

**KARNATAKA STATE  LAW UNIVERSITY**

Navanagar, Hubballi-580 025  
Accredited with 'A' Grade by NAAC

Appendix-III

**: ACADEMIC SECTION:**

**Syllabus of B.B.A., LL.B. (Hons.) 2022-23 Batch**

<b>First Semester</b>		<b>Second Semester</b>	
1.1	Law of Contract (General Principles)	2.1	Special Contract
1.2	Legal Methods	2.2	Law of Torts including MV accidents and Consumer Protection Laws
1.3	Business Environment	2.3	Financial Accounting
1.4	Principles and Practices of Management	2.4	Marketing Management
1.5	KanoonuKannada/ Kannada Kali	2.5	Business Communication
<b>Third Semester</b>		<b>Fourth Semester</b>	
3.1	Family Law-I (Hindu Law)	4.1	Family Law-II (Mohammedan Law and Indian succession Act)
3.2	Law of Property	4.2	Opt-I: Human Rights Law and Practice/Insurance Law
3.3	HumanResourcesManagement-Industrial Relations	4.3	Production & Operation Management
3.4	Entrepreneurship Development	4.4	Financial Services
3.5	English	4.5	International Business
<b>Fifth Semester</b>		<b>Sixth Semester</b>	
5.1	Constitutional Law-I	6.1	Constitutional Law-II
5.2	Criminal Law-I :Indian Penal Code	6.2	Administrative Law
5.3	Hons-I : IPR-I	6.3	Hons-II : Information Technology Law
5.4	Opt-II: Media And Law/Penology and Victimology	6.4	Hon- III : IPR-II
5.5	Business Statistics	6.5	Financial Management
<b>Seventh Semester</b>		<b>Eighth Semester</b>	
7.1	Environmental Law	8.1	Public InternationalLaw
7.2	Labour and Industrial Law-I	8.2	Labour and Industrial Law-II
7.3	Criminal Law-II : Criminal Procedure Code	8.3	Hons-IV : Land Laws
7.4	Jurisprudence	8.4	Hons-V : International Organizations
7.5	Company Law	8.5	Opt-III: Banking Law/Right to Information
7.6	Clinical Course-I : Professional Ethics	8.6	Clinical Course II :Alternative Dispute Resolution Systems
<b>Ninth Semester</b>		<b>Tenth Semester</b>	
9.1	CPC and limitation Act	10.1	Law of Evidence
9.2	Taxation	10.2	Hons-VIII : Private International Law
9.3	Hon-VI: Women and Law	10.3	Opt-V: Comparative Constitutions/White Collar Crimes
9.4	Hons-VII: Interpretation of Statutes and Principles of Legislation	10.4	Opt-VI: Offences against child and JuvenileOffences/General Agreement on Tariffs and Trade
9.5	Opt-IV :Competition Law/Health Law	10.5	Clinical Course-IV: Moot Court Exercises and Internship
9.6	Clinical Course-III: Drafting Pleading and Conveyance		

**Syllabus of B.B.A., LL.B. (Hons.) 2022-23 Batch**  
**COURSE-2.3 Financial Accounting**

**Objective:**

The need of scientific accounting being focal point in the day to day business, the fundamental accounting concept is introduced with double entry book keeping. The basics of accounting system such as maintenance of journal, ledger, cash book and trial balance are taught. The final accounts of trading and non-trading concerns are explained with examples to enable the students appreciate the principles of Accountancy.

**UNIT – I**

Accounting: Meaning and Definition, Accounting Concepts and Conventions, Double Entry Systems of Book – Keeping and Types of Accounts. Introduction to Accounting Standards.

**UNIT – II**

Preparation of Journal and Subsidiary Books – (Problems on Purchase Book, Sales Book, Three Column Cash Book only). Ledger and Ledger postings, Trial Balance.

**UNIT – III**

Preparation of Final Accounts of Sole Trading Concerns (Manufacturing, Trading, P & L A/C and Balance Sheet)

**UNIT – IV**

Preparation of Final Accounts of Non-Trading Concern: Capital and Revenue Expenditure, Final Accounts – Receipts and Payment Account, Income and Expenditure and balance sheet.

**UNIT – V**

Meaning of Accounting Ratios, Objectives of Ratio Analysis, Advantages of Ratio Analysis, Limitations of Ratio Analysis, Types of Ratios, Liquidity Ratios, Solvency Ratios, Activity (or Turnover) Ratio, Profitability Ratios.

