

KLE Society's
Lingaraj College, Belagavi
(Autonomous)

Department of BBA

B.B.A. : I Semester

Business Awareness – I
(w.e.f. 2019-20 and onwards)

Teaching hours per week: 04	Maximum Marks	:	100 Marks
	Semester End Examination	:	70 Marks
	Internal Assessment	:	30 Marks

Course Outcomes:

On completion of this course, the students will be able to

1. Develop an understanding about the current happenings in the Field of Business and Economy.
2. Develop Business and Industry Awareness related to the world and their surroundings.
3. Know about the Brands present in India in Major Sectors chosen.
4. Understand the Brand History of Iconic Global Brands and also their working styles.
5. Have an understanding of working of companies, handling of brand failures and success mantras.
6. Built insights into the Management of Big Businesses.

Syllabus

UNITS	Syllabus	HOURS
Module 1	Business News and Analysis Major International, National News in Business and Economy during the period from 15 th July to 31 st October each year.	20 Hours
Module 2	Brands in India To know about Brands in India in the following Sectors:	20 Hours

	<ul style="list-style-type: none"> ● Branded Clothing ● Automobiles ● Media ● Consumer Durables ● FMCG 	
Module 3:	<p>Iconic Global Brands</p> <p>Brand History, Major Milestones and Current Status of 10 Iconic Global Brands</p> <ul style="list-style-type: none"> ● Walt Disney ● Coca – Cola ● Nike ● Google ● Cadbury ● McDonalds ● Harley Davidson ● Sony ● Levi’s ● Gillette 	20 Hours

Suggested Reading:

- One major National and Economic daily
- www.campaignindia.org, <http://presscouncil.nic.in>, <http://india.gov.in/>,
www.ibnlive.com, www.afaqs.com , www.indiatimes.com,