ಎನ್ಜಿನಿಯರಿಂಗ್

ನಗರ: ಬಿ.ಎಂ  ಸಸ್ಯಾಣು ಸಮ್ಮಿಷ್ಟರು ಸ್ವಾಮಿವಾಳರು ಸ್ವಾಮಿಯಾಚಾರ್ಯರು ಸತ್ಯರು ಸ್ವಾಮಿಗಳನ್ನು ಆಶ್ರುತಿಸಿ ૈ, ಆರೋಗ್ಯ ಮಾಡಿ.

ನಂತರ: 1) ಸ್ವತಂತ್ರ ಸ್ವರೂಪ ಸ್ಥಳ್ಯದಲ್ಲಿ ಸರಾಸರಿ ನಂತರ: 07.06.2018
2) ಪ್ರತಿನಿಧಿ ರತ್ನಮಾಡಿ ಸ್ಥಳ್ಯದಲ್ಲಿ ಸರಾಸರಿ ನಂತರ: 14.06.2018.
3) ಮಧ್ಯಮೋದಯಾ ಸರ್ವೇ ಸರಾಸರಿ ನಂತರದಲ್ಲಿ ಸರಾಸರಿ ನಂತರ: 11 ಜೂಲೈ 2018.

****

ಪ್ರತಿ (3) ಪ್ರತಿ ಮರುಟುಕರಾರಿ ಸರಾಸರಿ ನಂತರದಲ್ಲಿ ಸರಾಸರಿ ನಂತರ: 11 ಜೂಲೈ 2018
ಆರೋಗ್ಯ ಮಾಡಿ, ಬಿ.ಎಂ  ಸಸ್ಯಾಣು ಸಮ್ಮಿಷ್ಟರು ಸ್ವಾಮಿಯಾಚಾರ್ಯರು ಸ್ವಾಮಿಯಾಚಾರ್ಯರು ಸತ್ಯರು ಸ್ವಾಮಿಗಳನ್ನು ಆಶ್ರುತಿಸಿ. ಸರಾಸರಿ 14.06.2018. ಪ್ರತಿನಿಧಿ ರತ್ನಮಾಡಿ ಸಲ್ಲಿಗೆ ಸ್ಥಳ್ಯದಲ್ಲಿ ಸರಾಸರಿ ನಂತರ ನಂತರದಲ್ಲಿ, 2018-19 ಸರಾಸರಿ ಸ್ವರೂಪನೀರಾರಿ ಸಮ್ಮಿಷ್ಟರು ಸತ್ಯರು ಸ್ವಾಮಿಗಳನ್ನು ಆಶ್ರುತಿಸಿ.

ಅನ್ನು 2018-19 ಸರಾಸರಿ ಸ್ವರೂಪನೀರಾರಿ ಬಿ.ಎಂ  ಸಸ್ಯಾಣು ಸಮ್ಮಿಷ್ಟರು ಸ್ವಾಮಿಯಾಚಾರ್ಯ ಸಹಾಯಕ ಸರಾಸರಿ ನಂತರ ಸರಾಸರಿ ನಂತರ ಸ್ಥಳ್ಯದಲ್ಲಿ ಸರಾಸರಿ ನಂತರ.

ಎಂದು ಸರಿಯಾಗಿ ಸೇರಿದ್ದಾಗಿ ಮರುಟುಕರಾರಿ ಸ್ವತಂತ್ರ ಸ್ಥಳ್ಯದಲ್ಲಿ ಸ್ಥಳ್ಯದಲ್ಲಿ ಸರಾಸರಿ ನಂತರದಲ್ಲಿ ಸರಾಸರಿ ನಂತರ.

ಮರುಟುಕರಾರಿ ಗಣರಾಜ್ಯದ ಜಿಲ್ಲಾ ವಿಶ್ವವಿದ್ಯಾಲಯವು ಉದ್ಘಾಟಿಸಿ www.gug.ac.in ಬಿ.ಎಂ.

ಲೋಕದ ದೈವತ್ಯ,

1. ಸ್ವತಂತ್ರವಾಗಿ ಮರುಟುಕರಾರಿ ಸರಾಸರಿ ನಂತರದಲ್ಲಿ.
2. ಸರಾಸರಿ ನಂತರದಲ್ಲಿ ಮರುಟುಕರಾರಿ ಸ್ವತಂತ್ರವಾಗಿ.