**Prescribed Books:**

1. Advanced Accountancy – S. N. Maheshwari
2. Advanced Accountancy – M. C. Shukla

**Reference Books:**

1. Advanced Accountancy – R. L. Gupta
2. Advanced Accountancy – B. S. Raman

**Syllabus of B.B.A., LL.B. (Hons.) 2022-23 Batch**  
**COURSE-2.4 Marketing Management**

**Objectives:**

To familiarize with the basic concepts and techniques of marketing management. To understand the behaviour of consumers and to create awareness of marketing mix elements and to analyze and solve marketing problems in the complex and fast changing business environment

**UNIT I: Introduction to Marketing:**

Meaning and evolution of marketing, Marketing Mix concept; Importance of Marketing; Concept of green marketing - meaning and Importance; Ethics in Marketing.

**UNIT II: Consumer Buying Behaviour:**

Meaning and Factors affecting consumer behaviour, Consumer decision making process, types of consumers, STP - Identifying market segments, Selecting Target market and developing market positions.

**UNIT III: Product Planning and Development**

Product Concept; New Product Development and Product life cycle; Product Mix Strategies; Meaning and importance of Branding, Packaging and Labelling; Product USP. Business models - B2C, B2B, C2C, C2B

**UNIT IV: Pricing & Marketing Channels**

Pricing – Meaning, Pricing process, factors affecting the pricing, different types of pricing strategies.

Marketing Channels: types and importance of marketing channels, factors influencing selection of marketing channels. Retailing and e-tailing.

## **UNIT V: Promotion**

Promotion mix; Advertising & Sales Promotion - Meaning, objectives & types; Public Relation: Meaning & Tools; Digital Marketing - Meaning, Importance Of Digital Marketing, Types of Digital Marketing.

### **Prescribed Books:**

1. Philip Kotler, Marketing Management- Analysis Planning And Control, Prentice Hall of India, New Delhi,
2. K.S. Chandrasekar, Marketing Management Text And Cases, Tata McGraw-Hill Publication, New Delhi. 2010

### **Reference Books:**

1. K.S. Chandrasekar, Marketing Management Text And Cases, Tata McGraw-Hill Publication, New Delhi. 2010
2. Govindarajan, marketing management concepts, cases, Challenges And Trends, Prentice Hall Of India, New Delhi. 2009
3. Ramaswamy. V S & Namakumari. S, Marketing Management-Planning Implementation And Control, Macmillan Business Books, New Delhi, 2002,

**Syllabus of B.B.A., LL.B. (Hons.) 2022-23 Batch  
COURSE-2.5 Business Communication**

**Objectives:**

Success in business solely depends upon effective communication. The syllabus elaborates the various facets, nuances, types, channels, methods, techniques, barriers and dimensions of Business Communication that help students in understanding the importance of communication in business, thus enabling them to use appropriate techniques and skills which further empower them to excel in their professions.

**UNIT-I**

Communication-meaning, history, subject matter; types, importance and benefits of Communication; Channels-written, oral, aspects of body language, Structuring of body language with proper postures, gestures.

Public Relations

**UNIT-II**

Barriers in Communication-Semantic, Psychological, Cultural;

Methods to overcome barriers

**UNIT-III**

Business Letters- Characteristics of good Business Letters;

Types-Enquiries, Reply, Quotations, Complaints, Orders;

Bank Correspondence. Drafting-Letters to Public Authorities; MOU; Joining Letters; Call for Tenders; Letters of Application for a position, Offer and Acceptance Letters, Resignation Letters, Quotations and Supply orders.

#### **UNIT-IV**

Reports-Meaning; Types-Committee and Individual Reports, Press Reports, Reports to Shareholders, Board of Directors Reports, Auditors Reports, Reports of Investigation and Enquiry.

Drafting of Public Appeals, MOU, Public Memorandum, letters to Public Authorities, Consumer Forum, LokAdalat, RTI

#### **UNIT-V**

Skills of Argument and logical inferences, Counselling, Developing Court Room situation, games for better effective communication, Art of Public Speaking

#### **Reference Books**

1. Basic Business Communication-Lesiker and Flatley
2. Business Communication-P.D Chaturvedi and MukeshChaturvedi

**Syllabus of B.B.A., LL.B. (Hons.) 2022-23 Batch**

**COURSE- 3.3 Human Resources Management – Industrial Relations**

**Objectives:**

The Human Resource management being the most difficult of all human relations is related to Industrial relations. The course offers a complete picture of Human Resource Management. The Human Resource Development being the most crucial aspect in the management, due importance is given to all aspects of HRM.

