

Course objectives:

- To familiarize the students with the conceptual framework of stock markets and commodity markets and their functionality.
- To familiarize the concept of portfolio management
- To understand the behaviour of Retail Customers
- To equip knowledge about Retail Mix and Retailing and Retail Communication

Course outcomes:

After completing this course, the student will be able to:

- simplify the procedure of issue of shares and role of intermediaries in the primary market and examine the Regulatory framework and functions of SEBI
- list the functions of stock brokers, and recognize the importance of Depository system in India
- list the instruments used in a commodity market.
- apply the techniques of fundamental and technical analysis to construct a portfolio.

Unit 1: Primary Market

12 Hours

Features of primary market and its classification, methods of floating issues in the primary market, IPO process, SEBI requirement and guidelines for IPOS, functions of merchant bankers in issue process, factors to be considered during IPO process, IPO grading process.

Unit 2: Secondary Market

05 Hours

Features of secondary market, players in secondary market, working of stock exchange, stock exchange brokers and their functions, membership eligibility conditions, depository (functions and benefits), regulatory framework of stock exchange, online trading procedure, trading and settlement mechanism.

Unit 3: Commodity Market

04 Hours

Concept of commodity markets and its functions, difference between stock and commodity markets, commodity derivatives (forward, futures and options)

Unit 4: Portfolio Management

09 Hours

A study on investment opportunities available, process of portfolio management, classifying and understanding investor profile, concept of fundamental and technical analysis.

References

- Berman B, & Evans J R. (2003). *Retail Management*. Pearson Education.
Cullen, & Education, N. (2002). *Retailing Cengage Learning*. EMEA.
Kevin. (n.d.). *Security Analysis and Portfolio Mangement*. PHI. EEE.
Levy M, M., & BW, W. (2004). *Retailing Management*. Tata McGraw Hill.
Newman A J, E., & P, C. (2002). *Retailing Environment & Operations*. Vikas Publishing House.
Singh, P. (n.d.). *Security Analysis and Portfolio Management*. Himalaya Publishers.
Singh, P. (n.d.). *Stock and Commodity Markets*. Himalaya Publishers.



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Course Objectives:

- To develop knowledge and skills in understanding and applying accounting standards.
- To understand the mechanism of preparation of financial statements of a single corporate entity.
- To understand current developments in financial reporting.

Course Outcomes:

After successful completion of the course, the student will be able to:

- determine the usefulness of a conceptual framework, identify the qualitative characteristics of accounting information and the basic elements of financial statements
- demonstrate an understanding of the relationship among the financial statements and preparation of balance sheet, an income statement, a statement of changes in equity and a statement of cash flows are prepared

Unit 1: Conceptual and Regulatory Framework for Financial Reporting **10 hrs**

Conceptual framework (2018) for financial reporting; regulatory framework; qualitative characteristics of financial statements (relevance, faithful representation, understandability, comparability, verifiability & timeliness; concepts of materiality & going concern; concepts of asset, liability, equity, income & expense; principles of recognition & measurement of financial elements

Unit 2: Accounting for Transactions in Financial Statements **10 hrs**

Detailed understanding of accounting standards as applicable to tangible non-current assets, intangible assets, impairment of assets, inventory & biological assets, financial instruments, leasing, borrowing costs and fair valuation. This unit will cover the principles of recognition, measurement, presentation & disclosure of these financial transactions & events.

Unit 3: Interpretation of Financial Statements **10 hrs**

Define & compute financial ratios; use of ratio analysis to assess financial performance of an entity; comparing entity's performance with another entity or industry average ratios; usefulness of cash flow statement in evaluation of entity's performance; limitations of financial statements

References:

- Kaplan, . (2018). Financial Reporting. N.p.: Kaplan publications.
BPP Learning Media, . (2018). Financial Reporting. Aldine Place, London: British Library Cataloguing-in-Publication.
M P Vijay Kumar, . (2020). Financial Reporting. Mumbai, India: Snow White Publication.



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VUCO14002: RETAIL MANAGEMENT

Hours: 30

Course objectives:

- To familiarize various concepts of retail management
- To understand the behaviour of Retail Customers
- To equip knowledge about Retail Mix and Retailing and Retail Communication

Course outcomes:

After completing this course, the student will be able to:

- analyse the concepts of retail management.
- list the management tools for merchandising.
- evaluate current retailing trends based on consumer segments

Unit 1: Introduction

10 Hours

Retailing; retailing management decision process; types of retailers; types of ownership; store based retailing; non store based retailing; services retailing; functions of retailing.