ಪಾತ್ರೋಗು:

1. ಒಂದು ಸರಾಸರಿ ಮರುಟುಕರಾರಿ, ಬಿ.ಎಂ.
2. ಪ್ರತಿನಿಧಿ ರತ್ನಮಾಡಿ ಸರಾಸರಿ ನಂತರದಲ್ಲಿ.
3. ಪ್ರತಿನಿಧಿ ರತ್ನಮಾಡಿ ಸರಾಸರಿ ನಂತರದಲ್ಲಿ.
4. ಪ್ರತಿನಿಧಿ ರತ್ನಮಾಡಿ ಸರಾಸರಿ ನಂತರದಲ್ಲಿ.
5. ಪ್ರತಿನಿಧಿ ರತ್ನಮಾಡಿ ಸರಾಸರಿ ನಂತರದಲ್ಲಿ.
6. ಪ್ರತಿನಿಧಿ ರತ್ನಮಾಡಿ ಸರಾಸರಿ ನಂತರದಲ್ಲಿ.
7. ಪ್ರತಿನಿಧಿ ರತ್ನಮಾಡಿ ಸರಾಸರಿ ನಂತರದಲ್ಲಿ.
8. ಪ್ರತಿನಿಧಿ ರತ್ನಮಾಡಿ ಸರಾಸರಿ ನಂತರದಲ್ಲಿ.
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Note: Course = paper; AECC = Ability Enhance Course; DSC = Discipline Specific Core Course; SEC = Skill Enhancement Course; DSE = Disciplinary Specific Elective; L = Lecture; T = Tutorial; P = Practical. Additional) 2 credits shall be given for the successfully completion of two years of NSS/NCC/Scouts and Guides (144+2=146); MIL = Modern Indian Language

AECC-1c and AECC-2e papers shall be approved by the BOS of Environmental Science and Political Science.

Tutorial batch=25 students, AECC-a and AECC-b papers cover communicative skills

*The 80 marks of project report in sixth semester consists of 60 marks for semester end examination and 20 marks for project viva-voce.
Elective Groups and Papers (DSE) for BBM V & VIth Semester

GROUP (A): Marketing

DSE 1. Consumer Behaviour
DSE 2. Service Marketing
DSE 3. Brand Management
DSE 4. Sales and Distribution Management

GROUP (B): FINANCE

DSE 1. Financial Systems and Markets
DSE 2. Investment Management
DSE 3. Management of Financial Services
DSE 4. Project Management

GROUP (C): HUMAN RESOURCE

DSE 1. Organisation Development
DSE 2. Management of Industrial Resources
DSE 3. Performance Management
DSE 4. Management of Labour Welfare

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DSC 1. PRINCIPLES AND PRACTICE OF MANAGEMENT

UNIT-1: DEFINITION OF MANAGEMENT, EVOLUTION, NATURE, PURPOSE & FUNCTIONS OF MANAGEMENT: Management; Science or art, contributions of management GURUS- Henry fayol, peter drucker-, Fredrick Taylor, Michael porter, jack trout, Michael Hammer,- scientific management, management levels and skills, managerial roles & functions, general principal of management - the emergence of behavioral sciences- the Hawthorne studies recent contributions to management thought.


UNIT-3: ORGANIZING: Nature of organizing, organizational structure and Departmentation, formal & in-formal organization, span of management, delegation of authority.

UNIT-4: DIRECTING: Definition - principles of direction - issuing orders or instructions, characteristics of a good order - techniques & importance of direction.

UNIT-5: CONTROLLING: Definition, steps in controlling process, techniques of control, areas of control, advantages and limitations of control, types of managerial control, need for control- control as a feedback system.

UNIT-6: EMERGING TRENDS IN MANAGEMENT (MIS, TQM, ETHICS AND VALUES): A broad outline of management techniques in MNC companies, skills required for managers, vision- mission statements of statements of leading companies.

REFERENCE
2. Principle and practice of management by LM Prasada Sultanchand and sons
DSC 2. BUSINESS ENVIRONMENT

UNIT-1: Nature and scope of business environment: Components of business environmental social, economic, political and legal; business, society and government linkages and inter dependence.


UNIT-4: Industrial sickness: Meaning, magnitude of problem causes and remedies.

UNIT-5: Pollution control: Environment protection, Energy management.

References:

1. Business Environment by Francis Cherunilam (Himalaya Publications)
2. Essentials of Business Environment by K. Aswathappa (Himalaya Publications)
3. Indian Economy By S.K. Mishra and V.K. Pui (Himalaya Publications)
4. Indian Economy By K.P.M. Sundarama and Ruddan Dutt (S.Chand Publications)
DSC3. MARKETING MANAGEMENT


UNIT-2: MARKET SEGMENTATION: meaning and bases, Targeting, positioning, Marketing Mix.


UNIT-5: CHANNELS OF DISTRIBUTION: Types, Advertising - meaning, sales promotion, personal selling and tools of sales promotion.

