

BACHELOR OF COMMERCE

Programme SYLLABUS



SREENARAYANAGURU
OPEN UNIVERSITY

SREENARAYANAGURU OPEN UNIVERSITY

(The State University for Education, Training and Research in Blended Format, Kerala)

SREENARAYANAGURU
O P E N U N I V E R S I T Y

B. Com

BACHELOR OF COMMERCE

PROGRAMME SYLLABUS

(Semester I, II, III, IV,V & VI)

2022 Admission Onwards
CBCS-UG Regulations 2021
June 2021

SREENARAYANAGURU OPEN UNIVERSITY
Programme Structure Template -Bachelor of Commerce (B. Com)

Sem	Discipline Core Course (6 Credit each)	Discipline Specific Elective (6 Credit each)	Language Core (6 Credit each)	MIL (6 Credit each)	Generic Elective (2 Credit)	Ability Enhancement Compulsory Course (4 Credit each)	Skill Enhancement Course (2 Credit each)	Skill Enhancement Compulsory Course (2 Credit)	Project (6 Credit)	Total Credit per Semester
I	DC-1		Eng-1			01AC				22
	DC-2									
II	DC-3			MIL-1		02AC				22
	DC-4									
III	DC-5		ENG-II				SE - 1	SC		22
	DC-6									
IV	DC-7			MIL-2	GE - 1		SE - 2			22
	DC-8									
V	DC-9	DE – 1			GE-2					20
		DE - 2								
VI		DE - 3							PR	24
		DE - 4								
		DE - 5								
Total	54 Cr	30 Cr	12 Cr	12 Cr	4 Cr	8 Cr	4 Cr	2 Cr	6 Cr	132 Cr

DC	Discipline Core Course	SE	Skill Enhancement Courses
DE	Discipline Specific Elective Course	SC	Skill Enhancement compulsory Course (Humanism and Logic)
AC-1	Ability Enhancement compulsory Course -1 (Environmental Studies)	MIL	Modern Indian Languages
AC-2	Ability Enhancement compulsory Course-2	PR	Project
GE-1	Generic Electives from Other Disciplines	LC	Language Core course
GE-2	Generic Electives from Other Disciplines		

Semester-wise Programme Details

First Semester			
SI No	Type of the course	Course Code	Course Name
1	Discipline Core	B21CM01DC	Financial Accounting
2	Discipline Core	B21CM02DC	Business Mathematics and Statistics
3	Language Core Course 1	B21EG01LC	Reading and Writing English
4	Ability Enhancement Compulsory Course	B21ES01AC	Environmental Studies

Second Semester			
SI NO	Type of the course	Course Code	Course Name
1	Discipline Core	B21CM03DC	Advanced Financial Accounting
2	Discipline Core	B21CM04DC	Business and Corporate Laws
3	Ability Enhancement Compulsory Course (Learners can choose any one)	B21AR01AC	Communication in Arabic
		B21EG01AC	English for Communication
		B21HD01AC	रोजमराहिंदी (Rozmara Hindi)
		B21ML01AC	പ്രായോഗികമലയാളം (Prayogikamalayalam)
		B21SN01AC	व्यावहारिकसंस्कृतम् (Vyavaharikasamskrutham)

4	Modern Indian Languages I (MIL) (Learners can choose any one)	B21AR01LC	Functional Arabic
		B21HD01LC	हिंदी गद्य साहित्य और संरचना (Hindi Gadya Sahitya Aur Samrachana)
		B21ML01LC	മലയാളസാഹിത്യം : കവിത -കഥ - ഉപന്യാസം - നോവൽ (Malayalasaahithyam: Kavita- Kadha- Upanyasam-Novel)
		B21SN01LC	गद्यं नाटकं च (Gadyam Natakam Cha)

Third Semester			
SI No	Type of the course	Course Code	Course Name
1	Discipline Core	B21CM05DC	Corporate Accounting and Auditing
2	Discipline Core	B21CM06DC	Cost Accounting
3	Language Core Course-2	B21EG02LC	Literature and the Contemporary World
4	Skill Enhancement Course	B21CM01SE	E-Business
5	Skill Enhancement Compulsory Courses (SC)	B21HL01SC	Humanism and Logic

Fourth Semester			
SI No	Type of the course	Course Code	Course Name

1	Discipline Core	B21CM07DC	Income tax - I
2	Discipline Core	B21CM08DC	Management accounting
3	Skill Enhancement Course (SE)	B21CM02SE	Logistics and Supply chain management
4	Modern Indian Languages (MIL)) (Learners can choose any one. The same language should be chosen for MIL- II)	B21AR02LC	Literature in Arabic
		B21HD02LC	हिंदी पद्य साहित्य और अनुवाद (Hindi Padya Sahitya Aur Anuvad)
		B21ML02LC	മലയാള സാഹിത്യമാതൃകകൾ: ആത്മകഥ, ജീവചരിത്രം, യാത്രാവിവരണം, അനുഭവസാഹിത്യം. (Malayala Sahithyamathrukakal: Aathmakadha, Jeevacharithram, Yathravivaranam, Anubhavasahithyam)
		B21SN02LC	महाकाव्यं गद्यकाव्यं च Mahakavyam Gadyakavyam Cha
5	Generic Electives - I (Learners can choose any one. Generic Electives from Core Discipline cannot be chosen)	B21AR01GE	Modern Standard Arabic
		B21EG01GE	Appreciating literature
		B21HD01GE	व्यवहारिकहिंदी (Vyavaharik Hindi)
		B21ML01GE	ആധുനികമലയാളസാഹിത്യചരിത്രം (Aadhunika Malayalasaahithyacharithram)

		B21SN01GE	संस्कृतसोपानम् (Samskrutasopanam)
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Fifth Semester			
SI No	Type of the course	Course Code	Course Name
1	Discipline Core	B21CM09DC	Technology for industry
2	Discipline Specific Elective Courses (DE)	B21CM01DE	Financial management
		B21CM11DE	Principles of co-operation
		B21CM21DE	Software for office management
		B21CM31DE	Principles of marketing
3	Discipline Specific Elective Courses (DE)	B21CM02DE	International banking and finance
		B21CM12DE	Co-operative management and administration
		B21CM22DE	Business data analytics
		B21CM32DE	Service and retail marketing
4	Generic Electives - II (Learners can choose any one. Generic Electives from Core Discipline cannot be chosen)	B21BB01GE	Entrepreneurship and startups
		B21CA01GE	Computer systems and Internet Technologies
		B21EC01GE	Economics for everyday life
		B21HS01GE	Modernization of kerala

		B21PH01GE	Introduction to the philosophy of Sreenarayanaguru
		B21SO01GE	Introduction to Sociology

Sixth Semester			
SI No	Type of the course	Course Code	Course Name
1	Discipline Specific Elective Courses (DE)	B21CM03DE	Security analysis and portfolio management
		B21CM13DE	Co-operative banking systems
		B21CM23DE	VBA Programming for Business Application
		B21CM33DE	Promotion and brand management
2	Discipline Specific Elective Courses (DE)	B21CM04DE	Financial services and markets
		B21CM14DE	Co-operative accounting
		B21CM24DE	Computerized accounting
		B21CM34DE	Customer behaviour
3	Discipline Specific Elective Courses (DE)	B21CM05DE	Income tax - II: Law and practice
		B21CM15DE	Co-operative legal systems
		B21CM25DE	Web designing and production for business
		B21CM35DE	Marketing research
4	Dissertation / Project Courses (PR)	B21CM01PR	Dissertation/Project report

Discipline Specific Elective Courses

Discipline Specific Elective Course			
Finance	Co-operation	Computer Application	Marketing
B21CM01DE - Financial management	B21CM11DE - Principles of co-operation	B21CM21DE - Software for office management	B21CM31DE - Principles of marketing
B21CM02DE - International banking and finance	B21CM12DE – Co-operative management and administration	B21CM22DE - Business data analytics	B21CM32DE - Service and retail marketing
B21CM03DE - Security analysis and portfolio management	B21CM13DE – Co-operative banking systems	B21CM23DE – VBA Programming for Business Application	B21CM33DE - Promotion and brand management
B21CM04DE - Financial services and markets	B21CM14DE – Co-operative accounting	B21CM24DE - Computerized accounting	B21CM34DE - Customer behaviour
B21CM05DE - Income tax - II: Law and practice	B21CM15DE – Co-operative legal systems	B21CM25DE – Web designing and production for business	B21CM35DE - Marketing research

Note: For 2023-24 Admission, only two streams of specialisation i.e., Finance and Co-operation are offered.

Evaluation:

The evaluation of the programme will be based on two modes:

1. Continuous Internal Evaluation (CIE).
2. End Semester Examination (ESE).

The CIE and ESE will be in the ratio 30:70.

First Semester

FINANCIAL ACCOUNTING

B21CM01DC

(Credits: 6)

OBJECTIVES

The course aims to provide fundamental knowledge of accounting and enable the learners to apply the knowledge for preparing the basic accounting books and also to acquire the skill for preparation of final accounts. It also helps to induce them to explore the complex concepts of accounting.

Course Outcomes:

After the completion of the course, the learners will be able to:

1. Comprehend the basics concepts of accounting and procure the skill in identification of different aspects of a transaction, and preparation of journal and ledger.
2. Compute profits and losses of operation of a business
3. Comprehend different types of depreciation methods and its effect on accounts.
4. Comprehend the basic provisions relating to Bills of Exchange.
5. Recognize the methods of preparation of partnership accounts under different circumstances.

COURSE OUTLINE:

1. BLOCK 1: INTRODUCTION
2. BLOCK 2: DEPRECIATION ACCOUNTS
3. BLOCK 3: BILLS OF EXCHANGE
4. BLOCK 4: FINAL ACCOUNTS OF SOLE PROPRIETOR
5. BLOCK 5: PARTNERSHIP ACCOUNTS
6. BLOCK 6: RECONSTITUTION OF PARTNERSHIP

Block	Unit
Block-1: Introduction	Unit-1: Introduction to Accounting Meaning- Definition-Scope-Objectives-Advantages – Disadvantages – Users of Accounting Information - Accounting Principles – Accounting Concepts - Accounting Conventions-Generally Accepted Accounting Principles
	Unit -2:Accounting Standards Meaning – Definition – Scope- Importance – Limitations – Standard Setting Bodies in India

	Unit-3:Accounting Process Journal–Ledger–Subdivision of Journal – Trial Balance
Block-2: Depreciation Accounts	Unit-1:Introduction to Depreciation Accounts Depreciation – Meaning – Definition – Need for Providing Depreciation – Causes of Depreciation
	Unit-2:Methods of Depreciation Preparation of accounts under Straight Line Method and Diminishing Balance Method
Block-3: Bills of Exchange	Unit-1:Introduction to Bills of Exchange Bills of Exchange – Meaning – Definition – Parties of Bills of Exchange-Advantages
	Unit 2: Accounting Treatment of Bills of Exchange Acceptance-Discounting of Bills- Bills Sent for Collection- (Accounting entries in the books of drawer and drawee Simple problems)-Endorsement- Retirement of bills- Dishonouring – Noting and Protesting(Theory only)
Block-4: Final Accounts of Sole Proprietor	Unit-1:Final Accounts Introduction - Meaning- Components- Advantages
	Unit -2:Preparation of Final Accounts Preparation of Trading and Profit and Loss Account and Balance Sheet-Practical Problems with Adjustments
Block-5: Partnership Accounts	Unit-1:Introduction to Partnership Introduction-Partnership Deed- Partner’s Capital Accounts
	Unit-2: Preparation of Partner’s Capital Account Fluctuating Capital Method – Fixed Capital Method
	Unit-3:Partnership Final Accounts Trading Account – Profit and Loss Account – Profit and Loss Appropriation Account –Balance sheet
Block-6: Reconstitution of partnership	Unit-1:Admission of Partner Sacrificing ratio-Revaluation Account-Accounting Adjustments at the Time of Admission of a Partner
	Unit-2:Retirement and Death of Partner Gaining ratio-Revaluation Account-Accounting Adjustments at the Time of Retirement and Death of a Partner

PRACTICAL ACTIVITIES: -

1. Consider your family as a business concern. Prepare a Cash Book by identifying and measuring the transactions and events that occurred in the previous month.
2. Collect the previous year account balances of any Sole trading concern. Out of these prepare the Final accounts of the concern.
3. X bought an Apple laptop for ₹90000/- during the previous year. Now, its estimated value is ₹60000/- only. Analyze the various causes for the decrease in the value of the laptop and also suggest the suitable methods of providing depreciation on the same.
4. A role play may be attempted involving Debtor (buyer), Creditor (Seller) and Legal Expert. Suggest the legal documents that would be prepared to ensure prompt repayment of the same.
5. Prepare a draft partnership agreement for a partnership business that you would like to start with your friend.

REFERENCES

1. Gupta R. L. and Radhaswamy .M. Advanced Accounting, Sultan Chand & Sons, New Delhi.
2. Shukla M. C .Grewal .T. S. and S.C. Gupta. Advanced Accounts S. Chand &Co. Ltd. New Delhi.
3. Jain S.P. and Narang K. L. Financial Accounting, Kalyani Publishers, New Delhi.
4. Naseem Ahmed, Nawab Ali Khan and Gupta. M. L. Fundamentals of Financial Accounting Theory and Practice, Ane Books Pvt. L td.New Delhi.
5. A Mukharjee and M Hanif, Modern Accountancy, TATA McGraw Hill Publishing Company Ltd. New Delhi.

BUSINESS MATHEMATICS AND STATISTICS**B21CM02DC**

(Credits: 6)

OBJECTIVES

The course aims to make the learners understand basic concepts in mathematics which are applied in managerial decision making and also to familiarize them with the basic statistical tools used for analyzing and for solving business problems.

Course Outcomes:

After the completion of the course, the learners will be able to:

1. Develop an understanding of numeric problems in business and techniques used to solve such problems.
2. Enhance mathematical skills needed to analyze numerical data used in business and social sciences.
3. Understand statistical concepts on Measures of Central Tendency, Dispersion, Correlation and Regression
4. Familiarize with the basic statistical tools used to summarise and analyse quantitative information.
5. Interpret the relevance of statistical findings for business problem solving and decision making.

