

SILICON CITY COLLEGE

K.R.PURAM, BENGALURU

7.1.15: Particulars of Courses on Human values and professional ethics of the institution.

Sl.no.	Particulars	University driven/Institution driven	Page no.
1	Introduction to Code of conduct professional ethics		1
2	Syllabus-ICHR (I SEM. BCOM & BBA and II sem. BCA)	Bengaluru university	2-3
3	Syllabus-EVS (I sem. BCA and II sem. BCOM & BBA)	Bengaluru university	4-5
4	Syllabus-CDS (V sem. BCOM & BBA and III sem. BCA)	Bengaluru university	6-7
5	Syllabus-Personality development (All IV semesters)	Bengaluru university	8-9
6	Syllabus-Science and Society (III sem. BCOM & BBA)	Bengaluru university	10-12
7	Syllabus-Creativity and innovation (VI sem. BCOM & BBA)	Bengaluru university	13-14
8	Syllabus-Banking and finance (V sem. BCA)	Bengaluru university	15-16
9	Syllabus-Entrepreneurship and innovation (VI sem. BCA)	Bengaluru university	17-18
10	Course curriculum	Institution	19-21
11	MOU-Unnati (all final years)	Institution	22-23


PRINCIPAL

PRINCIPAL
SILICON CITY COLLEGE
A UNIT OF M EDUCATION TRUST
26/2, Ravindra Layout,
Basavanapura Road, K.R. Puram
BANGALORE-560 036




SILICON CITY COLLEGE

ACCREDITED BY NAAC

K R Puram, Bengaluru-36

PROFESSIONAL ETHICS

- Act with the highest standards of honesty and ethical conduct while working on the college premises and at offsite locations such as workshop, seminar and social events, or at any other place where the staff are representing the Institute.
- Avoid any activities that would involve stakeholders in any practice that is not in compliance with the Code of Conduct of the Institute.
- Staff must respect the personal, privacy of students and other staff members of the Institute.
- Staff should treat students, parents and colleagues with courtesy and sensitivity to their rights, duties and aspirations.
- Staff should respect the dignity, rights and opinions of colleagues and students.
- Staff should respect cultural, ethnic and religious differences of colleagues and students.


Principal
SILICON CITY COLLEGE
(A UNIT OF MJ EDUCATION TRUST)
26/2, Ravindra Layout,
Basavanapura Road, K R Puram
BANGALORE-560 036

BANGALORE UNIVERSITY

FOUNDATION COURSE FOR

BCOM, BBA, BCA, CHIOCE BASED
CREDIT SYSTEM (SEMESTER SCHEME) w.e.f 2014-2015

INDIAN CONSTITUTION AND HUMAN RIGHTS *(Compulsory Paper) for all U.G. Courses*

Chapter I: Indian Constitutional Philosophy

- a) Features of the Constitution and Preamble
- b) Fundamental Rights and Fundamental Duties
- c) Directive Principles of State Policy

Chapter II Union and State Executive, Legislature and Judiciary

- a) Union Parliament and State Legislature: Powers and Functions
- b) President, Prime Minister and Council of Ministers
- c) State Governor, Chief Minister and Council of Ministers
- d) The Supreme Court and High Court: Powers and Functions

Chapter III: Concept and Development of Human Rights

- a) Meaning Scope and Development of Human Rights
- b) United Nations and Human Rights – UNHCR
- c) UDHR 1948, ICCPR 1996 and ICESCR 1966

Chapter IV: Human Rights in India

- a) Protection of Human Rights Act, 1993 (NHRC and SHRC)
- b) First, Second and Third Generation Human Rights
- c) Judicial Activism and Human Rights

READINGS

Durga Das Basu, Introduction to the Constitution of India, Prentice – Hall of India Pvt. Ltd., New Delhi

J.A. Siwach, Dynamics of Indian Government & Politics

D.C. Gupta, Indian Government and Politics

H.M.Sreevai, Constitutional Law of India, 4th edition in 3 volumes (Universal Law Publication)

Signature
PRINCIPAL
SILICON CITY COLLEGE
(A UNIT OF MJ EDUCATION TRUST)
25/2, Ravindra Layout,
Basavanapura Road, K R Puram
BANGALORE-560 036

V.N.Shukla, Constitution of India (Eastern Book Co)

J.C. Johari, Indian Government and Politics Hans J.