Reference Books
1. Marketing Management – Philip Kotlar
2. Marketing Management- Ramaswamy and Namakeni
4. Case Studies In Marketing –s. Ramesh kumar
DSC 4. FINANCIAL ACCOUNTING - I

UNIT-1: ACCOUNTING AND ITS FUNCTIONS: Scope of Accounting as information system - Role and Activities of an Accounting and Accounting personnel.


UNIT-5: Final accounts - Final Accounts of Sole trading concerns including manufacturing accounts

REFERENCES:

1. Financial Accounting for Managers" by S.N.Maheshwari
2. "Accounting for Management- Text and cases "by Bhattachary S. K. and john Deardon
4. Financial Accounting by Shukla and Grewal
5. Financial Accounting by B.S. Ramana
7. Advanced accounting by Jain and Narang
10. Advanced accounting by vol.I &II by B.S.Raman

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DSC 5. HUMAN RESOURCE MANAGEMENT


UNIT-4: Promotion: Meaning - purpose - types of promotion, problems - transfer - means - purpose - Types - Reasons - benefits demotion - meaning need for demotion policy. Employee lay-off retrenchment VRS / CRS.

UNIT-5: Wage and Salary: Meaning of different terms - wage agreements, factors affecting on wage and salary - methods of wage and salary, wage incentives, different methods of incentive payments.

Reference Books
1. Personnel & Human resource Management - P Subbarao
2. Human resource Management - Biswajeet Patnayak
3. Human resource & Personnel Management - K. Ashwatappa
4. Human resource Management - CV Subramaniam

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DSC 6. QUANTITATIVE TECHNIQUES

MODULE 1: INTRODUCTION TO QUANTITATIVE TECHNIQUES

Meaning and scope of quantitative techniques in business and industry, Primary and secondary sources of data- Classification, Tabulation, Frequency distribution, Graphical representation.

MODULE 2: MEASURES OF CENTRAL VALUE AND DISPERSION

Meaning - Mean, Median, Mode and Quartiles. Standard deviation and its relative measures - Numerical problems

MODULE 3: CORRELATION AND REGRESSION

Meaning and Necessity of Correlation, Karl Pearson correlation, coefficient of correlation, Bi-variate Frequency distribution. Meaning of regression, Lines of regression o Y on X, Simple numerical problems

MODULE 4: INDEX NUMBERS

Meaning, necessity of Index numbers, Laspeyrs, Paasche's, Fishers Ideal numbers-Cost of Living Index numbers, Numerical Problems

MODULE 5: TEST OF HYPOTHESIS

Meaning and uses of test of hypothesis in research activities, Numerical problems on test of Hypothesis

Reference Books
1. Statistical Methods - SP Gupta
2. Quantitative techniques for Managerial Decisions -Srivatsava and Sharma

UNIT-2: Meaning - Merits and Demerits of single Entry system- Ascertainment of profit/loss under single entry system. Conversion of single entry into Double Entry - Preparation of Final accounts


Branch Accounts: Branches dealing with Cash sales, credit sales, Goods receive at cost price and Invoice price - stock & Debtors system (Excluding independent branch and foreign branches).


References:
1. Financial Accounting for Managers- S.N. Maheshwari
2. Financial Accounting - Shukla and Grewal
3. Financial Accounting - B.S. Raman
7. Advance accountancy - M.C. Shukla & T.S. Grewal
9. Modern accounting - Pandey G.D.
10. Three Dimensional Accountancy - Samuel

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DSC8. MANAGERIAL ECONOMICS

UNIT-1: Definition, nature and scope of managerial economics, micro and macro economics/role and responsibilities of managerial economics.

UNIT-2: Demand and supply analysis: Demand, meaning factors determining demand, law of demand, elasticity of demand, meaning, types, price elasticity, income elasticity and cross elasticity of demand, methods of demand forecasting, supply determination, law of supply.

UNIT-3: Production analysis: production function, laws of production: long-term laws of production (production with two variable inputs), isoquant curve and its properties, isquanto map and economic region of production including forms of isoquants; laws of returns to scale through production function. An outline of Cobb-Douglas production function; optimal input combination (least cost combination of inputs).

UNIT-4: Cost concepts, classification, cost curves during short and long periods. Cost control and cost reduction.

UNIT-5: Pricing theory and practices: pricing policies, skimming and penetration pricing, pricing under different market conditions; price discrimination. Profit management; meaning and nature of profit, economics and accounting profit, and profit planning, break-even analysis.

Note: Simple case to illustrate the application of economic tools to business situations should form the basis for class room discussions.

References:
1. Managerial Economics by Peterson and Levis (PHL PUBLICATIONS)
2. Managerial Economics by D.N.Dwivedi (Vikas PUBLICATIONS)
3. Managerial Economics by P.N.Mishra (PRAGAT PUBLICATION)
4. Managerial Economics by D.M. mithani (HIMALAY PUBLICATION)