COURSE OUTLINE:

PART A

BLOCK 1: ARITHMETIC: COMPUTATION OF INTEREST

BLOCK 2: MATRICES

PART B

BLOCK 3: MEASURES OF CENTRAL TENDENCY

BLOCK 4: MEASURES OF DISPERSION

BLOCK 5: CORRELATION AND REGRESSION ANALYSIS

BLOCK 6: INDEX NUMBERS

Block	Unit
PART A – BUSINESS MATHEMATICS	
Block-1: Arithmetic: Computation of Interest	Unit-1:Interest Calculation Simple Interest – Compound Interest – Compounding Half Yearly-Quarterly – Continuous Compounding–Effective yield
	Unit-2:Time Values Present Value – Future Value – Annuity – Depreciation – Amortisation
	Unit-3:Ratios and Proportions Ratio – Proportion – Meaning – Properties - Computation – Mean Proportional – Continued Proportion
Block-2: Matrices	Unit-1: Introduction Meaning – Definition – Order - Types – Rectangular – Square – Row – Column – Diagonal – Scalar – Unit – Null – Triangular – Symmetric – Skew Symmetric – Orthogonal - Idempotent and Nilpotent – Terms – Leading Diagonal – Equality of Matrices - Transpose — Trace of Matrix
	Unit-2: Matrix Operations

	Addition and Subtraction of Matrices – Multiplication of Matrix by Scalar – Multiplication of two Matrices - Properties
PART B- STATISTICS	
Block-3: Measures of Central Tendency	Unit-1:Averages Introduction- Meaning – Definition – Objectives – Features – Importance – Limitations – Requisites
	Unit-2: Mathematical Averages Meaning – Types – Arithmetic Mean – Geometric Mean – Harmonic Mean - Properties – Merits – Demerits – Calculation – Individual, Discrete and Continuous Series – Methods - Direct – Short cut– Step Deviation – Combined Mean – Correction in Mean
	Unit-3:Positional Averages Meaning – Types – Median – Quartiles – Deciles – Percentiles - Properties – Merits – Demerits – Calculation – Individual, Discrete and Continuous Series – Mode - Methods – Mathematical and Graphical
Block- 4: Measures of Dispersion	Unit-1:Dispersion Meaning – Definition – Purpose – Properties – Types – Absolute Measure and Relative Measure – Comparison
	Unit-2: Measures of Dispersion Range – Quartile Deviation – Mean Deviation – Standard Deviation – Coefficient of Range – Coefficient of Quartile Deviation - Coefficient of Mean Deviation – Coefficient of Variation – Computation - Individual, Discrete and Continuous Series – Combined Standard Deviation – Corrected Standard Deviation
Block-5: Correlation and Regression Analysis	Unit-1: Correlation Meaning – Definition – Types – Positive and Negative- Linear and Non-Linear- Simple, Partial and Multiple – Uses – Importance - Limitation
	Unit-2: Measures of Correlation Scatter Diagram – Correlation Graph – Coefficient of Correlation – Karl Pearson Coefficient of Correlation, Spearman’s Rank Correlation – Merits and Demerits – Degrees of Correlation – Properties – Probable Error – Interpretation – Corrected Correlation Coefficient
	Unit-3:Regression Meaning – Definition – Dependent and Independent Variable - Types –Linear and Non-Linear, Simple and Multiple – Line of Best Fit - Uses – Limitation – Relationship between Correlation and Regression
	Unit-4:Measures of Regression

		Freehand Curve – Method of Least Square – Regression Equations – Properties of Regression Lines and Regression Coefficient
Block-6: Numbers	Index	Unit-1:Index Number
		Definition – Meaning – Characteristics – Importance – Limitations – Problems/Steps in constructing Index Numbers – Types – Price – Quantity – Value – Special Purpose
		Unit-2: Price Index Number
		Meaning – Computation - Wholesale Price Index Number – Methods – Simple Aggregate- Simple Average- Weighted Aggregate- Weighted Average - Consumer Price Index Number – Steps – Methods – Aggregate Expenditure and Family Budget – Fixed Base and Chain Base Index Number
		Unit-3:Quantity and Value Index number
		Quantity Index Number – Value Index Number – Computation – Tests of Index Number – Unit Test – Time Reversal Test – Factor Reversal Test

PRACTICAL ACTIVITIES: -

1. Using a log table, find out rate and time in compound interest problems.
2. Application problems on Ratio and Proportion.
3. Computing monthly/quarterly/half yearly compound interest on FD or loan amount.
4. Collect the turnover of a company for 5 years and predict the sales of the 6th year by using the method of least square.

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1. Sancheti and V.K.Kapoor -*Business Mathematics*, Sultan Chand & Sons
2. Wikes, F.M - *Mathematics for Business, Finance and Economics*. Thomson Learning
3. Dr. P.R. Vittal - *Business Maths & Statistics*, Margham Publications
4. C.R.Kothari- *Quantitative Techniques*, Vikas Publishing House
5. S.P.Guptha- *Statistical Methods*, Sultan Chand & Sons, New Delhi
6. C. B Gupta & Vijay Gupta - *An Introduction to Statistical Methods*, Vikas Publishing
7. Goel & Goel – *Mathematics & Statistics*, Taxmann Allied Services Pvt Ltd

LANGUAGE CORE COURSE

B21EG01LC

READING AND WRITING ENGLISH

CREDITS: 6

Course Objectives

1. Introduction to fundamental concepts and principles of communication, enabling learners to identify and appreciate the skills and techniques involved.
2. Reinforcement of critical thinking through various technicalities of reading.
3. Familiarisation with the nuances of language in literature.
4. Recognition and understanding of the grammatical structures of language to communicate effectively and learning to self-edit documents.
5. Development of the skill to use appropriate and contextual vocabulary and use of the skill to integrate the resources effectively.
6. Cultivation of the skills to merge thoughts into verbal expressions, utilising the techniques involved in writing academic documents to achieve specific purposes.

Course Outcomes

Upon completing the course, learners will,

1. have knowledge of various communication contexts that will enable the use of context-specific appropriate language.
2. be equipped with the skills to appreciate and evaluate a text, gaining the acquired skills in comprehending, even complex passages.
3. will have the competency to handle language in various literary and life contexts.
4. display acquired knowledge in structuring grammatical sentences while writing and speaking.
5. be able to process information from various sources and present it in a coherent manner.
6. understand the relevance of writing academic documents and display proficiency in using language in different styles and formats.

COURSE DETAILS

BLOCK 1: Glimpses of Communication

UNIT 1	Introduction to Communication
UNIT 2	Different Forms and Techniques of Communication
UNIT 3	Barriers and Guidelines for Effective Communication

BLOCK 2: Reading- The Effective Skill

UNIT 1	Introduction to Reading
UNIT 2	Types of Reading - Methods and Techniques involved in Reading
UNIT 3	Reading Comprehension
UNIT 4	Analysing Literature
	Essay - “The Dream and the Message” (Chapter 1 of <i>Ignited Minds</i>) - A. P. J. Abdul Kalam
	Short Story - “The Open Window” - H.H. Munro
	Poetry – “The Blessed Damsel”- Dante Gabriel Rossetti

BLOCK 3: Language Development

UNIT 1	Parts of Speech
UNIT 2	Sentences
UNIT 3	Concord
UNIT 4	Tenses

BLOCK 4: Basics of Writing in Communication

UNIT 1	Fundamental Approach to Writing
UNIT 2	Process Involved in Answering Questions
UNIT 3	Use Vocabulary to Express Thoughts

BLOCK 5: Summary, Essays, and Reports

UNIT 1	Summary Vs Precis
UNIT 2	Writing Abstract
UNIT 3	Essays
UNIT 4	Reports
UNIT 5	Editing and Proofreading

BLOCK 6: Practice, Practice, Practice

UNIT 1	Reading Comprehension Passages
UNIT 2	Grammar and Vocabulary
UNIT 3	Precis
UNIT 4	Essay Writing
UNIT 5	Report Writing

References

- Denison, Michaela and George. *English Language & Communication Skills*. SLWS, 2020. Hegarty, Carol. *English in Context Class Set*. Saddleback, 2000.
- Nida, Eugene A. *Words and Thoughts*. Sage, 1974.
- Side, R. and G. Wellman. *Grammar and Vocabulary*. Logman, 1999..

ABILITY ENHANCEMENT COMPULSORY COURSE (AC-1)
B21ES01AC

ENVIRONMENTAL STUDIES

CREDITS: 4

Course Objectives:

1. To understand the basic concepts of Environment and its linkages
2. To learn about the ecosystems, importance of biodiversity, renewable energy and sustainable development
3. To study the various environmental degradation problems and environmental management
4. To understand the various social issues related to environment

Course Outcomes:

At the end of the course, the learner will be able to:

1. Articulate the basic concepts of Environmental Studies and apply the knowledge practically
2. Describe the various natural resources and enumerate the conservation strategies
3. Articulate the importance of ecosystems, biodiversity and the need for environmental restoration
4. Explain different kinds of ecosystems
5. Explain the concept and types of biodiversity and conservation strategies
6. Describe methods for the protection and health of the environment and the well-being of people and economic development

Course Outline:

Block 1: Environment and Natural Resources

Block 2: Ecosystems, Biodiversity and Conservation

Block 3: Social Issues and Sustainable Development

Block 4: Environmental Ethics and Contemporary Environmental Issues

COURSE DETAILS

BLOCK 1: Environment and Natural Resources

Unit 1:	Definition, scope and multidisciplinary nature of environmental studies
Unit 2:	Natural resources
Unit 3:	Forest resources
Unit 4:	Water resources
Unit 5:	Land and Mineral resources
Unit 6:	Energy resources

BLOCK 2: Ecosystems, Biodiversity and Conservation

Unit 1:	Concept, Structure and function of an ecosystem
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- Unit 2:** Basic awareness on various ecosystems
- Unit 3:** Definition and levels of Biodiversity
- Unit 4:** Brief note on India as a mega-diversity nation
- Unit 5:** Threats to biodiversity
- Unit 6:** Biodiversity conservation at global, national and local levels

BLOCK 3: Social Issues and Sustainable Development

- Unit 1:** Environment and human health
- Unit 2:** Epidemiological issues in health
- Unit 3:** Need for public awareness on aspects related to the environment
- Unit 4:** Current environment conservation activities
- Unit 5:** Population growth, population explosion and associated issues
- Unit 6:** Sustainable development: definition and concept

BLOCK 4: Environmental Ethics and Contemporary Environmental Issues

- Unit 1:** Concept of Environmental ethics
- Unit 2:** Overview of solid waste segregation and management
- Unit 3:** Concept of global warming and climate change
- Unit 4:** Concept and definition
- Unit 5:** A brief overview of prominent natural disasters in India
- Unit 6:** List of important Acts and Rules for the conservation of the environment

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Second Semester

ADVANCED FINANCIAL ACCOUNTING

B21CM03DC

(Credits: 6)

OBJECTIVES

1. To familiarize the learners with the accounting principles and practices of various types of business.
2. To enable the learners to acquire knowledge about financial reporting standards and to understand corporate accounting methods.
3. To equip the learners with the skills of preparing financial statements for various type of organizations.

Course Outcomes:

After the completion of the course, the learners will be able to:

1. Apply accounting standards in recording and reporting of financial transactions and events.
2. Prepare accounts of Hire Purchase, Installment System, Branch, Royalty, Consignment and Voyage

COURSE OUTLINE:

BLOCK 1: INTERNATIONAL FINANCIAL REPORTING STANDARDS (IFRS)
BLOCK 2: INDIAN ACCOUNTING STANDARDS
BLOCK 3: ACCOUNTS OF HIRE PURCHASE AND INSTALLMENT SYSTEM
BLOCK 4: ROYALTY ACCOUNTS
BLOCK 5: BRANCH ACCOUNTS
BLOCK 6: ACCOUNTING FOR CONSIGNMENT

Block	Unit
Block 1: International Financial Reporting Standards (IFRS)	Unit -1: Introduction to IFRS
	Concept – Need for Convergence Towards Global Standards –Benefits of Convergence with IFRS
	Unit -2:Adoption of IFRS
	Distinction between Ind AS and IFRS- Understanding of US GAAP and Indian GAAP – First Time Adoption of IFRS

Block-2: Indian Accounting Standards	Unit-1:Accounting Standards for Assets Inventories (Ind AS 2)- Accounting for Property, Plant, Equipment (Ind AS 16) -Accounting for Intangible Assets (Ind AS 38)
	Unit -2:Accounting for Impairment of Assets, Borrowing Costs, Investment Property and Revenue from Contracts with Customers. Accounting for Impairment of Assets (Ind AS 36) - Accounting for Borrowing Costs (Ind AS 23) - Investment Property (Ind AS 40) - Revenue from Contracts with Customers (Ind AS 115)
	Unit-3:Accounting for Income tax, Employee benefits and Provisions, Contingent Liabilities and Contingent Assets Accounting for Income tax (Ind AS 12) - Employee benefits (Ind AS 19) – Provisions, Contingent Liabilities and Contingent Assets (Ind AS 37)
Block-3: Accounts of Hire Purchase and Instalment System	Unit-1:Introduction to Accounts of Hire Purchase and Instalment System Accounts of Hire Purchase and Instalment Purchase System - Meaning – Difference between Hire Purchase and Instalment System
	Unit-2:Accounts of Hire Purchase System Accounting Entries in the Books of Purchaser and Vendor - Default in Payment - Complete and Partial Repossession.
	Unit-3:Accounts of Instalment Purchase System Instalment Purchase System – Entries in the Books of Purchaser and Seller
Block-4: Royalty Accounts	Unit -1:Introduction to Royalty Accounts Royalty Account-Meaning - Minimum Rent – Short Working – Recovery.
	Unit-2:Preparation of Royalty Accounts Journal Entries in the Books of Lessor and Lessee -Preparation of Minimum Rent - Short working - Royalty Accounts. (Excluding sublease) -Special Circumstances - Adjustment of Minimum Rent in the Event of Strike and Lockouts - Government Subsidy in Case of Strike and Lockouts
Block-5: Branch Accounts	Unit -1: Introduction to Branch Accounts Branch Accounts-Objectives - Features and Types
	Unit-2:Accounting for Dependent Branches Debtors System - Stock and Debtors System
	Unit-3: Accounting for Independent Branches

	Independent Branches and Incorporation of Branch Trial Balance in the Books of H.O - Cash in Transit - Goods in Transit - Consolidated Balance Sheet.
Block-6: Accounting for Consignment	Unit -1: Introduction to Consignment Accounts Accounting for Consignment-Meaning-Important Terms
	Unit -2: Preparation of Consignment Accounts Journal Entries in the Books of Consigner and Consignee -Goods Sent at Cost or Invoice Price- Preparation of Consignment Account-Consignee Account-Valuation of stock- Normal loss and Abnormal loss.
(Theory and problems may be in the ratio of 30% and 70% respectively)	

ASSIGNMENTS: -

1. Evaluate the importance of Accounting Standards and IFRS.
2. Evaluate the importance of maintaining container accounts in an oil manufacturing company

REFERENCES

1. Beginner's Guide to Ind-AS and IFRS: C A Kamal Garg, Bharat Law House
2. Accounting Standards including introduction of Ind AS: Dr D S Rawat, Taxmann
3. Advanced Accountancy: S P Jain and K L Narang, Kalyani Publishers
4. Advanced Accounting: Dr. S M Shukla and S P Gupta, Sahitya Bhavan Publications
5. Advanced Accounting Volume 1: M C Shukla and T S Grewal, S Chand Publishing
6. Advanced Accounting Volume 1: S N Maheswari Vikas Publishing
7. Financial Accounting: R L Gupta and M Radhaswamy S Chand Publishing
8. Ashok Sehgal and Deepak Sehgal: Advanced Accounting, Volume 1, Taxmann, New Delhi.
9. Chintal Patel, Bhupendra Mantri, India Accounting Standards, Taxmann Publications
10. T.P. Ghosh, Illustrated Guide to India Accounting Standards, Taxmann Publications

BUSINESS AND CORPORATE LAWS

B21CM04DC

(Credits: 6)

OBJECTIVES

The course aims to familiarize the Learners with the legal framework influencing business decisions. The intention of the course is also to develop among learners an idea about Indian Contract Laws and Company law and to provide learners with the basic knowledge of legal principles behind contractual agreements. The course also intends to familiarize the Learners about the salient provisions and procedures of the Companies Act 2013

Course Outcomes:

After the completion of the course, the learners will be:

1. Able to identify and understand the fundamental legal principles behind contractual agreements.
2. Able to appreciate the relevance of business laws to individuals and business organisations and the role of the laws in an economic, political and social context.
3. Able to familiarise the professional and ethical responsibilities towards the potential clients and the legal system.