Unit 2: Retail Customer and Customer Service

03 Hours

Ethnic diversity; buying process; factors influencing decision making.

Unit 3: Choosing a Store Location

04 Hours

Trading Area Analysis, Site Selection; Store Design and Layout; the External Store; Internal Store.

Unit 4: Merchandising Management

09 Hours

Organizing buying process by categories; setting merchandising; assortment planning process; branding strategies; meeting vendors; maintaining strategic relationships with vendors; allocating merchandising to stores.

Unit 5: Retail Communication

04 Hours

Role of retail communication; planning retail communication; promotional strategies used in retailing; retail advertising; frequent shopper; loyalty programme.

References:

- Berman B, & Evans J R. (2003). *Retail Management*. Pearson Education.
Cullen, & Education, N. (2002). *Retailing Cengage Learning*. EMEA.
Levy M, M., & BW, W. (2004). *Retailing Management*. Tata McGraw Hill.
Newman A J, E., & P, C. (2002). *Retailing Environment & Operations*. Vikas Publishing House.



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VUCO15001 : INSURANCE MANAGEMENT

Hours: 30

Course objectives:

- To familiarize the concepts of insurance
- To analyse the types of insurance
- To provide knowledge on premium calculation.

Course outcomes:

After completing this course, the student will be able to:

- assess the concept of insurance
- analyse the concept of life, fire and marine insurance.
- list the duties and rights of an insurance agent
- apply premium calculation methods to solve problems on premium calculation

Unit 1: Introduction

08 Hours

Meaning, purpose and need of insurance, evolution of insurance, Insurance as a social security tool; Fundamentals/ Principles of insurance; concept of risk and insurance as risk management tool, classification of insurance.

Unit 2: Life Insurance

06 Hours

Meaning, Principles of life insurance. Life insurance contracts, their nature and characteristics, Parties to the contract and their rights and duties. Conditions and terms of policy and effects of non-compliance thereof.

Unit 3: Fire Insurance

05 Hours

Meaning, principles of fire insurance contracts, types of fire policy, parties to the contract and their rights and duties, Fire Policy, conditions, Assignment of Policy, Claim procedure under various circumstances.

Unit 4: Marine Insurance

04 Hours

Meaning, Principles of marine insurance contracts–Marine Policy and their conditions, Premium; double insurance; assignment of policy' warranties' the voyage

Unit 5: Agency in Insurance

03 Hours

Types of agent, qualification, duties and rights, services provided by insurance agent. Underwriting of insurance.

Unit 6: Premium Calculation

04 Hours

IRDA Act- objectives, role and functions. Calculation of premium and valuation of claim under various classification of insurance (simple problems only).

References:

- Gupta, P. K. (n.d.). *Insurance & Risk Management*. Himalaya Publishers.
IRDA, G. P. (n.d.).
Kumar, G. (n.d.). *Handbook of Insurance Laws*. Allahabad: Law Publishers.
Mishra, M. N. (2018). *Insurance, Principles and Practices*. S Chand Publications.



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Course objectives:

- To acquaint the concepts of insurance
- To analyse the types of insurance
- To familiarize the concept of risk

Course outcomes:

After completing this course, the student will be able to:

- discuss the evolution and of insurance and examine its regulatory framework.
- analyse the principles of an insurance contract.
- apply the various concepts of risks and analyse the risk management process

Unit 1: Insurance

15 Hours

Meaning, purpose and need of insurance, evolution of insurance, Insurance as a social security tool; Fundamentals; Principles of insurance contract in detail, Nature, characteristics of insurance, Regulatory framework- IRDA- its roles and responsibilities, Insurance contract, History of insurance in India, classification of insurance, types of insurance- General, life, marine and fire insurance- meaning and types.