Raj Indian Government and Politics

M.V. Pylee, Indian Constitution

Durga Das Basu, Human Rights in Constitutional Law, Prentice – Hall of India Pvt. Ltd., New Delhi

Noorani, A.G., (South Asia Human Rights Documentation Centre), Challenges to Civil Right), Challenges to Civil Rights Guarantees in India, Oxford University Press 2012

S.K. Kapoor, Human Rights


PRINCIPAL
SILICON CITY COLLEGE
(A UNIT OF M J EDUCATION TRUST)
26/2, Ravindra Layout,
Basavanapura Road, K R Puram
BANGALORE-560 036

UNIT I - LINKAGES BETWEEN ENVIRONMENT AND HEALTH

Understanding linkages between Environment and Public Health: Effect of quality of air, water and soil on health. Perspective on Individual health: Nutritional, socio-cultural and developmental aspects, Dietary diversity for good health; Human developmental indices for public health.

UNIT II - CLIMATE CHANGE AND IMPLICATIONS ON PUBLIC HEALTH

Global warming – Agricultural practices (chemical agriculture) and Industrial technologies (use of non-biodegradable materials like plastics, aerosols, refrigerants, pesticides); Manifestations of Climate change on Public Health- Burning of Fossil fuels, automobile emissions and Acid rain.

UNIT III - DISEASES IN CONTEMPORARY SOCIETY

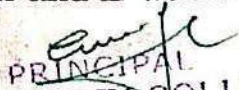
Definition – need for good health- factors affecting health. Types of diseases – deficiency, infection, pollution diseases - allergies, respiratory, cardiovascular, and cancer Personal hygiene – food – balanced diet. Food habits and cleanliness, food adulterants, avoiding smoking, drugs and alcohol. Communicable diseases: Mode of transmission – epidemic and endemic diseases. Management of hygiene in public places – Railway stations, Bus stands and other public places. Infectious diseases: Role of sanitation and poverty case studies on TB, diarrhea, malaria, viral diseases. Non-communicable diseases: Role of Lifestyle and built environment. Diabetes and Hypertension.

UNIT IV - PERSPECTIVES AND INTERVENTIONS IN PUBLIC HEALTH

Epidemiological perspectives – Disease burden and surveillance; Alternative systems of medicine – Ayurveda, Yoga, Unani, Siddha and Homeopathy (AYUSH); Universal Immunization Programme (UIP); Reproductive health-Youth Unite for Victory on AIDS (YUVA) programme of Government of India. Occupational health hazards-physical-chemical and biological. Occupational diseases- prevention and control.

UNIT V - ENVIRONMENTAL MANAGEMENT POLICIES AND PRACTICES

Municipal solid waste management: Definition, sources, characterization collection and transportation and disposal methods. Solid waste management system in urban and rural areas. Municipal Solid waste rules. Policies and practices with respect to Environmental Protection Act, Forest Conservation Act, Wild life protection Act, Water and Air Act, Industrial, Biomedical and E waste disposal rules.


PRINCIPAL
SILICON CITY COLLEGE
(A UNIT OF M) EDUCATION TRUST)
26/2, Ravindra Layout,
Sangli Road, K. R. Puram

3.5 BUSINESS ETHICS

OBJECTIVE

The objective is to provide basic knowledge of business ethics and values and its relevance in modern context.

Unit 1: BUSINESS ETHICS

12 Hrs

Introduction – Meaning - Scope – Types of Ethics – Characteristics – Factors influencing Business Ethics – Importance of Business Ethics - Arguments for and against business ethics- Basics of business ethics - Corporate Social Responsibility – Issues of Management – Crisis Management

Unit 2: PERSONAL ETHICS

12 Hrs

Introduction – Meaning – Emotional Honesty – Virtue of humility – Promote happiness – karma yoga – proactive – flexibility and purity of mind.

Unit 3: ETHICS IN MANAGEMENT

12 Hrs

Introduction – Ethics in HRM – Marketing Ethics – Ethical aspects of Financial Management – Technology Ethics and Professional ethics.

Unit 4: ROLE OF CORPORATE CULTURE IN BUSINESS

12 Hrs

Meaning – Functions – Impact of corporate culture – cross cultural issues in ethics

Unit 5: CORPORATE GOVERNANCE

12 Hrs


Meaning, scope, composition of BODs, Cadbury Committee, various committees, reports on corporate governance, scope of Corporate Governance, Benefits and Limitations of Corporate Governance with living examples.