COURSE OUTLINE:

BLOCK 1: INTRODUCTION TO MERCANTILE LAW

BLOCK 2: BAILMENT AND PLEDGE

BLOCK 3: INDEMNITY AND GUARANTEE

BLOCK 4: LAW OF AGENCY

BLOCK 5: SALE OF GOODS ACT 1930

BLOCK 6: COMPANIES ACT 2013

Block	Unit
Block-1: Introduction to Mercantile Law	Unit -1:Introduction to Mercantile Law
	Law of Contract - Definition - Types of Contracts
	Unit-2:Essentials of a Valid Contract
	Offer - Acceptance and its Revocation – Agreement- Consideration - Capacity to Contract - Free Consent- Legality of Object and Consideration
	Unit-3: Performance and Termination of a Contracts

	Performance of Contract - Discharge of Contract -Breach of Contract - Remedies for Breach of Contract- Contingent and Quasi Contract
Block-2: Bailment and Pledge	Unit -1:Bailment
	Bailment- Definition- Essential Elements-Rights and Duties of Bailor and Bailee– Lien -Finder of Lost Goods
	Unit 2: Pledge
	Pledge- Essentials- Rights and Duties of Pawner and Pawnee
Block 3: Indemnity and Guarantee	Unit 1: Indemnity
	Indemnity - Meaning and Definition- Rights
	Unit 2: Guarantee
	Contract of Guarantee - Kinds of Guarantee - Rights and Liabilities of Surety - Discharge of Surety
Block 4: Law of Agency	Unit-1:Contract of agency
	Essentials- Rights and Duties of Agent and Principal- Classification of Agents- Sub-agents and substituted agents- Modes of Creation of agency
	Unit-2: Termination of agency
	Termination of Agency- Modes of termination of Agency- Irrevocable agency
Block-5: Sale of Goods Act 1930	Unit -1:Introduction to Sale of goods Act 1930
	Essentials of Contract of Sale of Goods - Classification of Goods- Condition and Warranties - Transfer of Property in Goods
	Unit-2:Unpaid Seller
	Right of Unpaid Seller - Buyer's Right Against Seller - Auction Sale
Block-6: Companies Act 2013	Unit -1: Introduction to Companies – An Overview
	Company - Characteristics –Types of Companies - Promotion and Formation of a Company
	Unit- 2: Introduction to Companies Act
	Major highlights of Companies Act 2013

PRACTICAL ACTIVITIES: -

1. Assignment on real recent cases of breach of contracts and actions taken by aggrieved party and court verdict on them.
2. Prepare case studies on the role of an agent and his duties, rights and liabilities.
3. Assignment on latest cases regarding rights of seller and buyer.
4. Assignment on procedure of conduct of meetings by companies.
5. Prepare a report on CSR activities by companies listed at NSE and BSE

REFERENCES

1. Aswathappa, K., *Business Laws*, Himalaya Publishing House, Bengaluru.
2. Kapoor, N.D., *Business Laws*, Sultan Chand publications New Delhi.
3. Sharma, S.C., *Business Law*, International Publishers, Bengaluru
4. Tulsian, *Business Law*, McGraw-Hill Education Mumbai.
5. Indian Contract Act No. IX, 1972
6. Indian Sale of Goods Act, 1930
6. Ravinder Kumar, *Legal Aspects of Business* 3rd Edition, Cengage Learning
7. Chandha P.R., *Business law* Gajgotia, New Delhi
8. BARE Acts: Contract Act, Sale of Goods Act, Indian Companies Act 2013

ABILITY ENHANCEMENT COMPULSORY COURSE

(Learners can choose any one)

B21AR01AC

COMMUNICATION IN ARABIC

CREDITS: 4

Course Objectives

1. The learner would identify the basic structure of Arabic Language.
2. The learner would acquire essential vocabularies in Arabic for various situations
3. The learner would be able to construct sentences in Arabic
4. The learner would be able to communicate in Arabic in various situations

Course Outcomes

At the end of the course students will be able to,

1. Identify the basic structure of Arabic Language.
2. Acquire essential vocabularies in Arabic for various situations
3. Construct sentences in Arabic
4. Communicate in Arabic in various situations

COURSE DETAILS

BLOCK 1: Greetings and Introduction in Arabic – التحيات والتعارف

UNIT 1	Greetings in Arabic تحيات
UNIT 2	Self-Introduction in Arabic. التعريف بنفسه
UNIT 3	Introduce Others in Arabic. تعريف الآخرين
UNIT 4	Pronouns: الضمائر: هذا، هذه

BLOCK 2: Conversations and Interviews – لقاء ومقابلات

UNIT 1	Interview. - مقابلة
UNIT 2	In the Airport –Conversation – في المطار
UNIT 3	Meet - لقاء
UNIT 4	Question words أدوات الاستفهام

BLOCK 3: Numbers and Days in a week العدد وأيام الأسبوع

UNIT 1	In the library - Conversation. – في المكتبة
UNIT 2	What does he do- Conversation – ماذا يفعل؟
UNIT 3	I am Busy - Conversation. أنا مشغول
UNIT 4	الفعل المضارع

BLOCK 4: Time-التوقيت.

UNIT 1	In a travel agency in the Airport – conversation – في مكتب الطيران في
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المطار

UNIT 2 Reception – conversation – استقبال

UNIT 3 Between two students – conversation – بين الطالبين

BLOCK 5: Arabian Food – الطعام العربي.

UNIT 1 Arabian Food – conversation – الطعام العربي

UNIT 2 In a hotel – conversation – في مطعم

UNIT 3 Lunch – conversation – غداء

UNIT 4 . الأسماء الموصولة

Book for study:

العربية للحياة: منهج متكامل في تعليم العربية لغير الناطقين بها، (الكتاب الأول)، تأليف: ناصيف مصطفى عبد العزيز ومحي الدين صالح، الناشر: عمادة شؤون المكتبات، جامعة الملك سعود، الرياض، المملكة العربية السعودية، ط3، 1994

(Al Arabiyya Li l-Hayath – Book 1, by Nasif Musthafa Abdul Aziz and Muhyudhin Swalih, Published by: Kind Saud University, Riyadh, Ed:3, 1994)

References.

'Al Arabiyya Li N-naashieen', Book of Students, Part 3, Published by Education Ministry, Kingdom of Saudi Arabic

Reference.

'Al Arabiyya Li N-naashieen', Book of Students, Part 3, Published by Education Ministry, Kingdom of Saudi Arabia

ABILITY ENHANCEMENT COMPULSORY COURSE

B21EG01AC

ENGLISH FOR COMMUNICATION

CREDITS - 4

Course Objectives

1. To reinforce the importance of English as a tool for global communication.
2. To develop the linguistic and communicative competence of learners.
3. To initiate the learner to explore practical applications of language in real life

contexts.

4. To make learners understand the nuances of communication and its effective usage by enhancing their LSRW and cultural skills.
5. To enhance the skills of the learner to be an effective communicator in a digitally interconnected world.

Course Outcomes

Upon completing the course, learners will,

1. have been exposed to a variety of learner -friendly modes of language use and practice.
2. be proficient in LSRW skills, along with social media language.
3. be capable of using language related to digital and electronic technology, by employing the advantages of ICT enabled learning.
4. be oriented to the possibilities and pitfalls of communication in formal and informal situations.

COURSE DETAILS

BLOCK 1: Communication and Language

- | | |
|--------|--|
| UNIT 1 | Introduction to Communication – Language – Origin and Development – Development of Speech and Writing |
| UNIT 2 | Barriers of Communication through Languages – Formal and Informal Communication – Communication Etiquettes – Written Versus Oral Communication |
| UNIT 3 | The Four Skills of Communication – LSRW – The Fifth Skill of Cultural Awareness – Bilingualism |
| UNIT 4 | Significance of English as a Global Language – Communication in English – English in India |

BLOCK 2: Receptive or Passive Skills

- | | |
|--------|--|
| UNIT 1 | Learning to Listen – Listening Etiquettes – Problems Affecting Effective Listening – Developing Listening Skills |
| UNIT 2 | Listening to the Media – Enhancement of Listening Through the Internet: TED Talks – Music with Lyrics on YouTube |
| UNIT 3 | Ready to Read – Enhancing Vocabulary – Scanning and Skimming |
| UNIT 4 | Print and Online Reading – Online Resources for Literary Reading |

BLOCK 3: Productive or Active Skills

- | | |
|--------|--|
| UNIT 1 | Speaking it Out – Speaking to the Mirror – Understanding Your Audience – Overcoming Inhibitions |
| UNIT 2 | Audio Chats to Enhance Speaking – The Practice of Self-Recording – Online Pronunciation Aids |
| UNIT 3 | The Written Word – The Writing Process - Writing Plan-Drafts and Revisions – The Well Written Sentence – Diction – Meaning, Clarity and Simplicity – Figurative Language – Collocations – Punctuations |
| UNIT 4 | Conventions of Social Media Writing – Linguistic Checks – Online Tools to Help |

BLOCK 4: Communication and Technology

- UNIT 1 Origins of Technology in Language – The Evolution of Writing – Print and Publication – Technology in Language – Systems of Sound and Motion Recording
- UNIT 2 Evolution of Electronic and Digital Technology – Language and the Cyberspace – Language and ICT – Technical Terms Commonly Used in ICT
 – The Internet: Aspects of Efficiency and Economy
- UNIT 3 Authenticity of New Media – Misuse and Abuse in Cyber Space
- UNIT 4 Contributing to Social Media – Appropriate and Upright Conduct on Social Media Platforms

References

- Bailey, Stephen. *Academic Writing*. Routledge, 2006.
- Coe, Norman, Robin Rycroft and Pauline Ernest. *Writing Skills: A Problem-solving Approach*. Cambridge University Press, 1983.
- Ferguson. *Public Speaking: Building Competency Stages*. Oxford Publishing, 2007.
- Hamp-Lyons, Liz, Ben Heasley. *Study Writing*. 2nd Edition. Cambridge UP, 2008.
- Kenneth, Anderson, Tony Lynch, Joan Mac Lean. *Study Speaking*. New Delhi: CUP, 2008.
- Langan, J. *English Skills with Reading* (3rd Ed.). McGraw Hill. New York. 1995.
- Lynch, Tony. *Study Listening*. New Delhi. CUP, 2008.
- Marks Jonathan. *English Pronunciation in Use*. New Delhi: CUP, 2007.
- McCarter, Sam, Norman Whitby. *Writing Skills*. Macmillan India, 2009.
- Mehta, D.S. *Mass Communication and Journalism in India*, 2001.
- Mukhopadhyay, Lina et al. *Polyskills: A Course in Communication Skills and Life Skills*. Foundation, 2012.
- Quirk, Randolph. *The Use of English*. Longman, 1968.
- Robert, Barraas. *learners Must Write*. London: Routledge, 2006.
- Swan, Michael. *Practical English Usage*. Oxford University Press, 2005.

ABILITY ENHANCEMENT COMPULSORY COURSE

B21HD01AC

रोजमर्रा हिंदी

ROZMARA HINDI

Credits: 4

पाठ्यक्रम उद्देश्य (Course Objectives):

छात्रों को हिंदी भाषा में प्रभावी और धारा प्रवाही ढंग से बोलने के लिए प्रशिक्षित करना | हिंदी भाषा में कम या बिल्कुल क्षमता वाले छात्रों को जीवन के सभी क्षेत्रों में हिंदी बोलने में सक्षम बनाना और उन्हें हिंदी के विभिन्न साहित्यिक रूपों और लेखकों से परिचित कराना।

पाठ्यक्रम परिणाम (Course Outcomes):

1. जीवन के सभी क्षेत्रों में हिंदी भाषा बोलने में सक्षम बनाना और हिंदी के सामान्य व्याकरण के सही उपयोग को समझना है।
2. वाक्यों, संवादों आदि के अनुवाद करने में सक्षम बनना है और कहानी कहने या किसी घटना के वर्णन करने में सक्षम बनना है।

COURSE DETAILS

ब्लॉक 1: भाषा की बुनियादी संरचना और दैनिक गतिविधियाँ

इकाई 1: नाम और स्थानों के अक्षरों को पहचानें और लिखें और मूल वाक्य संरचना को समझें। एक दूसरे को संबोधन करें और उचित तरीके से विदा लेने की अनुमति मांगें।

इकाई 2: 'क्या' और 'कहां' जोड़कर प्रश्न पूछना। वाक्य संरचना समझें और 'होना' क्रिया का प्रयोग समझें। वहाँ 'क्या है' और 'क्या नहीं' के बारे में समझना। 'प्रत्यय जैसे मैं, पर, के पास, से दूर और निश्चयवाचक सर्वनाम जैसे ये, वे, यह, वह का प्रयोग करें। विशेषणों का प्रयोग करें: जैसे बड़ा, छोटा, गंदा, साफ, थोड़ा, ज्यादा, कम, बहुत आदि।

इकाई 3: नाम और घरेलू वस्तुओं से परिचय पाना, योजकों को समझना और उनका उपयोग करना। एकवचन/बहुवचन स्त्रीलिंग/पुलिंग आदि का प्रयोग समझना। दैनिक दिनचर्या के बारे में प्रश्न पूछें और उत्तर दें। विभिन्न दैनिक गतिविधियों की सूची बनाएं और उन्हें समझाएं। समय के बारे में जानें और

सप्ताह के दिनों को पहचानें।

इकाई 4: संज्ञा, सर्वनाम, विशेषण, लिंग आदि के प्रयोग समझना। उसके व्यावहारिक रूपों से परिचय पाना। दैनिक जीवन का अनुभव बाँट लें। निजवाचक सर्वनाम का प्रयोग करें। मित्रों से दैनिक कार्य और उनकी प्राथमिकताओं के बारे में प्रश्न पूछें और उत्तर दें। फलों और सब्जियों के नाम समझें और पहचानें। भारत के क्षेत्रीय वस्तुओं को पहचानें और नाम दें।

इकाई 5: संज्ञा के साथ क्रियाओं का प्रयोग समझ लें। “चाहिए” क्रिया का विशेष प्रयोग समझ लें।

ब्लॉक 2: शुभकामनाएँ, अभिलाषाएँ एवं कहानी।

इकाई 1: परिवार और दोस्तों के साथ की जाने वाली गतिविधियों के बारे में जानकारी प्राप्त करें। व्यक्तियों, व्यक्तित्व और उपस्थिति के बारे में पूछें और उनका वर्णन करें। इच्छाओं और वरीयताओं के बारे में पूछें और व्यक्त करें। सप्ताह और महीनों के दिनों को पहचानें और उनका उपयोग करें।

इकाई 2: चाहना के साथ डायरेक्ट इनफिनिटिव का प्रयोग करें। पसंद होना, अच्छा लगना के साथ इनफिनिटिव का प्रयोग करें। प्रश्नवाचक शब्दों का प्रयोग करें: कैसे, क्यों, किस प्रकार आदि। विशेषणों की तुलनात्मक और अतिशयोक्तिपूर्ण डिग्री का प्रयोग करें।

इकाई 3: पिछली घटनाओं की एक श्रृंखला का वर्णन करें। कहानी कहने के लिए परिचयात्मक और समाप्त होने वाले पारंपरिक वाक्यांशों का उपयोग करें। इसके बाद, इसी लिए, उसका मतलब, आदि का उपयोग करें।

इकाई 4: (बाद, इसी के लिए, उसका मतलब)। वस्तुओं पर ध्यान केंद्रित करते हुए पूर्ण काल का प्रयोग करें। पुल्लिंग एकवचन का प्रयोग करें। किसी भी मलयालम या हिंदी फिल्म की कहानी सुनाना।

ब्लॉक 3 मेरी छुट्टी, दोस्त और यात्रा

इकाई 1: छुट्टी के बारे में जानकारी का आदान-प्रदान करें - कहाँ, क्या, कैसे, किसके साथ। सकना, चुकना और पाना का प्रयोग।