**UNIT – I**

Meaning and significance of HRM; Evolution and Development, Functions, Objectives, Process of HRM, Organization design and HRM.

Human Resource Planning: - Meaning, Objectives and significance. Integrated Strategic planning and Human Resource Planning; Process of HRP; Control and Review mechanism in HR planning.

**UNIT – II**

Recruitment: Definition, Objectives and Complexity, Corporate Objectives and Recruitment, Sources and Techniques of Recruitment, Internal – External sources, Modern Sources and Techniques and Assessment of Recruitment Programme.

Selection, Placement and Induction: Selection Procedure, Tests, Interviews; Placement and Induction.

**UNIT – III**

Human Resource Development: Concept and Significance, frame work, Techniques, Functions, Tasks of Line Manager. identification of training needs; objectives, benefits and methods of training; criteria of effective training methods; Promotion and demotion – meaning and criteria; methods of training; concepts of transfers and separation.



#### **UNIT – IV**

Wage and Salary Administration: Meaning, objectives and components of employee compensation; determinants of pay structure and level; methods of wage fixation – individuals and group incentives; bonus, fringe benefits and job evaluation systems; stock-ownership plans.

#### **UNIT – V**

Performance Appraisal: Performance Evaluation to Performance Analysis and Development, Methods of Performance Development, System of Performance Appraisal, Counseling, Managerial Appraisal.

#### **Prescribed Books:**

1. HRM – K.S. Ashwathappa
2. HRM – V.S.P. Rao

#### **Books for reference**

1. HRM – Fred Luthans
2. HRM – T.V. Rao
3. HRM – SubbaRao
4. HRM – L.M. Prasad
5. Personnel management – C.B. Memoria

**Syllabus of B.B.A., LL.B. (Hons.) 2022-23 Batch**

**COURSE- 3.4 Entrepreneurship Development**

**Objectives**

To familiarise and equip the students with the Entrepreneurial environment and skills required to be an entrepreneur and to encourage/motivate the new generation to take up entrepreneurship and contribute towards economic development. To create awareness of the government and other institutional support for entrepreneurship.

- To familiarise the students with opportunities and challenges of present situations in starting of business.

**UNIT -I Introduction:**

Meaning, Importance and Role of Entrepreneurship in Economic Development; Characteristics of successful Entrepreneurs, Types of entrepreneurs; Difference between Manager and Entrepreneur; Women Entrepreneurship and Rural Entrepreneurship – Meaning, Importance and challenges.

**UNIT – II Entrepreneurial Motivation:**

Meaning and factors affecting Entrepreneurial motivation – internal and external; Motivation theories – Maslow's Need Hierarchy theory, McClelland's Acquired need theory and Kakinada Experiment; Success Stories of present generation entrepreneurs;

**UNIT – III Entrepreneurship Development Programme:**

Meaning, objectives, phases in Entrepreneurship Development Programme; Stages in Entrepreneurship, Entrepreneurial process; Financing support – meaning and different types of financing; Institutional Support – NSIC, SIDBI, IDBI, IFCI, DICs and SFC.

#### **UNIT – IV Idea Generation and Project Formulation:**

Sources of New Ideas, Market Survey – Meaning and different techniques; Project Formulation. Legal requirement for establishment of new units; Business plan failures; Enterprise Resource Planning (ERP) – meaning, importance and components.

#### **UNIT – V Entrepreneurial Environment:**

Meaning, types – Internal & External factors; Entrepreneurship Development initiatives in India – Entrepreneur Support Schemes (ESS) – Start-up India, Pradhan Mantri Mudra Yojana, Single Point Registration Scheme (SPRS) ; Business incubation centres (BIC) meaning and importance.