SKILL DEVELOPMENT

- State the arguments for and against business ethics
- Make a list of unethical aspects of finance in any organization
- List out ethical problems faced by managers
- List out issues involved in Corporate Governance.
- List out unethical aspects of Advertising

BOOKS FOR REFERENCE

1. Murthy CSV: Business Ethics and Corporate Governance, HPH
2. Bholanath Dutta, S.K. Podder – Corporation Governance, VBH.
3. Dr. K. Nirmala, Karunakara Reddy : Business Ethics and Corporate Governance, HPH
4. H.R.Machiraju: Corporate Governance
5. K. Venkataramana, Corporate Governance, SHBP.
6. N.M.Khandelwal : Indian Ethos and Values for Managers
7. S Prabhakaran; Business ethics and Corporate Governance
8. C.V. Baxi: Corporate Governance
9. R. R. Gaur, R. Sanghal, G. P. Bagaria; Human Values and Professional ethics
10. B O B Tricker, Corporate Governance; Principles , Policies and Practices
11. Michael, Blowfield; Corporate Responsibility
12. Andrew Crane; Business Ethics
13. Ghosh; Ethics in Management and Indian ethos.


PRINCIPAL
SILICON CITY COLLEGE
(A UNIT OF MJ EDUCATION TRUST)
26/2, Ravindra Layout,
Basavanapura Road, K R. Puram
BANGALORE-560 036

BANGALORE UNIVERSITY

Soft Skills ('Mrudu Kousalya') Paper
3rd Semester, B.Sc/BCA from 2015-16

CULTURE, DIVERSITY AND SOCIETY

2 Credits

Max. Marks: 100
Hours of Teaching: 42

Objectives

- To help B.Sc. and B.C.A. students gain a better understanding and comprehension of Indian culture, diversity and society.
- To instil in the students a healthy respect for the rich diversity in Indian society and culture.
- To help them understand the problems of rural society.
- To develop in them the secular values of tolerance, communal amity and peaceful co-existence.
- To help them address the contemporary challenges before Indian society like communalism, ethnocentrism and gender discrimination.
- To remind the youth that they have a key role to play in the promotion of national integration, and in promoting the unity and integrity of the country.

Syllabus

Unit-1: Understanding the Diversity of Indian Society


(12-14 Hours)

- Geographical diversity. 5 Hrs.
- Religious diversity. 3 Hrs.
- Cultural diversity. 2 Hrs.
- Unity in Diversity. 2 Hrs.

Unit-2: Family, Caste, Village and Women in India

(12-14 Hours)

- Family as a basic institution of Indian Society; Indian family in transition. 3 Hrs.
- Social stratification and disparities; the Caste System and its evils; the predicament of the weaker sections: Scheduled Castes and Tribes; Backward Classes and Religious Minorities. 4 Hrs.
- Rural society and its problems; Rural-Urban migration. 3 Hrs.
- Gender Discrimination; Violence against women; Measures to improve the status of women. 3 Hrs.


PRINCIPAL
SILICON CITY COLLEGE
(A UNIT OF MJ EDUCATION TRUST)
26/2, Ravindra Layout,
Basavanapura Road, K R Puram
BANGALORE-560 026

Unit-3: Contemporary Challenges before Indian Society**(12-14 Hours)**

- Communalism and Religious Fundamentalism. 2 Hrs.
- Regionalism and Ethnocentrism. 2 Hrs.
- Globalization and mono-culturalism; *McDonaldization*. 2 Hrs.
- Child labour; Migrant labour; Bonded labour; Contract labour. 4 Hrs.
- Mass Media and its impact on society. 2 hrs.

Reference List

- Beteille, Andre, *Social Inequality*, New Delhi, OUP, 1974.
- Bose, N.K., *Culture and Society in India*, Bombay, Asia Publishing House, 1967.
- Deshpande, Satish, ed., *The Problem of Caste*, Orient Blackswan, 2014.
- Dube, S.C., *Indian Village*, London, Routledge, 1955.
- Dube, S.C., *Society in India*, New Delhi, National Book Trust, 1990.
- Jodhka, Surinder, *Village Society*, Orient Blackswan, 2012.
- Lannoy, Richard, *The Speaking Tree: A Study of Indian Society and Culture*, New Delhi, OUP, 1971.
- Majumdar, D.N., *Races and Cultures of India*, Bombay, Asia Publishing House, 1958.
- Mukherjee, D.P. *Diversities*, Delhi, People's Publishing House, 1958.
- Satyamurty, T.V., *Region, Religion, Caste, Gender and Culture in Contemporary India*, New Delhi, OUP, 1996.
- Srinivas, M.N., *India: Social Structure*, New Delhi, Hindustan Publishing Corporation, 1980.