इकाई 2: समय के बारे में जानकारी। जैसे सवा तीन, साढ़े नौ, पौने चार आदि। को +INFINITE का प्रयोग (उसको जाना है, मुझे आना है या आना पड़ेगा आदि का प्रयोग)।

इकाई 3: एक यात्रा कार्यक्रम की पहचान करें कारण बताएं कि कोई स्थान देखने लायक क्यों है? मौसम के अनुसार क्या अच्छा है क्या बुरा है इस बारे में प्रश्न पूछें और उत्तर दें। जितना-उतना, जैसे-वैसे, जहाँ-वहाँ, जिधर-उधर, जब तक –तब तक आदि का प्रयोग समझना।

ബ്ലോക്ക് 4: പശു-പക്ഷി, ത്യോഹാര-മേले, പेश-धंधा, मनपसंद फिल्म आदि।

इकाई 1: भारत में पाए जानेवाले पशु-पक्षियों के बारे में बात करना। भारत के उत्सवों के बारे में बात करना।

इकाई 2: विभिन्न प्रकार के पेशे व धंधे के बारे में बातें करना।

इकाई 3: अगर-तो, ताकि का प्रयोग समझना।

इकाई 4: किसी मनपसंद movie के बारे में बताना। उसके पात्रों के बारे में चर्चा करना।

सन्दर्भ ग्रंथ सूची

1. रोजमर्याद हिंदी: प्रोफ. डी. पी. वनामामलाइ।

2. Every day Hindi : डॉ. सुगोक होंग।

3. सरल सामान्य हिंदी: रजित कुमार त्रिपाठी।

ABILITY ENHANCEMENT COMPULSORY COURSE

(Learners can choose any one)

B21ML01AC

പ്രയോഗികമലയാളം

(Prayogikamalayalam)

Credits 4

Objectives

മാതൃഭാഷയിലുള്ള ആശയവിനിമയശേഷി മെച്ചപ്പെടുത്തുകയും ഫലപ്രദമാക്കുകയും ചെയ്യുക

മാതൃഭാഷയിൽ പ്രാവീണ്യം നേടുന്നതിനാവശ്യമായ പരിശീലനം നേടുക

മലയാളഭാഷയുടെ വ്യത്യസ്തങ്ങളായ പ്രയോഗമേഖലകളെ പരിചയപ്പെടുക

വ്യത്യസ്തങ്ങളായ നാല് പ്രയോഗമേഖലകളിലൂടെ ഭാഷ തെറ്റുകൂടാതെ പ്രയോഗിക്കാനുള്ള ശേഷി ആർജ്ജിക്കുക

മലയാളഭാഷയെ കൂടുതൽ അടുത്തറിയാനും പഠിക്കാനും പ്രയോഗിക്കാനും സാധിക്കുക

Course Outcome

1. മാതൃഭാഷയിൽ ഫലപ്രദമായും സംവേദനപരമായും ആശയവിനിമയം

നടത്താനുള്ള ശേഷി ആർജ്ജിക്കുന്നു

2. മാതൃഭാഷയുടെ വ്യത്യസ്ത പ്രയോഗമേഖലകളെ പരിചയപ്പെടുന്നു
3. മാതൃഭാഷയിലെ സാഹിത്യസമ്പത്തുകളെക്കുറിച്ച് അറിവുനേടുന്നു
4. മാതൃഭാഷയുടെ പ്രയോഗത്തിൽ പ്രാവീണ്യം നേടുന്നു.
5. മാതൃഭാഷയുടെ വിജ്ഞാന നിർമ്മാണ പ്രക്രിയയിൽ പങ്കാളിയാവുന്നു

COURSE DETAILS

ബ്ലോക്ക് 1 - എഴുത്ത്

വിശദപഠനം

മലയാളശൈലി (മൂന്നാം അദ്ധ്യായം) - കുട്ടികൃഷ്ണമാരാർ

ശൈലിയെപ്പറ്റി ചില ചിന്തകൾ (സമാലോചന) - എസ്. ഗുപ്തൻ നായർ

ഭാഷയും ആശയവിനിമയവും (ഭാഷയും മനഃശാസ്ത്രവും) - ഡോ. കെ. എം. പ്രഭാകരവാര്യർ

ബ്ലോക്ക് 2 - പ്രഭാഷണം

ആധുനികകേരളത്തിന്റെ സ്പഷ്ടിയിൽ നവോത്ഥാന നായകരും സാംസ്കാരികപ്രവർത്തകരും നിർവ്വഹിച്ച പ്രഭാഷണങ്ങൾ നിർണ്ണായക പങ്ക് വഹിച്ചിട്ടുണ്ട്. പ്രഭാഷണകലയെക്കുറിച്ച് മനസ്സിലാക്കുകയും മികച്ച പ്രഭാഷണമാതൃകകൾ പരിചയിക്കുകയും ചെയ്യുകയെന്നതാണ് പഠനോദ്ദേശ്യം.

വിശദപഠനം

1. പ്രഭാഷണകല - സുകുമാർ അഴീക്കോട്
2. ഭാരതത്തിന്റെ സർഗാത്മകഭാവന (ജ്ഞാനപീഠപുരസ്കാര സ്വീകരണപ്രസംഗം) - ജി. ശങ്കരക്കുറുപ്പ്
3. മതഭൂമികൾ പൂക്കുമ്പോൾ - എം. എൻ. വിജയൻ

ബ്ലോക്ക് 3 - മാധ്യമങ്ങൾക്കുവേണ്ടിയുള്ള രചന

വിശദപഠനം

വാർത്താമൂലകങ്ങൾ, വാർത്താഘടന (വാർത്ത വോള്യം 2) - ജോയി തിരുമൂലപ്പുരം
പംക്തിയെഴുത്തിന്റെ രാഷ്ട്രീയം (പത്രാനന്തര വാർത്തയും ജനാധിപത്യവും) - എൻ.
പി. രാജേന്ദ്രൻ

കോവിലനുമായി എസ്. വി. വേണുഗോപൻനായർ നടത്തിയ
അഭിമുഖസംഭാഷണം. (കോവിലൻ, മൾബറി ബുക്സ്, കോഴിക്കോട്, എന്ന
പുസ്തകത്തിൽ)

ബ്ലോക്ക് 4 - വിവർത്തനം

മലയാളഭാഷയുടെയും സാഹിത്യത്തിന്റെയും വികാസപരിണാമങ്ങളിൽ
വിവർത്തനം നിർണ്ണായക പങ്ക് വഹിച്ചിട്ടുണ്ട്. തുടക്കത്തിൽ സംസ്കൃതത്തിൽ നിന്നും
തമിഴിൽ നിന്നുമായിരുന്നു വിവർത്തനമെങ്കിൽ ആധുനികമായ
പാശ്ചാത്യാശയങ്ങൾ മലയാളത്തിൽ കടന്നെത്തുന്നത് ഇംഗ്ലീഷിലൂടെയാണ്.
വിവർത്തനം എന്ന പ്രക്രിയയെ ശാസ്ത്രീയമായി ഗ്രഹിക്കുകയും സ്വയം
പരിശീലിക്കുകയും ചെയ്യുകയാണ് പഠനോദ്ദേശ്യം.

വിശദപഠനം

വിവർത്തനം എന്ന ഗ്രന്ഥത്തിന്റെ അവതാരിക- എൻ. വി. കൃഷ്ണവാര്യർ
തർജ്ജമപഠനത്തിലെ പുത്തൻ പുതുമകൾ (തർജ്ജമ സിദ്ധാന്തവും പ്രയോഗവും
മലയാളത്തിൽ പുസ്തകത്തിന്റെ ആമുഖപഠനം)- ഡോ. സ്കറിയ സക്കറിയ
ഇംഗ്ലീഷിൽ നിന്നും മലയാളത്തിലേക്കുള്ള വിവർത്തനപരിശീലനം.

റഫറൻസ്

- 1.പ്രൊഫ. പത്മനാഭൻ രാമചന്ദ്രൻനായർ, നല്ല ഭാഷ, ഡി സി ബുക്സ്, കോട്ടയം.
- 2.സ്കറിയ സക്കറിയ, ജയ സുകുമാരൻ, തർജ്ജമ, സിദ്ധാന്തവും പ്രയോഗവും
മലയാളത്തിൽ - താപസം, ചങ്ങനാശ്ശേരി.
- 3.പി. കെ രാജശേഖരൻ, മലയാളിയുടെ മാധ്യമജീവിതം, കേരള ഭാഷാ ഇൻസ്റ്റിറ്റ്യൂട്ട്,
തിരുവനന്തപുരം.
4. രാമകൃഷ്ണപിള്ള. കെ, വൃത്താന്ത പത്രപ്രവർത്തനം, മാളബെൻ, തിരുവനന്തപുരം.
- 5.പി. കെ അനിൽകുമാർ, പ്രഭാഷണകലയിലെ വചനവഴികൾ, സൈന്ധവ ബുക്സ്,

കൊല്ലം.

6.പി. പവിത്രൻ, മാതൃഭാഷയ്ക്കു വേണ്ടിയുള്ള സമരം, മലയാള ഐക്യവേദി,ചെറുതുരുത്തി

7. Stephen E. Lucas, The Art of Public Speaking , McGraw Hill, New York.

8. K. Tim Wulfemeyer, Contemporary Media: Structures, Functions, Issues and Ethics, Kendall Hunt Publishing Company, Dubuque.

9. Douglas Robinson, Western Translation Theory from Herodotus to Nietzsche, Routledge, London.

ABILITY ENHANCEMENT COMPULSORY COURSE

(Learners can choose any one)

B21SN01AC

व्यावहारिकसंस्कृतम्

(Vyavaharikasamskrutham)

CREDITS: 4

लक्ष्यम् (Course Objectives:)

- संस्कृतभाषायाः अनुसञ्चरणे प्रचोदनम्।
- संस्कृतभाषायाम् उपलब्धानां प्रसारणमाध्यमानां विषयावगमनम्।
- भाषाध्ययने उपयुक्तानां संस्कृतानुप्रयोगाणां जालस्थानानां च अवगमनम्।
- निर्गले भाषणे कौशलോपार्जनम्।

उद्देश्यानि (Course Outcomes:)

1. संस्कृतभाषाश्रवणेन सम्यगर्थावगमनम्।
2. संस्कृतभाषायाम् उपलब्धानां प्रसारणमाध्यमानां वस्त्ववगमनक्षमता।
3. निर्गलभाषणकौशलम्।
4. भाषाध्ययने उपयुक्तानां संस्कृतानुप्रयोगाणां जालस्थानानां च यथाविध्युपयोगक्षमता।

Course Details

खण्ड:1: श्रवणम्

- 1.1. वर्णानामुच्चारणम्
- 1.2. शब्दसम्पत्तिः
- 1.3. कथाश्रवणम्
- 1.4. सम्भाषणकार्यशाला- प्राथमिका।

खण्ड:2: प्रसारमाध्यमानांभाषा

- 2.1. वार्ता:एवंविक्कीपीडिया
 - i. DD News Vartah
 - ii. AIR News
 - iii. DD Vartavali
 - iv. Sanskrit Newspaper- Sudharma
 - v. Sanskrit Wikipedia
- 2.2. संस्कृतेविज्ञापनचित्राणि
 - i. Sanskrit songs
 - ii. Sanskrit films
- 2.3. संस्कृतगानानि, चलच्चित्राणिच
- 2.4. संस्कृतेक्रीडा

खण्ड: 3: भाषणम्

- 3.1. अक्षराणांपदानांचमौखिकाभ्यासः।
- 3.2. कथाकथनशिक्षणम्।
- 3.3. वार्तावाचनशिक्षणम्।
- 3.4. सम्भाषणशाला- द्वितीयस्तरीया।

खण्ड: 4: सङ्गणकयुगेसंस्कृताध्ययनम्।

4. 1. प्रत्याहिनका:संस्कृतानुप्रयोगाः।

- i. App for greetings in Sanskrit-
- ii. Online Spoken Sanskrit Dictionary

4. 2 सङ्गणकाधारिता:साम्प्रदायिककोशाः

- i.Amarakosha App
- ii.Shabdakalpadruma App

4. 3. भाषाध्ययनेउपयुक्ता:संस्कृतानुप्रयोगाः

- i. Sanskrit Verb forms and roots- Sanskrit Dhatu 360o App
- ii. Shabdroopmala App

4. 4. सङ्गणकाधारिता:लेखागाराः।

- i. Sanskrit e- books App - Sanskrit Pustakalaya
- ii. Internet archive

References

1. Samskrita Vyavahara sahasri, *Viswa Samskrita Pratishthan*, Kerala, 2004.
2. Kutumbhasastri, V. *Vakyavyavahara*. New Delhi, 2002.
3. Poulose. K.G. *Lakhsamskritam*. Edappal: Kamadhenu Samskrita Pathanakendra, 2006

Web Resources:

खण्डः 1: श्रवणम्

Samskrita Bodhini: “A Study Guide for Spoken Sanskrit Language, International edition”, Sanjeev Majalika, 2018 <https://store.pothi.com/book/sanjeev-majalika-samskrita-bodhini/>

खण्डः 2: प्रसारणमाध्यमानांभाषा

a) वार्ता:एवंविक्कीपीडियाच।

- i. DD News Vartah (<https://youtu.be/e0l7YReMhkc>),
- ii. AIR News (<https://airlive.page.link/installapp>);
- iii.DDVartavali

(<https://www.youtube.com/playlist?list=PLxx0m3vtiqMZGmsUEVeTAuWIXqc9fTMHy>);

iv. Sanskrit Newspaper- Sudharma

(<http://epapersudharmasanskritdaily.in>)

v. Sanskrit Wikipedia

(<https://sa.wikipedia.org/wiki/>)

b) संस्कृतेविज्ञापनचित्राणि

Sanskrit in 5 Minutes, Goodnight Ad in Sanskrit, 25th June 2019

Sanskrit in 5 Minutes, Bru coffee Ad in Sanskrit, 10th June 2019

(<https://youtu.be/aLxhgAJxpBQ>) (<https://youtu.be/q2mnJVdtBUU>)

c) संस्कृतगानानि, चलच्चित्राणिच

i. Sanskrit songs (<https://sa.wikiquote.org/>)

ii. Sanskrit films (https://en.wikipedia.org/wiki/Sanskrit_cinema)

d) संस्कृतेक्रीडा

Master any Language, “Play Sanskrit Language learning game”.