#### **Prescribed Books:**

1. Khanka, SS, Entrepreneurship Development, S. Chand, New Delhi
2. Poornima MCH, Entrepreneurship Development – Small Business Enterprises, Pearson, Delhi

#### **Reference Books:**

1. Peter F. Drucker, Innovation and Entrepreneurship
2. Dr B E V L Naidu, Entrepreneurship. Seven Hills Publishers
3. Entrepreneurship and small business management -C. B. Gupta and Khank
4. Entrepreneurship Development – S. Anil Kumar, S. C. Poornima, M. K. Abraham and K. Jayashree.

**Syllabus of B.B.A., LL.B. (Hons.) 2022-23 Batch**

**COURSE-4.2Opt-I Human Rights Law and Practice**

**Objectives:**

The objectives of the course are to prepare students to become responsible citizens with awareness of the relationship between Human Rights, democracy and development; to foster respect for international obligations for peace and development; to impart education on national and international regime of Human Rights; to sensitize students to human suffering and promotion of human life with dignity; to develop skills on human rights advocacy and to appreciate the relationship between rights and duties and to foster respect for tolerance and compassion for all living creatures.

**UNIT – I**

Jurisprudence of Human Rights; Nature, definition, origin and theories of human rights, classification of human rights, fourth generation of human rights.

**UNIT – II**

Universal protection of human rights- United Nations and Human Rights- *Universal Declaration of Human Rights, 1948; International Covenant on Civil and Political Rights, 1966; International Covenant Economic, Social and Cultural Rights, 1966.*

**UNIT - III**

Regional Protection of Human rights- European system- Inter American System- African System, Need for regional instrument for protection of Human Rights at Asia region.

**UNIT – IV**

Protection of Human Rights at national level; Human rights and the Constitution; The Protection of *Human rights Act, 1993*, Protection of rights of minorities (national and international instruments).

## **UNIT - V**

Human Rights and Vulnerable Groups: Rights of Women, Children, Disabled, Tribals, Aged - National and International Legal Developments.

### **Prescribed Books:**

1. Meron Theodor- Human Rights and International Law: Legal and Policy Issues, 2 Vols.
2. L. D. Naikar - Law Relating to Human Rights, Puliani and Puliani Publishers;
3. ManojkumarSinha – Implementation of Basic Human Rights, LexisNexis publication;
4. S.K.Kapoor- Human rights Under International Law and Indian Law.

### **References Books:**

1. Henkin Luis- Rights of Man Today.
  - a. Singh Nagendra- Enforcement of Human Rights in Peace and War and the future of humanity.
2. Relevant International Instruments:
  - a. United Nations Charter, 1945.
  - b. Universal Declaration of Human Rights, 1948.
  - c. International Convention on the Elimination of All Forms of Racial Discrimination, 1948.
  - d. International covenant on civil and Political Rights, 1966.
  - e. International covenant on Economic and Cultural Rights, 1966.
  - f. Convention on Elimination of All forms of Discrimination against Women, 1979.
  - g. Convention on the Rights of the Child, 1989.

Syllabus of B.A., LL.B. (Hons.)  
Major-Minor 2022-23 Batch

**Syllabus of B.B.A., LL.B. (Hons.) 2022-23 Batch**  
**COURSE-4.3 Production and Operations Management**

**Objectives:**

To understand a systems view of operations. To provide conversion capabilities for meeting the organization's goals and strategies and to understand the conversion of inputs into outputs with various technology.

**UNIT –I Introduction to Production and Operations Management (POM):**

Meaning of production management and operations management, decision making in production: strategic, operations and control decisions, difference between production management and operation management; Factors affecting POM production as a system and types of production systems characteristics of modern production and operations function.

**UNIT –II Plant Location and Layout**

Nature, Location theories, Steps in location, errors in selection, relative importance of location factors, Nature of layout, Objectives of good layout, factors influencing layout, principals of layout, types of layout, special arrangement for particular types of plants, importance of layout.

**UNIT –III Product Design and Process Design**

Product design and process selection for manufacturing operations and service operations, waiting line management, quality management, statistical quality control methods, scope of process design, factors affecting process design, types of process design and process technology.

**Facilities planning**

Location decision- need for/importance of location selection, factors influencing location decision selection, location selection process, Locational models: problems on factors & point rating methods, load distance model & Break Even analysis.

#### **UNIT –IV Materials Management**

Nature, scope, importance of Materials Management, nature of Material Requirements Planning (MRP) system, terms used in MRP; issues in MRP; potential benefits from MRP; implementation of MRP and Evaluation of MRP. Inventory Management and Enterprise Resource Planning (ERP).