Scheme of Examination

End-Semester Examination:	70 marks
Internal Assessment:	<u>30 marks</u> (Test/s: 20 marks; Seminar: 5 marks; Project: 5 marks)
Total:	<u>100 marks</u>

Question Paper Pattern for End-Semester Examination

- a. 40 Multiple-Choice Questions x 1 mark = 40 marks
 - b. 15 Multiple-Choice Questions x 2 marks = 30 marks
- Total = 70 marks**

Eligibility for Teaching

The Paper shall be taught by a qualified Post-Graduate teacher from the Arts/Social Sciences/Humanities faculty, preferably from the Department of Sociology. If the Sociology teachers are available in the college, it shall be taught by them. If the Sociology teachers are not available, other faculty from the Arts/Social Sciences/Humanities can teach the paper.

**Syllabus and Scheme for Mrudukousalya at UG level
IV Semester B.A, B.Ss, B.C.A,B.Com, BBM or BHM**

No. of Credits: 2

No. of Hours:42

Max Marks:

70

Internal Assessment: 30

Personality Development

Introduction:

Personality Development is a development of the organized pattern of behaviours and attitudes that make a person distinctive. It is concerned with the views of others and how they realize you and what they see in you .It occurs by on -going interaction of temperament, character and environment.Erik Erikson provided an insight full description as to how personality develops based on his extensive experience. He has identified eight phases of the socialisation process of an individual. Five of them occur during infancy, childhood and adolescence. Personality Development is different from self-development which is generally perceived as same. They are related to each other.

But eastern philosophy in general and Indian spirituality in particular understands personality from a different context. Swami Vivekananda says, "Personality Development in the real sense refers to deeper level of a person".Hence, he opines that a study of personality should start from a clear grasp of nature of our mind, and how it functions. Mind has four fold functions likemanas, buddhi, chitta and ahamkara.He has identified four essential qualities for personality development. They are faith in oneself, think positive thoughts, attitude towards failures and mistakes, self-reliance& renunciation and service.

Unit:1 18 HRS

Self-Awareness: Meaning of self-awareness-Components -Improving self-awareness-Benefits of Understanding self

Goal setting: Meaning of goal and goal setting – Short, medium and long term goals-Importance of goal setting- Choices/selection of setting goals-Steps for goal setting –SMART goals.

Principal
PRINCIPAL
SILICON CITY COLLEGE
(A UNIT OF EDUCATION TRUST)
#26/2, Ravindra Layout,
Basavanagudi, Bangalore-560004

Creativity: Meaning of Creativity - Difference with Innovation-Barriers to creativity-Steps to stimulate creativity-Understanding and importance of human values-Difference with ethics, Ideals in life – Becoming a role model

Unit 11
Unit: 12 HRS

Interpersonal Skills—Meaning of Interpersonal skills- Need to develop Interpersonal skills- Components of Interpersonal skills- Techniques required to improve skills- Benefits of effective interpersonal skills

Stress Management: Meaning of stress- Factors causing stress- Positive and negative types of stress- Effects of stress on body and mind-Stress removal techniques.

Unit 12
Unit: 12 HRS

Time Management: What and why of Time Management – Necessity and benefits of time management – Tools of time management-How to manage time wisely

Leadership Development: Meaning and Importance-Types of leadership styles-Theories of leadership

Pedagogy:


1. Activities exercises and assignments have to be given not less than 40% weightage
2. Appropriate Case studies could be used
3. You tube videos to be used effectively

References:

1. Vikas (Life skills Manual) : Published by: Member Secretary & Executive Director, Karnataka Jnana Aayoga (Karnataka Knowledge Commission) Govt of Karnataka ,Copy Right:2010 Karnataka Jnana Aayoga
2. Manika Ghosh, "Positivity -A way of Life", Published by Orient Blackswan Pvt Ltd
3. Swami Vivekananda, "Personality Development", Published by Ramakrishna Math And Ramakrishna Mission (December 2011)

Eligibility for teaching:

This subject could be taught by all teachers who have undergone some training or other in the given topics. Regular trainers could also be explored


PRINCIPAL
JYOTI CITY COLLEGE
(A UNIT OF JYOTI EDUCATIONAL TRUST)
26/2, Ravindra Layout,
Basavanapura Road, K.R. Puram
BANGALORE-560 036

BANGALORE UNIVERSITY

Soft Skills ('Mrudu Kousalya') Paper

3rd Semester B.A./B.Com./B.B.M./B.H.M. from 2015-16

SCIENCE AND SOCIETY

2 Credits

Max. Marks: 100

Hours of Teaching: 39-42

Objectives

We inhabit a world today that is shaped significantly by Science and Technology(S&T). S&T has enriched our lives and proved to be beneficial in our livelihoods. At the same time, many of the products of S&T pose challenges, and in ways, even threaten the existence of societies. This course, meant for students of the humanities/commerce streams, is to provide an overview of the nature of S&T and its interaction with society. It is meant to provide a broad introduction to the most significant discoveries and inventions of modern science that have changed our lives and to bring into focus the need for developing a critical appraisal of the issues related to the connection of S&T with society.