(<https://www.masteranylanguage.com/c/r/o/Sanskrit/Games>)

खण्ड: 3: भाषणम्।

Sanskrit in 5 Minutes, Goodnight Ad in Sanskrit, 25th June 2019

(<https://youtu.be/aLxhgAJxpBQ>)

खण्ड: 4: सङ्गणकयुगेसंस्कृताध्ययनम्।

1. प्रत्याहिनकाःसंस्कृतानुप्रयोगाः।

i. App for greetings in Sanskrit-

Sansgreet

App, LiveSanskrit. <https://play.google.com/store/apps/details?id=com.sans.greet.livesanskrit>

ii. Online Spoken Sanskrit Dictionary, Klaus Glashoff, Lugano, 2017

www.learnsanskrit.cc

2. साम्प्रदायिककोशाः

i. Amarakosha App

(<https://play.google.com/store/apps/details?id=org.srujanjha.amarkosh>);

ii. Shabdakalpadruma App

(https://play.google.com/store/apps/details?id=org.shrutijha.sanskrit_sanskrit)

Unit 3. भाषाध्ययनेउपयुक्ताःसंस्कृतानुप्रयोगाः- 2

i. SanskritVerbformsandroots-SanskritDhatu360°App

(<https://play.google.com/store/apps/details?id=com.labs.aeiun.sanskritDhatu360>)

ii. Shabdroopmala App

(<https://play.google.com/store/apps/details?id=org.shrutijha.shabdroopmala>)

Unit 3. लेखागाराः।

1. Sanskrit e- books App -

SanskritPustakalaya

(<https://play.google.com/store/apps/details?id=org.srujanjha.sanskritbooks>)

2. Internet archive

www.archive.org

MODERN INDIAN LANGUAGE COURSES (MIL - 1)
(Learners can choose any one. The same language should be chosen for MIL- II)

B21AR01LC
FUNCTIONAL ARABIC
CREDITS:6

Course Objectives

1. The student can communicate in Arabic in various situations
2. The student can express thoughts in oral and written form through simple sentences in Arabic.
3. The student can read and understand literary texts in Arabic
4. The student can analyze the literary texts in the light of theories of Arabic Grammar
5. The student can assimilate humanistic and moral values in his life

Course Outcome

At the end of the course students will be able to,

1. Communicate in Arabic in various situations
2. Express thoughts in oral and written form through simple sentences in Arabic.
3. Read and understand literary texts in Arabic
4. Analyze the literary texts in the light of theories of Arabic Grammar
5. Assimilate humanistic and moral values in his life

COURSE DETAILS

BLOCK 1: رمضان مبارك

UNIT 1	رمضان مبارك
UNIT 2	هل قضيت إجازة سعيدة
UNIT 3	قضاء وقت الفراغ
UNIT 4	مسابقة في المعلومات

BLOCK 2: ما رأيك في الواجب المنزلي؟

UNIT 1	ما رأيك في الواجب المنزلي؟
UNIT 2	الحفل التمثيلي
UNIT 3	جولة في المملكة العربية السعودية

BLOCK 3: سعاد توفر

UNIT 1	سعاد توفر
UNIT 2	اليوم الرياضي
UNIT 3	هل تفكر في مستقبلك؟
UNIT 4	رحلة إلى المنطقة الشرقية

BLOCK 4: ما رأيك في مصروف الجيب؟

- UNIT 1 ما رأيك في مصروف الجيب؟
UNIT 2 أسأل وأبحث
UNIT 3 الكلمات المتقاطعة

BLOCK 5: القاهرة من فوق البرج

- UNIT 1 القاهرة من فوق البرج
UNIT 2 ما رأيك في الزبي المدرسي
UNIT 3 وداعا أيتها المدرسة

BLOCK 6: Tutorial

Practice sheets based on Blocks 1-5

*** All contents in the blocks are taken from the Book 'Al Arabiyya Li N-naashieen', Book of Students, Part 3, Published by Education Ministry, Kingdom of Saudi Arabia.**

References:

1. A. M. Ashiurakis, (2003), Spoken Arabic self-taught, Islamic Book Service
2. Ali, Sayed, (2003), Let's converse in Arabic, New Delhi: UBS publishers
3. Ali, Sayed, Teach Yourself Arabic, Kazi Publishers
4. Faynan, Rafi 'el Imad, (1998), The Essential Arabic, New Delhi: Good word Books
5. Hashim, Abul, (1997), Arabic made easy, New Delhi: Kitab Bhavan
6. Humisa, Michael, (2004), Introducing Arabic, New Delhi: Good word Books
7. Linguaphone Arabic Course, 2000, London: Linguaphone Institute
8. Mohiyeedin, Veeran, (2005), Arabic Speaking Course, Calicut: Al Huda Books
9. Rahman, S.A., (2003), Let's speak Arabic, New Delhi: Good word Books

Modern Indian Languages I (MIL)

(Learners can choose any one. The same language should be chosen for MIL- II)

B21HD01LC

हिंदी गद्य साहित्य और सरचना

(Hindi Gadya Sahitya Aur Samrachana)

CREDITS: 6

पाठ्यक्रम उद्देश्य (Objectives):

छात्रों को हिन्दी साहित्य के विभिन्न गद्य रूपों से परिचित कराना, गद्य और निबंध लेखन के विभिन्न रूपों के बारे में छात्रों को परिचय देना । छात्रों को महत्वपूर्ण विचारों और मूल्यों की पहचान देना और ऐसी रचनाओं के विश्लेषण, व्याख्या और वर्णन करने में सक्षम बनाना ।

पाठ्यक्रम परिणाम (Course Outcomes)

Co-1: हिन्दी कथा साहित्य की विशेषताओं का गहन ज्ञान प्राप्त करना और इसकी पारदर्शी चित्र प्राप्त करने में सक्षम होना । हिन्दी कथा साहित्य की उत्पत्ति और विकास और इसके विभिन्न रूपों से परिचय पाना ।

Co -2: प्रतिनिधि लेखकों की मुख्य रचनाओं का परिचय करना, एवं उनके शिल्प को समझना, प्रमुख कहानियों का विश्लेषण करना और प्रमुख लेखकों के योगदान का मूल्यांकन करना ।

Co -3: छात्रों को उचित शब्दावली के प्रयोग में सक्षम बनाना, बेहतर अभ्यास विकसित करना, हिन्दी भाषा में बेहतर संचार और लेखन कौशल विकसित करना ।

Co -4: छात्रों को कथा लेखन के बारे में समझाना और रचनात्मक कौशल विकसित करने में सक्षम बनाना ।

Co -5: गद्य के विभिन्न तत्वों का विश्लेषण करें और छात्रों को महत्वपूर्ण सोच और रचनात्मक कौशल से समृद्ध करें ।

Co-6: नाटकों के आस्वादन और उसकी आलोचना करने की क्षमता हासिल करना और एकांकी के बुनियादी तत्व हासिल करना, प्रख्यात नाटककारों के

रचनाओं से परिचय पाना ।

ब्लॉक : 1 हिन्दी कहानी का सामान्य परिचय ।

इकाई 1: हिन्दी कहानी का विकास ।

इकाई 2: हिन्दी के प्रमुख कहानीकार ।

इकाई 3: प्रेमचंद, प्रसाद, जैनेंद्र, अज्ञेय और उषा प्रियंवदा का योगदान ।

ब्लॉक : 2 हिन्दी की प्रमुख कथाएँ ।

इकाई 1: ईदगाह – प्रेमचंद

इकाई 2: वापसी – उषा प्रियंवदा

ब्लॉक : 3 गद्य का उदभव और विकास ।

इकाई 1: गद्य के प्रकार ।

इकाई 2: निबंध , जीवनी, आत्मकथा, यात्रावृत्त, सामान्य निबंध ।

इकाई 3: संस्मरण-रेखाचित्र, एकांकी, व्यंग्य आदि ।

ब्लॉक : 4 विविध गद्य रूपों का परिचय ।

इकाई 1: सदाचार का तावीज़ – हरिशंकर परसाई (व्यंग्य)

इकाई 2: रज़िया – रामवृक्ष बेनीपुरी (रेखाचित्र)

ब्लॉक : 5 संरचनात्मक व्याकरण ।

इकाई 1: शब्द-विचार ।

इकाई 2: संज्ञा, लिंग, वचन, कारक, सर्वनाम, विशेषण ।

इकाई 3: क्रिया ,क्रिया विशेषण , संबंधबोधक, समुच्चय बोधक ,विस्मयादी बोधक और काल ।

ब्लॉक : 6 व्याकरण के व्यावहारिक प्रयोग ।

इकाई 1: शुद्ध कीजिए

इकाई 2: अभ्यासार्थ अनुच्छेद

इकाई 3: अभ्यास के लिए रचना ।

सन्दर्भ ग्रंथ सूची : **Reference**

1.स्वातंत्रयोत्तर हिंदी कहानी : सं .कमलेश्वर ।

2.हिंदी कथा साहित्य एक दृष्टि : सत्यकेतु सांस्कृत ।

3.हिंदी का गद्य साहित्य : डॉ. रामचन्द्र तिवारी ।

4.परिष्कृत हिंदी व्याकरण : बद्रिनाथ कपूर ।

Modern Indian Languages I (MIL)

(Learners can choose any one. The same language should be chosen for MIL- II)

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മലയാളസാഹിത്യം : കവിത -കഥ - ഉപന്യാസം - നോവൽ

(Malayalasadhithyam: Kavita- Kadha- Upanyasam-Novel)

Credits: 6

Objectives

1. കവിത, കഥ, ഉപന്യാസം, നോവൽ എന്നീ സാഹിത്യരൂപങ്ങളെ പരിചയപ്പെടുക
2. പ്രമേയത്തിലും കലാരത്നത്തിലും ജീവിതദർശനത്തിലും സംഭവിക്കുന്ന കാലാനുക്രമമായ പരിവർത്തനങ്ങൾ മനസ്സിലാക്കുക
3. ആധുനിക കാലഘട്ടത്തിൽ വർത്തമാന കാലം വരെയുള്ള സാഹിത്യത്തെ പരിചയപ്പെടുക
4. സാഹിത്യരൂപം എന്ന നിലയിൽ കഥ, കവിത, ഉപന്യാസം, നോവൽ എന്നിവയുടെ ചരിത്രത്തെ വിമർശനാത്മകമായി സമീപിക്കുക

Course Outcomes

1. നവോത്ഥാന കാലകാലികരുടെ കാലഘട്ടത്തിൽ വർത്തമാന കാലം വരെയുള്ള കഥകളുടെ ചരിത്രത്തെ പരിചയപ്പെടുന്നു

2.

പ്രമേയത്തിലുംകലാതന്ത്രത്തിലുംജീവിതദർശനത്തിലുംസംഭവിക്കുന്നകാലാനുക്രമമായപരിവർത്തനങ്ങൾമനസ്സിലാക്കുന്നു

3. ഉപന്യാസസാഹിത്യത്തിന്റെവൈവിധ്യംതിരിച്ചറിയുകയുംപ്രതിപാദനരീതിപരിചയപ്പെടുകയുംചെയ്യുന്നു

4. മലയാളനോവലിന്റെചരിത്രവുംപരിണാമവുംമനസ്സിലാക്കുന്നു

COURSE DETAILS

ബ്ലോക്ക്1 : കവിത

ആധുനികതയുടെകാലഘട്ടത്തിൽവർത്തമാനകാലംവരെയുള്ളമലയാളകവിതാസാഹിത്യത്തെപരിചയപ്പെടുക. മലയാളകവിതയുടെപ്രമേയത്തിലുംകലാതന്ത്രത്തിലുംജീവിതദർശനത്തിലുംസംഭവിക്കുന്നകാലാനുക്രമമായപരിവർത്തനങ്ങൾമനസ്സിലാക്കുക.

വിശദപഠനം

1.വിഷ്ണുക്കുണി- വൈലോപ്പിള്ളിശ്രീധരമേനോൻ

2.എനിക്കുമരണമില്ല- വയലാർരാമവർമ്മ

3.അമ്പലമണി- സുഗതകുമാരി

4.നാടവിടെമക്കളേ - അയ്യപ്പപ്പണിക്കർ

5. ആൾമറ - റഫീക്ക്അഹമ്മദ്

6. ഇൻസ്റ്റലേഷൻ - വിരാൻകുട്ടി

ബ്ലോക്ക്2 : കഥകൾ

നവോത്ഥാനകാലകാലികരുടെകാലഘട്ടത്തിൽവർത്തമാനകാലംവരെയുള്ളകഥകളുമായുള്ളപരിചയംനേടുക, പ്രമേയത്തിലുംകലാതന്ത്രത്തിലുംജീവിതദർശനത്തിലുംസംഭവിക്കുന്നകാലാനുക്രമമായപരിവർത്തനങ്ങൾമനസ്സിലാക്കുക. കഥകൾഎല്ലാംവിശദപഠനത്തിനായിനിർദ്ദേശിക്കപ്പെട്ടവയാണ്.

വിശദപഠനം

1. ജന്മദിനം - വൈക്കംമുഹമ്മദ്ബഷീർ

2. വെള്ളപ്പൊക്കത്തിൽ - തകഴിശിവശങ്കരപ്പിള്ള

3. കോലാട് - മാധവിക്കുട്ടി

4. പാപത്തറ - സാരാജോസഫ്

5. ദൽഹി 1981 - എം. മുഹമ്മദ്

6. റെയിൽപ്പാളത്തിലിരുന്ന്ഒരുകുടുംബംധ്വാനിക്കുന്നു - യു. കെ. കുമാരൻ

ബ്ലോക്ക്3 : ഉപന്യാസം

ഉപന്യാസസാഹിത്യത്തിന്റെവൈവിധ്യംതിരിച്ചറിയുകയുംപ്രതിപാദനരീതിപരിചയപ്പെടുകയുംചെയ്യുക. ആശയാവതരണം ഗ്രഹിക്കുക.

വിശദപഠനം

1. സത്യവുംസൗന്ദര്യം - കുട്ടികൃഷ്ണമാരാട് (സാഹിത്യവിദ്യ)

2. കാളിദാസനുംകാലത്തിന്റെദാസൻ - ജോസഫ്ബുണ്ടശ്ശേരി

3.ആദർശമാനവികതയുടെസംഗീതം - കെ. പി. അപ്പൻ (ചരിത്രത്തെഅഗാധമാക്കിയഗുരു)

4.സാമന്തസാഹിത്യം - വി. സി. ശ്രീജൻ

ബ്ലോക്ക് 4 : നോവൽ

വിശദപഠനം

1. എമൈനസ്ബി- കോവിലൻ

2. കൊച്ചുരേത്തി- നാരായൻ

റഫറൻസ്

1. ഡോ. എം. ലീലാവതി, മലയാളകവിതാസാഹിത്യചരിത്രം, കേരളസാഹിത്യഅക്കാദമി, തൃശ്ശൂർ
2. എം. അച്യുതൻ, ചെറുകഥയുടെ ചരിത്രം, ഡിസി.ബുക്സ്, കോട്ടയം
3. സുകുമാർശർമ്മക്കോട്, മലയാളസാഹിത്യവിമർശനം, ഡിസി.ബുക്സ്, കോട്ടയം
4. കെ. എം. തരകൻ, മലയാളനോവൽസാഹിത്യം, കേരളസാഹിത്യഅക്കാദമി, തൃശ്ശൂർ
5. ഡോ.എം.ലീലാവതി, വർണ്ണരാജി, എൻ.ബി.എസ്. കോട്ടയം
6. ഡോ.കെ.എം. ജോർജ്ജ്, ആധുനികസാഹിത്യചരിത്രം(പ്രസ്ഥാനങ്ങളിലൂടെ), ഡിസിബുക്സ്, കോട്ടയം
7. കെ.പി. അപ്പൻ, മാതൃഭൂമിമലയാളനോവൽ, ഡിസി.ബുക്സ്, കോട്ടയം
8. ഡോ. ഷാജിജേക്കബ്, ആധുനികനവനോവൽ, വിപണി, കല, പ്രത്യയശാസ്ത്രം, കേരളഭാഷാഇൻസ്റ്റിറ്റ്യൂട്ട്, തിരുവനന്തപുരം
9. ഡോ.എം.എം.ബഷീർ, മലയാളചെറുകഥാസാഹിത്യചരിത്രം, കേരളസാഹിത്യഅക്കാദമി, തൃശ്ശൂർ
10. ഡോ. പി.കെ.രാജശേഖരൻ, അന്യനായദൈവം, ഡിസി.ബുക്സ്, കോട്ടയം
11. പത്മനാഭചന്ദ്രൻനായർഎഡി., മലയാളസാഹിത്യനിരൂപണം, ഡിസി.ബുക്സ്, കോട്ടയം.
12. വി. രാജകൃഷ്ണൻ, ചെറുകഥയുടെ ചരിത്രം, ഡിസിബുക്സ്, കോട്ടയം
13. പി. കെ. രാജശേഖരൻ, കഥാതന്ത്രങ്ങൾ, മാതൃഭൂമിബുക്സ്, കോഴിക്കോട്
14. എം. എൻ. വിജയൻ, കവിതയുടെ ചരിത്രം, ഡി.സി.ബുക്സ്, കോട്ടയം