Unit 2: Actuary

04 Hours

Meaning, roles and responsibilities of an actuary, services provided by actuaries, traits of an actuary

Unit 3: Risk Management

11 Hours

Introduction to risk management-elements of uncertainty peril, hazards; features of risk management, methods of handling risk, Sources of risk and exposure, pure risk and speculative risk, acceptable and non-acceptable risks, static and dynamic risk, various elements of cost of risk. Risk management process-definition, types and various means of managing risk –limitations of risk management

References:

- Berman B, & Evans J R. (2003). *Retail Management*. Pearson Education.
Cullen, & Education, N. (2002). *Retailing Cengage Learning* . EMEA.
Gupta, P. K. (n.d.). *Insurance & Risk Management*. Himalaya Publishers.
IRDA, G. P. (n.d.).
Kumar, G. (n.d.). *Handbook of Insurance Laws*. Allahabad: Law Publishers.
Levy M, M., & BW, W. (2004). *Retailing Management*. Tata McGraw Hill.
Mishra, M. N. (2018). *Insurance, Principles and Practices*. S Chand Publications.
Newman A J, E., & P, C. (2002). *Retailing Environment & Operations*. Vikas Publishing House.



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Course objectives:

- To familiarize students with the tally software.
- Student will learn to create company, enter accounting voucher entries including advance voucher entries, do reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally

Course outcome:

After completing this course, the student will be able to:

- describe the importance of tally
- develop to create company, enter accounting voucher entries including advance voucher entries, do reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally
- create accounting books and registers

Unit 1: Fundamentals of Tally

10 hrs

Introduction to Tally- History of tally - Meaning of Tally software – Features – Advantages - Required Hardware, Preparation for installation of tally software - installation. Items on Tally screen: Menu options, creating a New Company, Basic Currency information, Other information, Company features and Inventory features.

Unit 2: Creating Groups, and Ledger Accounts

5 hrs

General Configuration, Numerical symbols, accts/inventory info – master configuration -voucher entry configuration. Working in Tally: Groups,Charts of Groups, Multiple Groups, Ledgers, Multiple Ledgers.

Unit 3: Voucher Types, and Voucher Entry

5 hrs

Voucher, Different types of voucher, voucher entry Problem on Voucher entry -Trail Balance, Accounts books, Cash Book, Bank Books, Ledger Accounts, Group Summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts, & Balance Sheet.

Unit 4: Reports in Tally

10 hrs

Generating Basic Reports in Tally – Financial Statements – Accounting Books and Registers – Inventory Books and Registers – Exception reports – printing reports – Types of Printing Configuration of Options – Printing Format.

References

NICT. (n.d.). Retrieved from nicteducation: <http://www.nicteducation.com/>



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VPCO15001 : Life Skills Education

Hours: 30

Course Objectives:

- To understand the art of living.
- To gain self confidence and maintain interpersonal relationship.

Course Outcomes:

After successful completion of the course, the student will be able to:

- analyze the emotional competence at work place
- design the empathy map for the people

Unit I: Introduction to Life Skills & Personal Skills

06 hrs

Need & Importance; Self Awareness: Concept, Components of Self Techniques of Self Awareness; Empathy: Definition, concept & Empathy Map

Unit II: Thinking Skills

06 hrs

Characteristics & Stages; Critical Thinking: Definition, Characteristics & Effective critical thinking strategies

Unit III: Problem Solving Skills

06 hrs

Types of Problem, Methods of Problem Solving & Obstacles in Problem solving; Decision Making: Risk Factor on Decisions, Types of Decision Making & Safe Decision Making

Unit IV: Inter Personal Skills

06 hrs

Definition, Communication Cycle & Communication skill; Interpersonal Relationship: Types of Relationship & Factors contributing for healthy relationship

Unit V: Coping Skills

06 hrs

ABC of Emotion & Managing the emotion; Coping with Stress: Meaning of stress, Types & Techniques to control stress

References:

Richard Nelson-Jones (1993) You Can Help!: Introducing Lifeskills Helping. Allen & Unwin Australia.

World Health Organization. Life skills education: planning for research. Geneva, WHO, 1996.72p.



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VECO15001 : LIFE SKILLS

Hours: 30

Course Objectives:

- To understand the art of living.
- To gain self confidence and maintain interpersonal relationship.

Course Outcomes:

After successful completion of the course, the student will be able to:

- analyze the emotional competence at work place
- design the empathy map for the people

Unit I: Introduction to Life Skills & Personal Skills

06 hrs

Need & Importance; Self Awareness: Concept, Components of Self Techniques of Self Awareness; Empathy: Definition, concept & Empathy Map

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- Richard Nelson-Jones (1993) You Can Help!: Introducing Lifeskills Helping. Allen & Unwin Australia.
- World Health Organization. Life skills education: planning for research. Geneva, WHO, 1996.72p.