Notes to the Instructor(s)

1. All the units under this syllabus may be taught by any qualified science Post-Graduate teacher. However, the units may be taught in collaboration with the concerned faculty.
2. **Unit I (A):** A brief introduction to science and the practice of the scientific method as it has come to be understood in the 20th century, with a historical outline that provides a flavor of the developments that led to modern science and the contributions of different civilizations in this direction.
- Unit I (B):** A discussion on how the discoveries of science transform to technologies and also how technologies have enabled to ask new scientific questions with suitable examples.
3. **Unit II:** This unit explores through specific examples, the discoveries in science that have profoundly impacted civilizations. It is to provide some basic information and introduce some of the consequences of the products of these discoveries on the safety of humans.
4. **Unit III:** This unit is to explore the impact of S&T on socio-economic sphere and the lives of individuals. It will also delve into environmental issues concerned with the deployment of technologies on a large scale.

(13 Hours)

Unit I: Introduction to Science:

(4 hrs.)

A. What is Science & History of Science

- What is Science? The revolutions in Physics - Contributions of Copernicus and Galileo; A brief history of the Renaissance in Europe; Age of Enlightenment; Industrial Revolution; Science in the 20th century.

- *Modern Science and the Scientific Method* (2 hrs.)
A discussion on hypothesis, experimentation, criteria for experimentation, theorizing, and the open-ended nature of the scientific quest
- *Science in other Cultures* (2 hrs.)
A brief exploration of science and technology in pre-modern era with emphasis on India in areas of Mathematics, Metallurgical Sciences, Medicine and Health
- B. The interdependence of Science and Technology (1hr.)
 - *Molecular basis of disease and vaccination* (1 hr.)
 - *Laser and photonics applications* (1 hr.)
 - *Microscopy and applications*
- C. Science and the Public (2 hrs.)
 - *Discussion on the need for an informed public in a democracy about S&T, Science policy and research funding, S&T and development*

Unit II: Modern Science and its impact on Societies:

(13 Hours)

- *Theory of Evolution: A lecture summarizing the modern theory of evolution of species and its implications* (1 hr.)
- *Discovery of Antibiotics: What is an antibiotic and how does it work? A brief history of the discovery of antibiotics and its impact on health. Adversities due to misuse of antibiotics* (2 hrs.)
- *Soaps, Detergents, Polymers and Chemicals: Their use and abuse* (2 hrs.)
- *Atomic Energy : Introduction to fission and fusion reactions, atomic reactors and power plants; nuclear weapons; Chernobyl accident* (2 hrs.)
- *Space Sciences: History of space exploration; Sputnik and US space programme; Modern satellites, Applications in weather prediction and analysis; remote sensing with reference to Indian space programme.* (2 hrs.)
- *Genetics and human health: Introduction to gene, DNA and basis of heredity; some issues of health linked to genetics* (2 hrs.)
- *Nanotechnology, Smart materials: Introduction to nanotechnology and examples of some devices that use nanotechnology. A brief survey of smart materials* (2 hrs.)

Unit III: Science, Life and Livelihoods:

(13 Hours)

- *India's agricultural productivity and dairy development: The Green and White Revolutions; The Gene Revolution and GM Crops* (3 hrs.)
- *Information Revolution: The impact of internet and web-based technologies* (2 hrs.)
- *Impact of high-tech devices on emotional, social and cognitive facets of humans* (2 hrs.)
- *Energy issues and renewable energy sources: solar, wind, bio-fuels* (3 hrs.)
- *Climate Change* (3 hrs.)