Modern Indian Languages I (MIL)

(Learners can choose any one. The same language should be chosen for MIL- II)

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गद्यं नाटकं च

(Gadyam Natakam Cha)

CREDITS: 6

लक्ष्यम् (Course Objectives)

संस्कृतमण्डले गद्यकाव्यानां सामान्यपरिचयः ।

उद्देश्यानि (Course Outcomes)

- पञ्चतन्त्राध्ययनेन पशुपक्षिकथापरिचयः, मूल्यबोधनञ्च ।
- नाट्यशास्त्रस्य नाट्यप्रयोगस्य च सामान्यपरिचयः ।
- नाटकादिदशरूपकाणां सामान्यज्ञानम् ।
- प्राचीनसंस्कृतकथासमग्रज्ञानम्।
- भासकवेः नाट्यप्रयोगपरिज्ञानम् ।

Course Details

प्रथमखण्डः - कथासाहित्यमधिकृत्य सामान्यज्ञानम्।

1.1. कथासाहित्यम् ।

1.2. पञ्चतन्त्रकथाः ।

1.3. चन्द्रभूपतिकथा।

द्वितीयखण्डः - अपरीक्षितकारकाद् उद्धृताः कथाः।

2.1. मूर्खब्राह्मणकथा।

2.2. भारुण्डपक्षिकथा ।

2.3. मत्स्यमण्डूककथा ।

तृतीयखण्डः - नाटकसाहित्याविर्भावः, विकासः, सांकेतिकपदानि, रूपकविभागाः इत्येतेषां सामान्यावगमनम्।

3.1. रूपकविभागाः ।

3.2. नाटकसाहित्यं विकासश्च।

3.3. भासनाटकचक्रम्।

3.4. नाटकान्तं कवित्वम्।

चतुर्थखण्डः - भासस्य मध्यमव्यायोगस्य सविशेषाध्ययनम् ।

4.1. व्यायोगस्य सविशेषता।

4.2. घटोत्कचप्रवेशः।

4.3. मध्यमस्य रंगप्रवेशः ।

4.4. भीम - हिटिम्बीसमागमः।

आधारग्रन्थाः Reference

1. पञ्चतन्त्रम् – विष्णुशर्मा।

2.मध्यमव्यायोगः – भासः।

सहायकग्रन्थाः

1. A Short History of Sanskrit literature - T.K Ramacandra Iyer, R.S Vadyar & Sons, Kalpathy
2. Pancatantra of Vishusarma, Chowkhambha Sanskrit series, Varanasi.
3. Sanskrit Drama- A.B. Keith
4. A History of Sanskrit Literature-A.A. Macdonel, Motilal banarsidas, Delhi
5. Indian Kavya Literature, Vol II, Motilal Banarsidas, Delhi.
6. Madhyamavyayoga of Bhasa with English translation -T.K Ramacandra Iyer, Vadyar & Sons Kalpthy.

अन्तर्जालसहायकसामग्र्यः

- 1.भासनाटकरङ्गावतरणम्- यूट्यूब

Third Semester

CORPORATE ACCOUNTING AND AUDITING
B21CM05DC
(Credits: 6)

OBJECTIVES

- | |
|---|
| <ol style="list-style-type: none">1. To help the Learners in preparation of final accounts of companies according to Companies Act.2. To enable the Learners to prepare and interpret financial statements of joint stock companies3. To gain ability to prepare consolidated statements of group of companies.4. To provide Learners the knowledge of auditing principles, procedures and Techniques in accordance with current legal requirements and professional standards.5. To familiarize Learners with the audit of Companies and the liabilities of the auditor. |
|---|

Course Outcomes:

After the completion of the course, the learners will be able to:

- | |
|---|
| <ol style="list-style-type: none">1. Prepare financial statements according to the format prescribed by the Companies Act and |
|---|

IAS -1

2. Calculate EPS and related performance indicators from the balance sheets of listed companies
3. Prepares consolidated financial statements of a group of companies by considering the adjustments.
4. List out the requirements of audit in companies, qualification and liabilities of company auditor

COURSE OUTLINE:

BLOCK 1: ACCOUNTING FOR SHARES

BLOCK 2: ACCOUNTING FOR DEBENTURES

BLOCK 3: FINAL ACCOUNTS OF COMPANIES

BLOCK 4: AUDITING

BLOCK 5: AUDIT REPORT

BLOCK 6: COMPANY AUDIT

Block	Unit
Block-1: Accounting for Shares	Unit-1: Introduction to Share Capital Introduction – Share Capital – Phases of Capital – Difference between Reserve Capital and Capital Reserve – Shares and Types of Shares – Equity and Redeemable Preference Shares – Convertible Cumulative Preference Shares- Sweat Equity Shares - Employees Stock Option Plan (Theory Only) – Private Placement of Shares– Issues of Shares – Bonus Issue – Right Issue- Subscription of Shares- Procedures – Minimum Subscription – Shares issues for Cash – Shares issued for Consideration other than Cash
	Unit-2: Issue of Shares and Forfeiture and Reissue of Shares Issue of Shares at Par and Premium –Application, Allotment and Calls on Shares – Share allotment – Calls in Arrears and Calls in Advances – Interest on Calls in Arrears and Calls in advances – Difference between Calls in arrears and Calls in Advances –Over Subscription and Under Subscription – Pro-rata Allotment- Forfeiture and Reissue of Shares – Surrender of Shares–Distinction Between Forfeiture and Surrender

Block-2: Accounting for Debentures	Unit-1: Introduction to Debentures Meaning- Definition –Features of Debentures- Types of Debentures - Distinction Between Shares and Debentures
	Unit -2:Issue of Debentures Issue of Debentures – For Cash, for Consideration other than Cash and Issued as Collateral Securities – Fraction Debentures- Terms of Issue of Debentures – Interest on Debenture
	Unit-3:Redemption of Debentures Redemption of Debentures-Journal Entries – Practical Problems
Block-3: Final Accounts of Companies	Unit-1:Final Accounts Meaning of Company-Types of Companies- Company Statutory Records
	Unit 2: Preparation of Final accounts Preparation of Final Accounts according to Revised Schedule- Form and Contents of Balance Sheet- Profit and Loss Accounts
Block-4: Auditing	Unit-1: Basic Concepts of Auditing Meaning- Nature- Objectives- Scope and Significance of Auditing –Audit and Investigation- Types of Audit- Auditor-Preparation of an Audit- Audit Engagement- Audit Program- Audit Working Paper- Audit Note Book- Audit Evidence
	Unit-2:Internal Control Concept of Internal Control- Internal Check- Internal Audit-Statutory Auditors vs. Internal Auditors
Block 5: Audit Report	Unit-1: Audit Report and Audit Certificate Reporting Requirements under Companies Act-Report vs. Certificate
	Unit 2: Types of Report Contents of the Reports and Qualifications in the Report- Clean Report- Qualified Report
Block-6: Company Audit	Unit-1:Introduction to Company Audit Auditor's Qualifications- Disqualifications-Appointment- Remuneration- Removal- Powers and Duties
	Unit 2: Audit of Companies Audit of Shares and Debentures -Audit of Divisible Profits and Dividends

PRACTICAL ACTIVITIES: -

1. Create awareness on maintenance of accounts of companies on the basis of live annual reports of companies

2. Preparation of assignments on maintenance of accounts of banks and insurance companies on the basis of visit to branches, wherever available.

REFERENCES

1. Asish K Bhattacharjee, Tata McGraw Hill, *Indian Accounting Standards*
 2. Dr. B D Agarwal - *Advanced Financial Accounting*
 3. Israr Shaikh and Rajesh Makkar, Lexis Nexis. *Accounting Standards*
 4. Jain S.P and Narang K.L. *Corporate Accounting*, Kalyani Publishers, New Delhi
 5. Maheswari S.N. and Maheswari S.K. *Corporate Accounting*, Vikas Publishing House, New Delhi
 6. Mukherjee A. and Hanif M. *Corporate Accounting*, Tata McGraw-Hill Publishing Co.Ltd. New Delhi
 7. Nirmal Gupta and Chhavi Sharma. *Corporate Accounting Theory and Practice*, Ane Books India, Delhi.
 8. P C Thulsian - *Advanced Corporate Accounting*
 9. Paul. K.R. *Accountancy*, New Central Book Agency Pvt. Ltd. Kolkata
 10. Pillai R.S N, Bhagavathi and Uma S. *Fundamentals of Advanced Accounting*, S Chand & Co. Ltd., New Delhi
 11. Rawat D S—*Taxman Accounting Standards*
 12. RL Gupta and Radhaswamy- *Advanced Accounting*
 13. Shukla M C, Grewal T.S. and Gupta S.C. *Advanced Accounts* S.Chand & Co. Ltd., New Delhi
- Vijayakumar M.P, Snow White, Chennai - *Accounting Standards*

COST ACCOUNTING

B21CM06DC

(Credits: 6)

OBJECTIVES

1. To familiarise the with cost concepts
2. To learn the fundamentals of cost accounting as a separate system of accounting
3. To make the learners acquainted with various elements of cost
4. To acquaint the learners with different methods and techniques of costing
5. To identify the methods and techniques applicable for different types of industries

Course Outcomes:

After the completion of the course:

1. The learners will gain better knowledge about different cost concepts
2. The learners become able to generate various cost accounting records

3. The learners will be able to reconcile cost and financial profits
4. The learners will be talented to ascertain cost of different industries by using appropriate methods
5. The learners will be able to gain the skill to use cost accounting techniques for different managerial decisions

COURSE OUTLINE:

BLOCK 1: INTRODUCTION

BLOCK 2: METHODS AND TECHNIQUES OF COSTING

BLOCK 3: MATERIAL COSTING

BLOCK 4: LABOUR COST

BLOCK 5: OVERHEAD ACCOUNTING

BLOCK 6: COST SHEET AND RECONCILIATION STATEMENT

Block	Unit
Block-1: Introduction	Unit-1: Cost and Cost Concepts Meaning- Definition- Cost Concepts-Classification of Cost- Cost Centre and Cost Unit
	Unit -2: Introduction to Cost Accountancy Cost Accountancy- Objectives-Advantages and Disadvantages- Functions of Cost Accounting- Distinction between Cost Accounting and Financial Accounting
Block 2: Methods and Techniques of costing	Unit 1: Methods of Costing Job-Batch-Contract-Process-Service (Theory only)
	Unit 2: Techniques of Costing Standard Costing-Budgetary Control-Marginal Costing (Theory only)
	Unit-1: Introduction to Material Costing Accounting and Control of Material Cost- Material Purchase Procedure- Inventory Control

Block-3: Material Costing

	Unit -2:Material Stock Level EOQ- ABC- VED and FSN Analysis-JIT- Applications - Stock Turnover- Material Issue Control- Stores Records- Bin Card and Stores Ledger-Inventory systems- Perpetual and Periodic Inventory System- Material Losses-Wastage- Scrap- Spoilage-Defectives
	Unit-3:Pricing of issue of materials FIFO- LIFO- Simple Average- Weighted Average
Block-4: Labour Cost	Unit-1:Introduction to Labour Cost Accounting and Control of Labour Cost- Time Keeping and Time Booking- Methods
	Unit-2:Wage Payment systems Different Systems of Wage Payment and Incentive Plans
	Unit-3:Labour Turnover Meaning-Causes and Effects- Methods of Calculating Labour Turnover
Block-5: Overhead Accounting	Unit-1:Accounting for Overhead Classification of Overhead- Segregation of Semi-variable Overhead- Production Overhead
	Unit-2:Allocation and apportionment of Overheads Primary and Secondary Distribution – Methods of Apportionment
	Unit-3: Absorption of Overhead Meaning-Methods of Absorption of Overheads- Under Absorption- Over Absorption
Block-6: Cost Sheet and Reconciliation Statement	Unit-1: Cost Sheet Objectives- Proforma- Preparation of Cost Sheet.
	Unit-2:Reconciliation account Memorandum Reconciliation Account-Need- Reasons for Disagreement in Profit.

PRACTICAL ACTIVITIES:-

1. Prepare a list of activities those come across daily, wherein cost accounting applications can be made.

2. Prepare cost sheets in respect of transport offices, canteen activities, hospitals nearby, margin free shops and small and tiny enterprises in any region.
3. Analyse and present consumption of various materials in the household and explore the possibility of applying inventory control techniques.
4. Prepare comparative cost sheets of products we regularly consume by using published annual accounts.

REFERENCES

1. Jain, S.P., & Narang, K.L., *Advanced Cost Accounting*, Kalyani Publishers, New Delhi.
2. Iyengar, S. P., *Cost Accounting*, Sultan Chand & Sons, New Delhi.
3. Maheswari, S.N., *Advanced Cost Accounting*, Sultan Chand & Sons, New Delhi.
4. Arora, M. N., *Cost Accounting*, Vikas Publishing House Pvt. Ltd, New Delhi.
5. J Madegowda, *Advanced Cost accounting*, Himalaya Publishing House, Mumbai
6. Shukla, M.C., and Grewal, T.S., *Cost Accounting*, Sultan Chand & Sons, New Delhi.
7. Lall Nigam B M and Jain I C, *Cost Accounting Principles and Practice*, Prentice Hall of India
8. Thulsian PC-*Practical Costing*, Vikas Publishing House, New Delhi

B.A. ENGLISH LANGUAGE AND LITERATURE

LANGUAGE CORE

B21EG02LC

LITERATURE AND THE CONTEMPORARY WORLD

CREDITS: 6

Course Objectives

1. To expose learners to some of the burning contemporary issues.
2. To acquaint them with the way literature takes on these issues.
3. To equip them to critically appraise and shape their own individual opinions.

Course Outcomes

By the end of the course the learners will be able to,

1. make sense of the world they live in through the many language devices literature employs in its representation of reality.
2. have an understanding of cross-cultural encounters in a globalised world.
3. debate the pros and cons of current issues in culture using the terminology related to the concerned topics.
4. discuss how the use of language and choice of genre influence the meaning of the text and

- the reader's response.
5. develop skills of textual analysis.
 6. comprehend diverse points of view on the urgent issues the world faces.

COURSE DETAILS

BLOCK 1: Climate Change

- UNIT 1 Margaret Atwood: "The Moment"
- UNIT 2 Thunberg: "Almost Everything is Black and White" (Speech at Parliament Square, London, 31 October, 2018)

BLOCK 2: Technology and Human Life

- UNIT 1 Gareth Southwell: "Artificial Intelligence"
- UNIT 2 Ambrose Bierce: "Moxon's Master"

BLOCK 3: Gender

- UNIT 1 Sarah Joseph: "The Masculine of Virgin"
- UNIT 2 Malala Yousafzai: "A Daughter is Born"

BLOCK 4: Human Rights

- UNIT 1 Vijayarajamallika: "Injuries"
- UNIT 2 Jawaharlal Nehru: "A Tryst with Destiny"

BLOCK 5: Ethics and Culture

- UNIT 1 John Lennon: "Imagine"
- UNIT 2 Rabindranath Tagore: "Housewife"

BLOCK 6: Globalised Society

- UNIT 1 Pablo Neruda: "The United Fruit Company"
- UNIT 2 Shashi Tharoor: "Globalization and the Human Imagination"

References

- Morrison, Jago. *Contemporary Fiction*. Routledge, 2003.
- Padley, Steve. *Key Concepts in Contemporary Literature*. Palgrave, 2006.
- Reddy, Bayapa. *Aspects of Contemporary World Literature*. Atlantic, 2008.

