of Soft Skills. Communication - the Human Connection is the key to personal and career success.

This course is designed to enhance the speaking skills of students with effectiveness.

Students will learn, not just WHY to speak but HOW to speak.

COURSE OBJECTIVES:

This course has the following objectives:

1. This course will help students understand the importance of Effective Communication.
2. Enhance Social and Professional language skills.
3. Definition and Significance of Body Language and Voice Modulation.
4. Requisites for effective presentation skills.
5. Listening and Conversational skills.

COURSE OUTCOME:

- The students will develop Self Confidence.
- Well-groomed Personality.
- Boost career prospects, due to effective Communication Skills.
- Will become future-ready.
- Develop effective Presentation Skills.

COURSE DURATION: 8 weeks / 30 hours.

Attendance: Minimum 75%

Student Intake capacity: 45-50

COURSE EVALUATION:

1. Practical presentation.
2. Public Speaking.

Syllabus

MODULE I: INTRODUCTION

3 hours

1. Definition of Communication.
2. Understanding the importance of effective communication.
3. Self-Introduction.
4. Ice Breaker activities.

MODULE II: BODY LANGUAGE

8 hours

1. Background of Body Language
2. Definition and Significance
3. Voice Modulation
4. Methods of Effective Body Language

MODULE III: CONVERSATIONAL AND LISTENING SKILLS

1. Clarity in Use of Language

11 hours

2. Quantum of Communication
3. Attentive Listening
4. Honing Communication Skills
5. Do's & Don'ts of speaking

MODULE IV: PUBLIC SPEAKING & PRESENTATION SKILLS

1. Requisites for Effective Presentation
2. Audience Analysis
3. Content Writing

8 hours



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BBA DEPARTMENT

SCHEME OF EXAMINATIONS:

At the end of each semester there shall be the examination of Autonomous College. The total marks for each paper shall be 100 of which 20 marks shall be internal assessment and remaining 80 marks shall be for semester end examinations.

INTERNAL ASSESMENT PATTERN:

Out of 20 Internal Marks:

- a. 5 marks will be allotted to class room activities like Seminar/Presentation/Group Discussions/Role Play/ Case Study/ Problem Solving/Quiz etc.
- b. 5 marks will be allotted for Home Assignment.
- c. Two internal tests will be conducted in each semester for 20 marks each and will be reduced to 10 marks.

*Each test shall be of at least one hour duration.

* The Internal Assessment (IA) marks awarded to students shall be displayed on the notice board of the college within two weeks from the date of conduct of the tests.

* The department and college shall preserve the IA records of all students till the declaration of the semester results.

*There shall be no provision for improvement of IA marks.



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BBA DEPARTMENT

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E-mail: rpdpprincipal@gmail.com * rpdautonomous@gmail.com

Ph. No – 0831-2485079.

Visit us @ rpdbgm.edu.in

AISHE CODE: C-10167

NIRF Code – IR-C-C-10167



Each theory question paper shall carry 80 marks and the duration of examination is 3hours. The Question paper shall ordinarily consist of four sections to develop testing of conceptual skills, understanding skills, comprehension skills, articulation and application of skills. The question paper setter shall be asked to prepare TWO sets of papers with equal distribution of marks in each unit & maximum of 10% repetition. The Question Paper will be as per the following Model:

**MODEL QUESTION PAPER 2025-26
FOR DSC SUBJECTS**

Duration: 3 Hours	Description	Marks: 80
Section A (Qu No. 1-12)	Short answers(Conceptual questions) Answer any Ten	10 out of 12 = 20 (2*10)
Section B (Qu No. 13-18)	Short notes(Analytical questions) Answer any four	4 out of 6 = 20 (4*5)
SectionC (Qu No. 19-23)	Essay Type Answer any THREE	3 out of 5 = 30 (3*10)
SectionD (Qu No. 24)	Compulsory (Case study/problem)	1*10=10
	Total	80

This is the pattern for all DSC subjects for autonomous 2025-26.
Onwards

Director
RPD BBA



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AISHE CODE: C-10167

NIRF Code – IR-C-C-10167

Each theory question paper shall carry 40 marks and the duration of examination is 1 and 1/2 hours. The Question paper shall ordinarily consist of three sections to develop testing of conceptual skills, understanding skills, comprehension skills, articulation and application of skills. The question paper setter shall be asked to prepare TWO sets of papers with equal distribution of marks in each unit & maximum of 10% repetition. The Question Paper will be as per the following Model:

MODEL QUESTION PAPER 2025-26
FOR ELECTIVE SUBJECTS

Duration: 1 and 1/2 Hours	Description	Marks: 40
Section A (Qu No. 1-7)	Short answers(Conceptual questions) Answer any Five	5 out of 7 = 10 (2*5)
Section B (Qu No. 8-13)	Short notes(Analytical questions) Answer any Four	4 out of 6 = 20 (4*5)
Section C (Qu No. 14-16)	Essay Type Answer any One	1 out of 3 = 10 (1*10)
	Total	40

This is the pattern for all Elective subjects for autonomous 2025-26.
Onwards

Director
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BBA

**Question Paper Pattern for Semester End Examination for DSC subjects
BBA III and IV Semesters**

Time: 3 hours

Maximum marks: 80

Section - A

I. Answer any TEN of the following question (10 out of 12) 2x10=20

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.

Section - B

II. Answer any FOUR of the following questions (4 out of 6) 5x4=20

- 13.
- 14.
- 15.
- 16.
- 17.
- 18.

Section - C

III. Answer any THREE of the following questions (3 out of 5) 10x3=30

- 19.
- 20.
- 21.
- 22.
- 23.

Section - D

IV. Answer any ONE questions (Compulsory) 10x1=10

- 24.



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BBA

**Question Paper Pattern for Semester End Examination for ELECTIVE subjects
BBA III and IV Semesters**

Time: 1 ½ hours

Maximum marks: 40

Section – A

I. Answer any FIVE of the following question (5 out of 7) 2x5=10

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

Section - B

II. Answer any FOUR of the following questions (4 out of 6) 5x4=20

- 8.
- 9.
- 10.
- 11.
- 12.
- 13.

Section - C

III. Answer any ONE of the following questions (1 out of 3) 10x1=10

- 14.
- 15.
- 16.