Reference List


- Bala, Arun, 2008, *The Dialogue of Civilizations in the Birth of Modern Science*, New York, NY: Macmillan.
- Biswas, Arun Kumar (Edited), 2001, *History, Science and Society in the Indian Context : A Collection of Papers*, The Asiatic Society, xv, 474 p, ISBN : 8172361033.
- Fouad Abd-El-Khalick, 2005, *Developing Deeper Understandings of Nature of Science: The Impact of a Philosophy of Science Course on Pre-service Science Teachers' Views and Instructional Planning*, International Journal of Science Education , Vol. 27, Iss. 1.
- Russell, B., (1985), *The Impact of Science on Society*, Psychology Press.
- Singh, S., K. C. Garg, S. Pruthi, B. Dutt (2001) *Indicators of Indian Science and Technology*, (NISTADS), Allied Publishers.
- Stanford Encyclopedia of Philosophy: Helen Longino's "*The Social Dimensions of Scientific Knowledge*" (HTML) [www.http://plato.stanford.edu/entries/scientific-knowledge-social/](http://plato.stanford.edu/entries/scientific-knowledge-social/)
- University of California, Berkeley: Understanding Science: P. Godfrey-Smith's "*The Philosophy of Science*" (HTML) <http://undsci.berkeley.edu/article/philosophy>

Scheme of Examination

End-Semester Examination:	70 marks
Internal Assessment:	<u>30 marks</u> (Test/s: 20 marks; Seminar: 5 marks; Project: 5 marks)
Total:	<u>100 marks</u>

Question Paper Pattern for End-Semester Examination

- | | | |
|----|--|--------------------------|
| a. | 40 Multiple-Choice Questions x 1 mark | = 40 marks |
| b. | 15 Multiple-Choice Questions x 2 marks | = <u>30 marks</u> |
| | Total | = <u>70 marks</u> |


PRINCIPAL
SILICON CITY COLLEGE
(A UNIT OF MJ EDUCATION TRUST)
26/2, Ravindra Layout,
Basavanapura Road, K R. Puram
BANGALORE-560 036

BANGALORE UNIVERSITY

CREATIVITY AND INNOVATION

**B.Com/BBA/BHM/5 years Integrated Course In Commerce for VI Semester under
Mrudukousalya.**

Max Marks: 100

Max time: 42 hrs.

Objectives

1. To give an insight into creativity and innovation
2. To develop an appreciation for them among students, and
3. To enhance sensitivity to creativity and innovation

Module 1: Overview of Creativity

10 Hours

Meaning and concept of creativity - Creativity Process- Nature and characteristics of creativity – Factors affecting creativity – understanding creativity from studying the profiles of most creative personalities.

Module 2: innovation Management

20 Hours

Meaning and Importance – Difference with Creativity, Invention and Discovery – Process – Typology – Case Studies on Innovation business ideas like Red bus, Flip fart, Ola, Big Basket, methods and techniques – organizational Aspects – Economic Aspects like venture capital, angel investors – Evaluation of Effectiveness of Innovation – Legal Aspects like IPR, patent etc.

Pedagogy

The pedagogy needs to explore the following

- Videos on You tube
- Case studies
- Interaction with creative persons and Innovators
- Demonstration by students.

Module 3: Creativity and various Forms of Arts

12 Hours

Understanding the forms and characteristics of Various Painting Traditions (cave paintings, Ajanta murals, Indian miniatures, Traditional & Folk Arts), Sculpture (Indian sculpture & Temple architecture), contemporary Art forms – Art & Architecture (Photography, Films, Graphic Animation and Digital Art), Performing Arts (Music, Dance and Theatre), and Poetry & Literature with examples.

PRINCIPAL
SILICON CITY COLLEGE
A UNIT OF MJ EDUCATION TRUST
26/2, Ravindra Layout,
Basavanapura Road, K R Puram
BANGALORE-560 036

References Books


- Vinnie Jauhari & Sudhanshu Bhushan, "Innovation Management". Oxford University Press, 2014
- Sholmo Maital, DVR Seshadri, "Innovation Management", Response Books 2007
- Indian Art by Partha Mitter
- Art of India pre- history to present by Frederick M. Asher
- Contemporary Indian Art and other realities by Yashodara Dalmia

Websites

- www.redbus.in
- www.olacabs.com
- www.flipkart.com
- www.bigbasket.com
- Performing Arts- Wikipedia
- Digital Art- Wikipedia
- Graphics and Animation - Wikipedia
- Browse Wikipedia as and when necessary

R. U. Arora

M.K. Sridhar, Ph.D.
Professor
Canara Bank School of Management Studies
(Post Graduate Department of Management)
Bangalore University
Jnana Bharathi Campus,
Bangalore - 560056.