E-BUSINESS

B21CM01SE

(Credits: 2)

OBJECTIVES

1. To give an understanding among the Learners about various E-Business technologies, E-Business Models and the implementation of E-Business in practice.
2. To give hands on knowledge on the issues related to E- Business. So that Learners should become familiar with mechanisms for conducting business transactions through electronic means.
3. To help Learners to learn the e-business strategy framework with concentration on the impact of the Internet on the macro- environment.

Course Outcomes:

After the completion of the course, the learner will be able to,

1. Learn the fundamental definitions and knowledge hierarchy for business.
2. Differentiate between e-business and e-commerce.
3. Identify the process of selling and buying goods and services over the internet.

COURSE OUTLINE:

1. BLOCK 1: INTRODUCTION TO E-BUSINESS
2. BLOCK 2: E-BUSINESS TOOLS

Block	Unit
Block-1: Introduction to E-business	Unit-1: Introduction Definition - Meaning and Nature of E-Business- History and Development of E-Business
	Unit -2:E-commerce Meaning-Advantages and disadvantages- E-commerce Models -Difference between E-Business and E-Commerce
	Unit-3: Application of E-business in industries Tourism - Employment and Job Market – Banking and Insurance -Book Publishing
Block-2: E-Business Tools	Unit-1: E-business tools

	ERP- e-SCM- e-CRM
	Unit -2:Digital marketing
	Digital Marketing-Meaning and Concepts-Role of E-business technologies on marketing strategies of firms- Various tools of Digital marketing
	Unit-3:E-learning
	Major technologies used in E- Learning
	Unit-4:E-governance
	Meaning- Benefits- Limitations- E-Governance Services

PRACTICAL ACTIVITIES: -

1. Identify the logistics practises of e-business companies in Kerala.
2. Evaluate the complaint redressal mechanisms of e-business companies.
3. Identify employment opportunities through e-business.

REFERENCES

1. Horton and Horton, E-Learning Tools and Technologies, Wiley Publishing, 2003.
2. Colin Combe, E-Business Management and Strategy, ELSEVIER, 2006.
3. Dave Chaffey, Electronic Business and Electronic Commerce Management, 2nd edition, Prentice Hall, 2006.
4. Ravi Kalakota, Frontiers of e-commerce, Pearson, 2006.
5. Turban, E. et al., Electronic Commerce: A Managerial Perspective, Prentice Hall-2008.

SKILL ENHANCEMENT COMPULSORY COURSE (SC)

B21HL01SC

HUMANISM AND LOGIC

CREDITS: 2

Course Objectives:

1. To introduce the science and art of reasoning
2. To develop analytical skill in reasoning and capacity to argue effectively
3. To impart understanding of the role of logic in other disciplines
4. To develop a blend of logical reason, compassion and love in approach to the world

Course Outcomes:

By the end of the course the learners will be able to,

1. Know the role of logical reasoning in daily life
2. Save oneself from linguistic traps
3. Have an understanding of the basic humanistic concepts
4. Get values that embrace multicultural diversity

Course Outline:

Block 1: Foundational Terms and Concepts

Block 2: Logic, Language and Other Disciplines

COURSE DETAILS**BLOCK 1: Foundational Terms and Concepts**

Unit 1 Sradha/ Care — Katha Upanisad, Arul — Thirukkural, Jagratha — Dharmapada _ Agape/ Empathetic Love, Kenosis/ Self emptying

Unit 2 Insaniyya / Humanity, Rahma / Mercy. Anukampa / Compassion - Anukambadasakam, Karuna - Budha

Unit 3 Emancipation. Ubuntu/ Fraternal Love

Unit 4 Ahimsa/ Nonviolence in Different Traditions. Equality

Unit 5 Basheer's short story, "Oru Manushyan".

Unit 6 Human as species - Jathilakshanam, Jatinirnayam - Environmental concerns: Gandhi, Thoreau, Deep Ecology

BLOCK 2: Logic, Language and Other Disciplines

Unit 1 A very brief history of logic: traditional logic and symbolic logic -What is logic? Definitions - process of reasoning - inductive, deductive and abductive reasoning- Propositions and arguments - recognising arguments. Truth and validity - Fallacies: Formal and informal fallacies - Classification of fallacies: Fallacies of relevance, defective induction, presumption and ambiguity.

Unit 2 Fundamentals of Traditional Logic and Symbolic Logic - Categorical Propositions: The four kinds of categorical propositions - Quality, quantity and distribution - Standard form - The traditional square of opposition - Categorical Syllogisms: Standard form - Rules and fallacies - Venn diagram to test the Validity - Logical connectives: symbols for conjunction, negation, disjunction, material implication and equivalence- Logical paradoxes: Liar's paradox

Unit 3 Language and Logic - The basic functions of language: Informative - Expressive - Directive – Ceremonial Performative - Emotively neutral language -What are definitions - Kinds of definitions: Stipulative - Lexical – Precising - Theoretical - Persuasive - Intension and extension

Unit 4 Logic and Other Disciplines - Logic and Science: Hypothetico - models of explanations - Covering Law model - mathematics and logic

Unit 5 Logic and Literature

Unit 6 Logic and Social sciences

References

1. Grayling, A.C. *The History of Philosophy*, Penguin, 2019.
2. Browning, W.R.F. *A Dictionary of the Bible*, Oxford University Press, 2009.
3. John Bowker, *The Concise Oxford Dictionary of World Religions*, Oxford University Press, 2000.
4. Basheer, Vaikkam Muhammad. "Oru Manushyan." *Sampoorna Krithikal Vol 1*. DC, 1994.
5. Guru, Narayana. *Sampoorna Krithikal*. Narayana Gurukulam, 2002.
6. *Dharmapada* (apramadavarga)
7. *The Quran* (49/13, 17/70, 2/256)
8. Devaraja, N. K. *Humanism in Indian Thought*. Indus, 1988.
9. Khan, Maulana Wahiduddin. *The Prophet of Peace: Teachings of The Prophet Muhammad.*, Penguin, 2009.
10. Butler, Judith. *The Force of Nonviolence: An Ethico- Political Bind*, Verso, 2021.
11. Selected works of Karl Marx and Friedrich Engels - Relevant Volumes
12. Vernon Pratt et al. *Environment and Philosophy*. Routledge, 2000.
13. Rajagopalachari, C. *Kural: The Great Book of Thiruvalluvar*, Bharatiyavidya Bhavan, 1993.
14. Imbo, Samuel Oluoch. *An Introduction to African Philosophy*. Rowman, 1961.

15. Mascaro, Juan. *The Upanishads*. Penguin, 2005.
16. Damien, Keown. *Buddhism*, Oxford UP, 2013.
17. Ruthven, Malise. *Islam*. Oxford UP, 2012.
18. Naess, Aene. *The Ecology of Wisdom*. Counterpoint, 2010.
19. Thoreau, Henry David. *Walden*. Empire, 2018.
20. Gandhi, Mahatma. *Hind Swaraj*. Rajpal, 2009.
21. Guha, Ramachandra. *Environmentalism: A Global History*. Penguin, 2016.
22. Sainsbury. R.M. *Paradoxes*. Cambridge UP, 2009.

Fourth Semester

INCOME TAX - I

B21CM07DC

(Credits: 6)

OBJECTIVES

1. To provide knowledge of the various provisions of income tax law in India.
2. Allow learners to use such provisions to compute gross total income.
3. It also aims to enable learners to understand the basic provisions relating to the Goods and Services Tax.

Course Outcomes:

After the completion of the course, the learner will be able to,

1. Comprehend the concepts of taxation, including assessment year, previous year, assessee, person, income, gross total income, agricultural income and determine the residential status of persons;
2. Compute income under salary and house property and applying the charging provisions, deeming provisions and exemptions;
3. Apply the clubbing provisions and provisions relating to set-off and carry forward of losses to determine the gross total income;
4. Comprehend the basic provisions relating to Goods and Services Tax.

COURSE OUTLINE:

BLOCK 1: BASIC CONCEPTS OF INCOME TAX

BLOCK 2: RESIDENTIAL STATUS AND INCIDENCE OF TAX

BLOCK 3: INCOME FROM SALARY

BLOCK 4: INCOME FROM HOUSE PROPERTY

BLOCK 5: PROFIT AND GAINS FROM BUSINESS AND PROFESSION

BLOCK 6: CAPITAL GAINS

Block	Unit
Block-1: Basic concepts of income tax	Unit-1:Introduction
	Brief History of Income Tax in India -Definition - Direct and Indirect Tax: Need-Features and Basis of Charges
	Unit -2:Basic Concepts

	Definition of Income- Gross Total Income- Total Income-Assessee- Assessment Year- Average Rate of Tax - Maximum Marginal Rate- Previous Year - Accelerated Assessment -Person - Finance Act- Rates of Income Tax
	Unit-3:Exempted Income Income which does not form a part of Total Income
Block 2-Residential status and Incidence of tax	Unit 1: Residential Status Residential Status-Individual-HUF and Companies
	Unit 2: Incidence of Tax Heads of Income – Incidence of Tax based on Residential Status
Block-3: Income from Salary	Unit-1: Introduction Income from Salary - Meaning of Salary- Basis of Charge-Conditions of Chargeability
	Unit -2:Allowances and Deductions Allowances- Perquisites- Deductions and Exemptions
	Unit-3:Computation of Income from salary Computation of Taxable Income from Salary – Practical Problems
	Unit-4:Computation of Income from Salary-Retirement benefits Gratuity-Provident Fund- Pension-Voluntary Retirement- Retrenchment Compensation—Encashment of Leave
Block 4: Income from House Property	Unit-1:Introduction Income from House Property - Basis of Charge-Determinants of Annual Value
	Unit-2:Deductions and Exemptions Let out House – Unrealized Rent - Deductions and Exemptions
	Unit-3:Computation of Income from House Property Computation of Taxable Income -House Property – Practical Problems.
Block-5: Profit and Gains from Business and Profession	Unit-1:Profits and Gains from Business and Profession Chargeability - Deductions Expressly Allowed - General Deductions - Depreciation - Expenses/Payments Not Deductible - Expenses Allowed on Actual Payment Basis Only
	Unit-2:Computation of Profits and Gains of Business and Profession Computation of Profits and Gains of Business and Profession (simple problems only)

Block-6: Capital Gains	Unit-1: Introduction
	Capital Gains - Basis of Charge - Capital Assets - Kinds- Computation of Short term and Long Term Capital Gains
	Unit 2: Capital Gain in special cases
	Conversion of Capital Asset into Stock in Trade - Transfer of Capital Asset by a Partner to a Firm, AOP, BOI - Compensation on Compulsory Acquisition of Assets and also Enhanced Compensation - Right Share and Bonus Shares - Converted Shares/Debentures
	Unit 3: Capital Gains Exempt from Tax
	Capital Gains Account Scheme – Section 54
	Unit 4: Computation of capital gain
	Computation of Short Term and Long-Term Capital Gain

PRACTICAL ACTIVITIES: -

The learners are required to:

1. Find out income under different heads and calculate Gross Total Income of an individual.
2. Visit the website of Income Tax Department, Government of India and fill the various online ITR forms with hypothetical data.
3. Collect the various details for GST registration from the website of GST Department, Government of India and prepare a registration form with imaginary data

REFERENCES

1. H.C.Mehrotra & S.P.Goyal, *Fundamentals of Income Tax*, Sahitya Bhavan Publications, Agra
2. Ahuja, G., & Gupta, R. (2020). *Simplified Approach to Income Tax*. New Delhi: Flair Publications Pvt. Ltd.
3. Singhanian, V. K., & Singhanian, M. (2020). *Student's Guide to Income Tax including GST-Problems & Solutions*. New Delhi: Taxmann Publications Pvt. Ltd.
4. Study Material of ICAI Intermediate Paper 4A: *Income-tax Law*.
5. H.C.Mehrotra & S.P.Goyal, *Goods and Services Tax*, Sahitya Bhavan Publications, Agra

Note: Learners are advised to use latest edition of textbooks

MANAGEMENT ACCOUNTING

B21CM08DC

(Credits: 6)

OBJECTIVES

The course aims to acquaint the learners about the concepts and techniques of Management Accounting and impart a basic knowledge on managerial use of data, for planning, control and decision making.

Course Outcomes:

After the completion of the course, the learner will be able to,

1. Learn the concept of management accounting and the use of accounting information in the decision-making process of managers.
2. Make inter-firm and inter-period comparison of financial statements and to understand the different activities of a business and its influence on cash flow statements.
3. Analyze cost-volume-profit techniques and appreciate the importance of marginal costing as a decision-making tool.
4. Prepare different budgets for the business and explain the role of budgeting in cost control.
5. Analyse and compute variance related to material, labour and overheads and to understand the importance of standard costing as a tool of cost reduction
6. Assess the role and extent of use of technology in managerial decision making.

COURSE OUTLINE:

1. BLOCK 1 – INTRODUCTION TO MANAGEMENT ACCOUNTING
2. BLOCK 2 – ANALYSIS AND INTERPRETATIONS OF FINANCIAL STATEMENTS
3. BLOCK 3 – TECHNIQUES OF FINANCIAL STATEMENT ANALYSIS
4. BLOCK 4 – MARGINAL COSTING
5. BLOCK 5 – BUDGETARY CONTROL
6. BLOCK 6 – MANAGEMENT REPORTING

Block	Unit
Block-1: Introduction to Management Accounting	Unit-1:Introduction
	Management Accounting - Meaning – Definition – Need – Objectives-Functions-Limitations of Management Accounting
	Unit-2:Scope of Management Accounting
	Scope - Tools and Techniques – Management Accounting Vs Financial Accounting – Management Accounting Vs Cost Accounting

Block-2: Analysis and Interpretation of Financial statements	Unit-1: Introduction to Financial Statements Meaning –Objectives – Nature – Importance – Users – Limitations
	Unit -2:Financial Statement Analysis and Interpretation Meaning - Financial Statement Analysis – Objectives – Uses – Limitations
Block-3: Techniques of Financial Statement Analysis	Unit-1:Techniques of Financial Statement Analysis I Comparative Income Statement – Comparative Balance Sheet – Common size Income Statement – Common size Balance Sheet – Trend Analysis - Objectives – Preparation– Steps – Advantages – Limitation
	Unit-2:Techniques of Financial Statement Analysis II Ratio Analysis – Meaning – Objectives/Importance – Limitations –Functions – Types of Ratios- Liquidity Ratios – Solvency Ratios – Activity Ratios – Profitability Ratios – Market Test Ratios- Computation
	Unit-3: Techniques of Financial Statement Analysis III Fund Flow Statements – Cash Flow Statements – Meaning – Objectives – Importance – Limitations - Difference – Preparation of Cash Flow Statements – Procedure – Direct Method – Indirect Method
Block-4: Marginal Costing	Unit-1:Concept Marginal Cost – Marginal Costing – Meaning – Absorption Costing -Limitations of Absorption Costing – Difference between Marginal and Absorption Costing – Differential Costing – Difference between Marginal and Differential Costing – Advantages – Limitations
	Unit-2:CVP Analysis Meaning – Objectives – Contribution – Uses – Break Even Analysis – Break Even Chart – Assumptions – Advantages – Disadvantages - Break Even Point – P/V Ratio – Margin of Safety
Block-5: Budgetary Control	Unit-1:Overviewof Budgetary Control Budget-Budgeting- Budgetary Control – Meaning – Definition – Steps
	Unit-2:Types of Budgets Budget – Classification – On the basis of Time, Flexibility, Function – Master Budgets – Preparation of Flexible Budget- Purchase Budget- Sales Budget-Cash Budget (Problems)