#### **UNIT –V Technology Management:**

Advanced Manufacturing Technology, Automation and Robotics, Managing Technological change, Applications of Information Technology in POM, Maintenance Management and Total Productive Maintenance. An introduction to TQM.

#### **Prescribed Books:**

1. Production and operations management by K. Ashwathappa and K Shridhar Bhat.
2. Modern production and operations management by Elwood S. Buffa.
3. Production and operations management by Everette E. Adam., Jr. Ronald and J. Ebert.

**Syllabus of B.B.A., LL.B. (Hons.) 2022-23 Batch**

**COURSE-4.4 Financial Services**

**Objective :**

To familiarize with concepts and developments in the field of financial services.

**UNIT-1**

Introduction: Financial Services-meaning, nature, scope, importance and classification of financial services; new financial products and services; growth of financial services in India; regulations of financial services. Introduction to Merchant Banking.

**UNIT-2**

Lease Financing: Meaning, features, types, advantages and disadvantages of Leasing. Leasing v/s Installment Sale, Leasing v/s Borrowing, Evaluation of Lease finance from lesser and lessee; tax, legal and accounting aspects; AS-19 on leasing.

**UNIT-3**

Depository Services and Credit rating: meaning, objectives and significance of depository services, origin and growth of depository services in India, a brief discussion on performance of NSDL and CSDL, Stock Broking services including SEBI guidelines. Credit Rating: meaning, objectives and significance of credit rating, process of credit rating of financial instruments.

**UNIT-4**

Mutual Funds and Venture Capital Financing: Meaning, objectives, importance and types of Mutual Funds; mutual funds in India- performance evaluation of mutual funds; SEBI regulations. Venture Capital Funds- Meaning, objectives and importance of venture capital financing; process and methods of venture capital financing; Indian venture capital scenario.



## **UNIT-5**

Factoring: Meaning, objectives and types of factoring services; cost and benefit analysis of factoring services; factoring v/s bill discounting, factoring v/s forfeiting, origin and growth of factoring services in India; RBI committee recommendation on factoring.

### **Prescribed Books:**

1. Financial Market and Services- Gordon and Natarajan Himalaya Publishing house.
2. Financial Services – Khan and Jain TMH Publishers
- 3.

### **Reference Books**

1. Financial Services-Machiraju, Vikas Publishing House
2. Indian Capital Market- V.A. Avadhani Himalaya Publishing house
3. Merchant Banking and Financial Services- K. Ravichandran, Himalaya Publishing House

**Syllabus of B.B.A., LL.B. (Hons.) 2022-23 Batch**  
**COURSE-4.5 International Business**

**Objectives**

- Enabling students to understand the concepts, trade theories and importance of international business environment.. Facilitating to understand, analyse and take decisions for a given international business environment. Helping the students acquire the required skills to be an effective management professional in international business **environment**. Inculcating about the changing international business marketing environment.

**UNIT – I Introduction:**

International trade - Meaning, History of Indian international trade relations with the world; Recent Trends in International Trade; Reasons for going International, Global Sourcing, Growing Economic Power of Developing Countries, Case Studies.

**UNIT – II International Business Environment:**

International vs national business - meaning and difference; Commodity Agreements, Cartels, State Trading, GATT & WTO, The Uruguay Round, UNCTAD; Trading Blocks - meaning and major trading block of the world - ASEAN, BRICS, EU, SAARC;

**UNIT – III Multinational Corporations:**

Definition, characteristics, different types, advantages and disadvantages on domestic Market; Recent Trends, Risks of failure of MNC's, Modes of entry into international business, Case Studies.

**UNIT – IV: Foreign Trade:**

Major imports and exports of India; Export and Import - Documentation and process; India's Foreign Exchange Reserves - recent trends; Currency fluctuations risks on business. Case Studies.

### **UNIT – V Exim Policy and Government Assistance:**

Recent Exim Policy of India; Promotion of Foreign Trade in India - Export Incentive and schemes, Export Processing Zones (EPZ) and Special Economic Zones (SEZ) - meaning, advantages and present situation, Case Studies.

#### **Prescribed Books:**

1. SubbhaRao.P- International Business; Himalaya Publishing House
2. Dr C B Gupta -International Business; S Chanda
3. Dr. K. Aswathappa, International Business; Tata McGraw Hill