PRINCIPAL
SILICON CITY COLLEGE
(A UNIT OF M J EDUCATION TRUST)
26/2, Ravindra Layout,
Basavanapura Road, K R Puram
BANGALORE - 560 098

BANKING AND FINANCE

V Semester - B.A., B.Sc, B.Sc. (FAD), BCA / 5 year Integrated Course in Biological Science

Under Mrudhu Kousalya

Objectives:

- Objective of the course is to give in-depth knowledge of Banking and Finance to the students with practical inputs
- To prepare the students for career in Banks & other Financial Institutions

12 hrs

Module 1: Banking in India : Evolution, meaning, importance, Indigenous bankers – Functions, drawbacks, Modern banking, Commercial Banks – Functions, structure RBI – Monetary policy, meaning, instruments of monetary policy – bank rate, CRR, SLR, Repo rate, reverse repo rate.

15 hrs

Module 2: Banking Operations:

- Deposits : Banker-Customer relations – Know your Customer (KYC) guidelines – Different Deposit Products – services rendered by Banks – Mandate and Power of attorney ; Banker's lien – right of set off – garnishee order – Income tax attachment order etc.
- Loans and advances : utility of loans and advance, Type of loans – Secured loans, unsecured loans, Demand loan, term loan, cash credit, overdraft, Student loans, Auto loans, Personal loans, Business loans, Consolidated loans.

15 hrs

Module 3: Finance : meaning of finance, functions of finance, role, importance of financial planning, shares, types of shares, debentures, types of dentures, Bonds, types of Bonds, Venture Capital, Angel investors, IPOs, Lease.

Books Recommended –

1. Principles & Practices of Banking – By Indian Institute of Banking & Finance – Macmillan Publication.
2. Khan M Y., Indian Financial System, Tata Mc Graw Hill, Delhi
3. Tennan M L., Banking : Law and Practice in India, India Law House, New Delhi
4. Dekock : Central Banking : Crosby Lockwood Staples, London.
5. Srinivasan N P and Saravanavel, P., "Development Banking in India and Abroad" Kalyani Publications
6. Banking Technology – Indian Institute of Bankers Publication
7. Kaptan S S. & Choubey N S., " E-Indian Banking in Electronic Era", Sarup & Sons, New Delhi
8. Vasudeva, "E- Banking ", Common Wealth Publishers, New Delhi.
9. Practice of Law of Banking by H.R. Suneja
10. Banking Law and Practice by P.N. Varshney
11. Practice of Banking Advances by Bedi and Hardikar
12. Banks and Institutional Management by Vasant Desai

Principal
SILICON CITY COLLEGE
(A UNIT OF MJ EDUCATION TRUST)
26/2, Ravindra Layout,
Basavanapura Road, K R. Puram
BANGALORE-560 036

Unit-3: Contemporary Challenges before Indian Society

(12-14 Hours)

- Communalism and Religious Fundamentalism. 2 Hrs.
- Regionalism and Ethnocentrism. 2 Hrs.
- Globalization and mono-culturalism; *McDonaldization*. 2 Hrs.
- Child labour; Migrant labour; Bonded labour; Contract labour. 4 Hrs.
- Mass Media and its impact on society. 2 hrs.

Reference List

- Beteille, Andre, *Social Inequality*, New Delhi, OUP, 1974.
- Bose, N.K., *Culture and Society in India*, Bombay, Asia Publishing House, 1967.
- Deshpande, Satish, ed., *The Problem of Caste*, Orient Blackswan, 2014.
- Dube, S.C., *Indian Village*, London, Routledge, 1955.
- Dube, S.C., *Society in India*, New Delhi, National Book Trust, 1990.
- Jodhka, Surinder, *Village Society*, Orient Blackswan, 2012.
- Lannoy, Richard, *The Speaking Tree: A Study of Indian Society and Culture*, New Delhi, OUP, 1971.
- Majumdar, D.N., *Races and Cultures of India*, Bombay, Asia Publishing House, 1958.
- Mukherjee, D.P. *Diversities*, Delhi, People's Publishing House, 1958.
- Satyamurty, T.V., *Region, Religion, Caste, Gender and Culture in Contemporary India*, New Delhi, OUP, 1996.
- Srinivas, M.N., *India: Social Structure*, New Delhi, Hindustan Publishing Corporation, 1980.