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VUMG13001 : PERSONAL BRANDING

Hours: 30

Course Objectives:

- To equip students with skills of creating personal brand.
- To impart the knowledge of networking for promoting personal brand.

Course Outcomes:

By the end of this course, students will be able to:

- build authentic relationships from networking and use networking tools to distinguish themselves as professionals.
- develop your networking skills and Develop vocabulary related to jobs and companies.
- identify actions and materials that contribute to a personal brand in both an online and in-person environment.

Unit 1: Introduction

8 hrs

Branding; functions of branding Personal Branding; importance of developing a personal brand; process of personal branding; principles of personal branding.

Unit 2: Building Personal Brand

12 hrs

Resume building: building an effective resume; learning the art of winning in interviews; creating personal brand: personal brand vision; define target audience; create message; post the message; continue to develop.

Unit 3: Social Networking

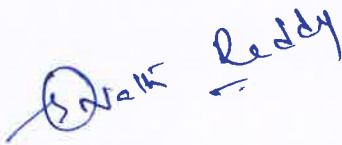
10 hrs

Website and blogging; get a Twitter account; create a Facebook page; customise LinkedIn profile; create a YouTube channel; organise your social profiles.

References:

Peter Montoya and Tim Vandehey (2008). The Brand Called You: Create a Personal Brand that Wins Attention and Grows Your Business. Tata McGraw-Hill.

Dan Schawbel. (2009). Build a Powerful Brand to Achieve Career Success. Kaplan Publishing.

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VUMG14002: DATA ANALYSIS USING EXCEL SPREADSHEET

Hours: 30

Course Objectives:

- To acquaint the students with process and techniques of data analysis with the use of Spreadsheet.
- To enable students to apply and take logical decisions.

Course Outcomes:

After completing this course, the student will be able to:

- analyse data and transform into information for decision making process
- use and leverage on the advanced functionalities of spreadsheet

Unit1: Getting Acquainted with Excel

04 hrs

Excel environment, title bar, menu bar, standard toolbar, formatting toolbar, the ribbon, file tab and backstage view, Microsoft office button, quick access toolbar, scroll bars, formula bar, workbook window, status bar, task pane; Creating Basic Spreadsheets: Creating a New Workbook, Saving Workbooks, Closing Workbooks, Opening Workbooks, Selecting Cells, Entering Text Into Cells, Entering Numbers Into Cells, Pick From List, Zooming the Spreadsheet, Renaming Workbooks, Working with Excel File Formats.

Unit 2: Using Ranges

06 hrs

Using ranges, selecting ranges, entering information into a range, using auto fill (Creating Formulas) Using Formulas, Formula Functions, Using AutoSum, Inserting Functions, Editing a Range, Using the Paste Function; Copying & Pasting Formulas: Absolute References and Relative References, Cutting, Copying & Pasting, Auto Filling Cells, Drag & Drop Cutting, Copying & Pasting, Using Undo, Using Redo

Unit 3: Columns & Rows

06 hrs

Selecting columns & rows, changing column width & row height, auto fitting columns & rows, hiding/un hiding columns & rows, inserting & deleting columns & rows; formatting spreadsheets: using the formatting toolbar, using the format cells dialog box, the number tab, the alignment tab font tab, border tab, patterns tab, clearing all formatting from cells, copying all formatting from cells to another area, conditional formatting & auto formatting,

Unit 4: Setting Spreadsheet Layout

08 hrs

Working with page breaks, viewing the header and footer, the page setup dialog box; consolidating spreadsheets using data consolidation, spreadsheet charts creating charts, moving and resizing charts, the chart toolbar, formatting chart objects, changing, the chart type, showing and hiding the legend, showing and hiding the data table, choosing a chart layout, choosing a chart style, printing charts, deleting charts; editing and formatting charts; changing chart sub-types, changing the data range, changing chart titles, repositioning the legend; adding data labels, formatting a data series, chart axis formatting; pivot tables: creating pivot tables, manipulating a pivot table, using the pivot table toolbar, changing data field, properties, displaying a pivot chart, setting pivot table options, . adding subtotals to pivot tables.