Scheme of Examination

End-Semester Examination:	70 marks
Internal Assessment:	30 marks (Test/s: 20 marks; Seminar: 5 marks; Project: 5 marks)
Total:	100 marks

Question Paper Pattern for End-Semester Examination

- 40 Multiple-Choice Questions x 1 mark = 40 marks
 - 15 Multiple-Choice Questions x 2 marks = 30 marks
- Total = 70 marks**

Eligibility for Teaching

The Paper shall be taught by a qualified Post-Grauate teacher from the Arts/Social Sciences/Humanities faculty, preferably from the Department of Sociology. If the Sociology teachers are available in the College, it shall be taught by them. If the Sociology teachers are not available, other faculty from the Arts/Social Sciences/Humanities can teach the Paper.


PRINCIPAL
SILICON CITY COLLEGE
(A UNIT OF M J EDUCATION TRUST)
26/2 Pavamahalayolu,
Basavanapura Road, K R Puram
BANGALORE - 560008

BANGALORE UNIVERSITY

ENTREPRENEURSHIP AND INNOVATION

BA, B.Sc, B.Sc. (FAD), BCA/5 years Integrated Course in Biological Science for VI Semester
under Mrudukousalya.

Max Marks: 100

Max time: 42 hrs.

Objective

To give a glimpse of Entrepreneurship to students as well as to develop basic understanding of Innovation in Entrepreneurship.

Module 1: Overview of Entrepreneurship

19 Hours

Concept of Entrepreneurship and Entrepreneur-Nature and Importance-Benefits and potential risks of Entrepreneurship – Traits, qualities and competencies of an Entrepreneur – Types of Entrepreneurs – Role of technology in contemporary business environment – Ethics and Entrepreneurship. Govt. of India Initiatives like Make in India, Start – up India, Mudra Bank etc.

Module 2 : Overview of Innovation

14 Hours

Meaning and Importance – Difference with Creativity, Invention and Discovery-Process- Typology – Innovation in Action like lateral thinking, out of box thinking, Disruptive ideas – Case Studies on Innovative business ideas like Red bus, Flip kart, Ola, Big Basket etc


Module 3 : New venture creation

9 Hours

New ideas and opportunities: Developing business ideas, evaluating the opportunity – Feasibility analysis – Developing business model.

Business plan-Meaning, significance and contents – Formulation and Presentation – Common errors – Preparation of project report.

Sources of finance: Traditional and Non-traditional sources – Venture capitalists, Angel Investors, Private equity cash.


PRINCIPAL
SILICON CITY COLLEGE
(A UNIT OF M3 EDUCATION TRUST)
26/2, Ravindra Layout,
Basavanapura Road, K R. Puram,
BANGALORE-560 036

Pedagogy

The syllabus has to be taught through following methods

- Exercises
- Case studies
- Interaction with Entrepreneurs and Innovators
- Presentations by students

References

Books

- Dr.S.S.Khanka, "Entrepreneurial Development", S.Chand Publications.
- Dr.C.B.Gupta and Dr.N.P.Srinivasan. "Entrepreneurship Development in India", S.Chand Publications.
- Vinnie Jauhari& Sudhanshu Bhushan, "Innovation Management". Oxford University Press,2014
- SholmoMaital, DVR Seshadri, "Innovation Management". Response Books 2007

Websites

- www.redbus.in
- www.olacabs.com
- www.flipkart.com
- www.bigbasket.com
- startupindia.gov.in
- www.makeinindia.com
- www.pradhanmantrivojana.in
- Browse Wikipedia as and when necessary

M.K. Sridhar

M.K. Sridhar, Ph.D.
Professor
Canara Bank School of Management Studies
(Post Graduate Department of Management)
Bangalore University
Jnana Bharathi Campus,
Bangalore - 560056.

[Signature]
PRINCIPAL
SILICON CITY COLLEGE
(A UNIT OF M1 EDUCATION TRUST)
26/2, Ravindra Layout
Basavanapura Road, K.R. Puram
BANGALORE - 560034

COURSE CURRICULUM***Employability Skill Enhancement Training:***

Skills that are the most in demand in today's & tomorrow's work place

S.No.	Topics	Hours
1.	Complex problem solving	3 hours
2.	Critical thinking	3 hours
3.	Creativity	3 hours
4.	People management	3 hours
5.	Coordinating with others	3 hours
6.	Emotional intelligence	3 hours
7.	Judgment and decision making	3 hours
8.	Service orientation	3 hours
9.	Negotiation	3 hours
10.	Cognitive flexibility	3 hours

Principal
SILICON CITY COLLEGE
 (A UNIT OF MJ EDUCATION TRUST)
 # 26/2, Ravindra Layout,
 Basavanapura Road, K R. Puram
 BANGALORE-560 036