Unit 5: Auto Filtering Data

06 hrs

Auto filter, using the top 10 auto filter, using the custom auto filter, turning off the auto filter; lookup and functions: lookup and functions, lookup functions, logical functions, using the and/or functions; making macros: recording macros, running macros, deleting macros. spreadsheet tools moving between spreadsheets, selecting multiple spreadsheets, inserting and deleting spreadsheets renaming spreadsheets, splitting the screen, freezing panes, copying and moving entire worksheets

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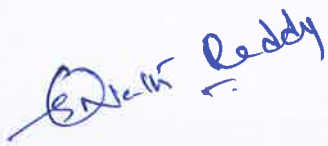
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cutting, copying and pasting data between spreadsheets, printing multiple spreadsheets, hiding spreadsheets

References

Michael Alexander, Richard Kusleika, John Walkenbach (2019). *Excel 2019 Bible*. Willey
Lan Lamont (2015). *Excel Basics in 30 Minutes (2nd Ed.)*. i30 Media Corporation.

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VPMG14001 : SIGMA GREEN BELT CERTIFICATION

Hours: 30

Course Objectives:

- To prepare the students towards the Green Belt Lean Six Sigma certification.
- To expose the students to the statistical process control and quality control concepts.
- To train the students on minitab software.

Course Outcomes:

After successful completion of the course, the student will be able to:

- demonstrate the application of statistics in process control
- analysis production data using minitab software

Unit 1: Introduction to Six Sigma

6 hrs

Introduction to Six Sigma, Six Sigma Approaches, DMAIC Vs. DMADV, Kano Model

Unit 2: Project Management

6 hrs

Drivers of Project Selection, Problems or Opportunity Statements, Project Charter, Creating Project Charter

Unit 3: Process Control

9 hrs

Pareto Charts, MUDA, Process Flow analysis, Data Collection Plan, Process Capability, Data Analysis using Statistics tools, TRIZ – concepts, FMEA, SPC – types of control charts, Problems

Chapter 4: Training on Minitab

9 hrs

Hands on learning using Minitab software

References:

Barry, Robert. (2004). *Nan's Arsonist : A Six Sigma Mystery*. Pearson Education.

Jay, Heizer. Barry, Render. Jagadeesh, Rajashekhar. (2009). *Operations Management* (9th ed). New Delhi: Pearson Education Inc.

Norman, Gaither. and Greg, Frazier. (2009). *Operations Management*, (9th ed) New Delhi: Cengage Learning Pvt Ltd.



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VPMG15002: LIFE SKILLS FOR MILLENNIAL EXECUTIVES

Hours: 30

Course Objectives:

- To inculcate the key life skills to the management students.
- To make the students understand the need for life skills at workplace and in Business.

Course Outcomes:

After successful completion of the course, the student will be able to:

- demonstrate the key life skills on a given real time situation
- assess the real life problems with self, people and machines better

Unit 1: Introduction to Life skills

4 hrs

Introduction to life skills; meaning and need. Role of life skills in the family, at the workplace and in the society. Life skills in a business setting – case studies and role plays.

Unit 2: Self-awareness

4 hrs

Introduction to self-awareness, activities to know oneself, Johari window, SWOT analysis and role of self-awareness in relationships and career. Self-awareness and a manager, Self-awareness and a leader.

Unit 3: Interpersonal Relationships, Communication and Empathy

8 hrs

Challenges in Interpersonal relationships, building relationships and activities and games. Role of communication in interpersonal relationships, barriers to communication and strategies to overcome it. Relationship with Boss, Colleague, Customer and Supplier. Empathy – meaning and role of empathy in communication and interpersonal relationships, difference between empathy and sympathy and being empathetic at work place.

Unit 4: Problem Solving and Decision Making

8 hrs

Understanding the brain, Steps in critical thinking, activities and lessons to think critically. Creativity and creative thinking, solving problems by thinking out of the box. The art of problem solving, applying critical and creative thinking to solve problems. Types of decisions, steps in decision making, decision making and problem solving. Challenges in defining a business problems, the setting, constraints and timing in Business Administration.

Unit 5: Emotions and Stress

6 hrs

Emotions and types, nature, process of handling emotions in self and in others and short term and long term strategies to manage emotions. Stress – meaning, need and types, reasons for getting stressed and strategies to handle stress in relationships and at workplace.

References:

Joseph, K. S. *Equip yourself with Life Skills*. Better yourself books. India

Kukreja, Meena. *Life Skills: What Your Schools Forgot to Teach You*. Better yourself books.



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