Block-6: Management Reporting	Unit-1:Reports Report – Meaning – Definition – Kinds of Reports – Oral – Written – Formal – Informal – Enterprise – Control – Investigative - Interpretive – Informative – Routine – Special – Functional – Financial
	Unit-2:Report Drafting Meaning-Contents of Report- Drafting Different Types of Reports

PRACTICAL ACTIVITIES: -

1. Collection of financial statements of any one organization for two years and preparing Comparative and Common size Statements.
2. Calculation of Contribution / P/V Ratio /BEP based on the collected Financial Statements.
3. Prepare Flexible Budget, Cash Budget, Production Budget and Sales Budget of a Shop in your locality.
4. Calculation of Material Cost Variances and Labour Cost Variances using imaginary figures.
5. Draft a report on any crisis in an organization

REFERENCES

1. Dr. S.N. Maheswari -*A Textbook of Accounting for Management*. Vikas Publishing House.
2. Khan, M. Y& Jain, P. K. - *Management Accounting*: Tata Mcgraw Hill Publishing Co Ltd.
3. Robert N. Anthony - *Management Accounting*: Richard D Irwin.
4. I.M.Pandey- *Management Accounting*: Vikas Publishing House.
5. Dr.S.N.Maheshwari& P.K.Jain - *Cost and Management Accounting*: SulthanChand& Sons.
6. Shashi K Gupta &R K Sharma – *Management Accounting*: Kalyani Publishers.
7. B.S. Raman, *Management Accounting*: United Publishers

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

B21CM02SE

(Credits: 2)

OBJECTIVES

1. To describe the increasing significance of logistics and its impact on both costs and service in business and commerce.
2. To know supply chain techniques in an international perspective

Course Outcomes:

After the completion of the course, the learner will be able to,

1. Understand the strategic role of Logistics and Supply chain Management in the cost reduction and offering improved service to the customers.
2. Combining the traditional physical distribution activity with modern Information Technology to have sustainable competitive advantage to the organization globally.
3. Assess logistical organizations in terms of functional aggregation and the shift in emphasis from function to process
4. Aware of logistics concepts and basic activities

COURSE OUTLINE:

1. BLOCK 1: BASICS OF LOGISTICS AND SUPPLY CHAIN MANAGEMENT
2. BLOCK 2: DISTRIBUTION MANAGEMENT FOR GLOBAL SUPPLY CHAIN

Block	Unit
Block-1: Basics of Logistics and Supply Chain Management	Unit-1:Introduction Definition-Evolution-Importance and Concepts of Logistics and Supply Chain Management- Key Drivers of Supply Chain Management and Logistics Relationships
	Unit -2:Transportation Basics of Transportation- Transportation Functionality and Principles
	Unit-3:Inventory Management Introduction- Characteristics- Functions-Components- Planning
	Unit-4: Material Handling Role of Material Handling in Logistics- Automated Material Handling- Benefits of Logistics Outsourcing
	Unit-1: Physical Distribution Need for Physical Distribution – Functions of Distribution –Physical Distribution Trends
Block-2: Distribution Management for Global Supply Chain	Unit -2:Distribution Channels Designing Distribution Channel – Choice of Distribution Channels- Role of Logistics in Distribution Channel – Distribution Channel Structure
	Unit-3:Port and Airport Management for Logistics Definition - Types and Layout of the Ports- Main Functions and Features

	of Ports- Introduction to Air Transport – Air Freight.
	Unit-4:Overview of Enterprise Systems Evolution - Risks and Benefits - Fundamental Technology - Issues to be considered in Planning Design and Implementation of Cross Functional Integrated ERP Systems- Planning Evaluation and Selection of ERP Systems-Implementation Life Cycle – ERP Implementation

PRACTICAL ACTIVITIES: -

1. Find out the relevance of ERP systems in logistics management.
2. Evaluate the existing dilemma in implementing ERP systems.
3. Determine the various sources of revenue for shipping companies.

REFERENCES

1. Bowersox, Closs, Cooper, *Supply Chain Logistics Management*, McGraw Hill.
2. Burt, Dobbler, Starling, *World Class Supply Management*, TMH.
3. Sunil Chopra, Peter Meindl, *Supply Chain Management*, Pearson Education, India.
4. Gupta and Varshing *International Marketing*, Sultan Chand and Sons
5. MultiahKrishnaveni, *Logistic Management and World Sea Borne Trade*, Publisher: Himalaya Publication
6. Donald J. Bowerson, *Logistic and Supply Chain Management*, Prentice Hall of India
7. Mahadeo Jaiswal and Ganesh Vanapalli, *ERP Macmillan India*, 2006
8. Patrick M. Alderton. 2008, *Port Management and Operations. Information Law Category*, U.K.
9. Kapoor Satish K., and KansalPurva, ‘*Basics of Distribution Management: A Logistical Approach*’, Prentice Hall of India
10. D K Agrawal, ‘*Distribution and Logistics Management: A Strategic Marketing Approach*’, Macmillan publishers India

Modern Indian Languages II (MIL))

(Learners can choose any one. The same language should be chosen for MIL- II)

B21AR02LC

LITERATURE IN ARABIC

CREDITS:6

Course Objectives

1. The student can communicate in Arabic in various situations
2. The student can express his thoughts in oral and written form through simple sentences in Arabic.

3. The student can read and understand literary texts in Arabic
4. The student can appreciate and analyze the literary texts in Arabic
5. The student can assimilate humanistic and moral values in his life

Course Outcome

At the end of the course students will be able to,

1. Communicate in Arabic in various situations
2. Express his thoughts in oral and written form through simple sentences in Arabic.
3. Read and understand literary texts in Arabic
4. Appreciate and analyze the literary texts in Arabic
5. Assimilate humanistic and moral values in his life

COURSE DETAILS

BLOCK 1: Conversations in Arabic

UNIT 1	Introduction
UNIT 2	In the House
UNIT 3	In the Hotel
UNIT 4	In the Railway Station
UNIT 5	In the Market

BLOCK 2: Reading on classical texts in Arabic

UNIT 1	سورة الحجرات: الآيات من 9 إلى 13
UNIT 2	الأحاديث المختارة من كتاب "الأربعون النووية" الأحاديث 2، 7، 12، 13، 15، 27

BLOCK 3: Reading on Modern Essays in Arabic

UNIT 1	الأرملة وابنها" من كتاب دمة وابتسامة لجبران خليل جبران"
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UNIT 2 ما أضعف الإنسان " من كتاب مقالات في كلمات، المجموعة الثانية،"
لعلي الطنطاوي

BLOCK 4: Appreciating Short Story

UNIT 1 قصة "نصف العالم" من مجموعة القصص "العالم ليس لنا" لغسان كنفاني

BLOCK 5: Appreciating Poetry.

UNIT 1 قصيدة "دعوة إلى التنقل والترحال" للإمام الشافعي

UNIT 2 قصيدة "وداعا أيها الدفتر" لنزار قباني

BLOCK 6: TUTORIAL

Practice sheets based on Block 1-5

References:

1. Qur'aanul Kareem
2. Imam Annavavi, Al Arba'una annvavi
3. Muhammed Bin Isma'il Al Bukhaari, Sahihu l-Bukhaari
4. Jubran Khalil Jubran, Dam'athun wa-btisaamatun
5. Ali At-thanthaawi, Maqaalatun fi Kalimaatin, Second Collection, Daaru l-Manaar, Jidha, Ed:1, 2000
6. Gassaan Kanafani, Aalamun Laysa Lanaa (Collection of short stories), Ramal Publications, Qubrus.
7. Muhammed Ibrahim Salim, Diwanu l-Imaami s-safi'i, Maktabatu Binu Sinaa. Cairo
8. Ahmad Matar, Al Majmu'atu S-si'riyya, Daaru l-Hurriyya, Beirut, 2011
9. Personal Site of Nizar Qabbani - <https://nizarq.com/ar/poem131.html>

Modern Indian Language (Hindi)

B21HD02LC

हिंदी पद्य साहित्य और अनुवाद
(Hindi Padya Sahitya Aur Anuvad)

Credits: 6

पाठ्यक्रम उद्देश्य (Objectives):

छात्रों को प्राचीन, मध्यकालीन और आधुनिक हिन्दी कविता की अवधारणाओं और इसकी बोलियों से परिचित कराना । दैनिक जीवन में अनुवाद एवं उसके उपयोग से परिचित कराना । इस पाठ्यक्रम का उद्देश्य कविता के प्राचीन रूप और कविता में इस्तेमाल की जाने वाली भाषा शैली के बारे में छात्रों में जागरूकता पैदा करना है । इस प्रकार वे हिन्दी भाषा की मूल संरचना और समय के साथ इसके विकास को समझ सकते हैं ।

पाठ्यक्रम परिणाम (course outcomes)

Co. 1 : प्राचीन और मध्यकाल की कविता के विभिन्न रूपों का विश्लेषण करता है ।

Co. 2 : समाज और साहित्य के बीच संबंध तथा हिन्दी साहित्य और समाज में प्राचीन और मध्यकालीन

कवियों द्वारा निभाई गई भूमिका को समझता है । उस काल के प्रख्यात हिन्दी लेखकों के माध्यम

से संत कविताओं की विभिन्न शाखाओं का ज्ञान प्राप्त करता है ।

Co 3 : सामाजिक सांस्कृतिक चेतना, को आत्मसात करता है और तुलसीदास, कबीरदास, बिहारी जैसे कवियों से परिचय प्राप्त करता है ।

Co 4 : आधुनिक काल की विशेषताओं को समझता है और आधुनिक काल के कवियों के बारे में परिचय प्राप्त करता है ।

Co 5 : आधुनिक काल की विभिन्न काव्य शैलियों से परिचित होता है । हाइकु कविताओं के बारे में ज्ञान प्राप्त करता है ।

Co 6 : अनुवाद के बारे में ज्ञान प्राप्त करता है और उसका प्रयोग करने में दक्षता प्राप्त करता है ।

पाठ्यक्रम रूपरेखा (COURSE Outline)

ब्लॉक : 1 प्राचीन और मध्यकालीन रचनाएँ ।

ब्लॉक : 2 छायावाद की – कविताएँ ।

ब्लॉक : 3 प्रगतिवादी कविता ।

ब्लॉक : 4 समकालीन कविता ।

ब्लॉक : 5 हाइकु कविताएँ ।

ब्लॉक : 6 अनुवाद ।

ब्लॉक : 1 प्राचीन और मध्यकालीन रचनाएँ ।

इकाई – 1 : कबीर – 2 दोहे

इकाई – 2 : तुलसी – 2 दोहे

इकाई – 3 : सूरदास – एक पद

ब्लॉक : 2 छायावाद की – कविताएँ ।

इकाई – 1 : निराला – 'भिक्षुक'

इकाई – 2 : प्रसाद - 'किरण'

ब्लॉक : 3 प्रगतिवादी कविता ।

इकाई – 1 : नागार्जुन – 'प्रेत का बयान' ।

ब्लॉक : 4 समकालीन कविता ।

इकाई – 1 : अरुण कमल – 'वक्त' ।

ब्लॉक : 5 हाइकू कविताएँ ।

इकाई – 1 : सुरगामा यादव – 'काटे जंगल' ।

ब्लॉक : 6 अनुवाद ।

इकाई 1-अनुवाद :- अर्थ , परिभाषा एवं स्वरूप

इकाई 2- अनुवाद का महत्व और उद्देश्य

इकाई 3- अंग्रेज़ी से हिन्दी में और हिन्दी से अंग्रेज़ी में अनुवाद अभ्यास ।

संदर्भ– Reference

1.हिन्दी काव्य की तांत्रिक पृष्ठभूमि – डॉ .विश्वम्भरन उपाध्य ।

2.मध्यकालीन हिन्दी काव्यभाषा – राम स्वरूप चतुर्वेदी ।

3.प्राचीन एवं मध्यकालीन काव्य – डॉ : सुषमा दुबे , डॉ . के .दुबे , डॉ. राजकुमार ।

4.अनुवाद की समस्याएं – जी .गोपीनाथ , एस कंद स्वामी ।

5.अनुवादकीप्रक्रियातकनीकऔरसमस्याएं - -डा.श्रीनारायणसमीर

Modern Indian Languages II (MIL))

(Learners can choose any one. The same language should be chosen for MIL- II)

B21ML02LC

**(Malayala Sahithyamathrukakal: Aathmakadha, Jeevacharitram, Yathravivaranam,
Anubhavasahithyam)**

Credits : 6

Objectives

ആത്മകഥാസാഹിത്യത്തിന്റെ ചരിത്രത്തെക്കുറിച്ച് സാമാന്യമായ അറിവ്
ജീവചരിത്രമാതൃകകളുടെ പരിചയം
യാത്രാവിവരണസാഹിത്യം എന്ന വിവരണാത്മകസാഹിത്യശാഖയുമായുള്ള പരിചയം
അനുഭവസാഹിത്യമാതൃകകളുമായി ബന്ധപ്പെട്ട അറിവ്

Course Outcome

ജീവചരിത്രരചനയുടെ ചരിത്രരചനാസങ്കേതങ്ങൾ, ജീവചരിത്രത്തിന്റെ തിരഞ്ഞെടുപ്പുകൾ,
വ്യക്തിജീവിതവും സമൂഹവും തമ്മിലുള്ള ബന്ധം എന്നിവയെക്കുറിച്ച് ധാരണ നേടുന്നു
സ്ഥലപരവും സാംസ്കാരികവും പാരിസ്ഥിതികവും ആത്മീയവുമായ വൈവിധ്യമാർന്ന യാത്രാവിവരണങ്ങളുടെ സാഹിത്യീയമൂല്യം തിരിച്ചറിയുന്നു
സ്വതന്ത്രമായ ബന്ധപ്പെട്ട ആഖ്യാനങ്ങൾ, ജീവിതരേഖകൾ തുടങ്ങിയവ പരിചയപ്പെടുന്നു

Course Details

ബ്ലോക്ക് -1. ആത്മകഥ

രചയിതാവ് സ്വന്തം ജീവിതത്തെക്കുറിച്ച് സ്വയം നിർവ്വഹിക്കുന്ന ആഖ്യാനം എന്ന നിലയിൽ ആത്മകഥ എന്ന സാഹിത്യവിഭാഗത്തെ പരിചയപ്പെടുത്തുക,
മലയാളത്തിൽ പ്രസിദ്ധീകരിക്കപ്പെട്ട ആത്മകഥകളിൽ നിന്നും കാലിക പ്രസക്തിയുള്ളതും പ്രതിനിധാനസ്വഭാവമുള്ളതുമായ ചില കൃതികളെ അടിസ്ഥാനമാക്കി വിശദപഠനം നടത്തുക എന്നതുമാണ് ഈ മൊഡ്യൂളിൽ ഉദ്ദേശിക്കുന്നത്.
ആത്മകഥാസാഹിത്യത്തിന്റെ ചരിത്രത്തെക്കുറിച്ച് സാമാന്യമായ അറിവ് ഉണ്ടാകണം.
ആത്മകഥയിലെ ആത്മം എന്ന സങ്കല്പത്തിലെ വ്യക്തി, ആത്മകഥയിലെ കർത്തൃത്വം, പ്രതിനിധാനങ്ങൾ, ലിംഗഭേദം, രാഷ്ട്രീയം എന്നിവ മനസ്സിലാക്കുക.

വിശദപഠനത്തിന്

1. ആശുപത്രിയിൽ (ജീവിതപ്പാത)- ചെറുകാട്.
2. ഇരുന്നണ്ടാണം (ചിദംബരസ്തരണ)- ബാലചന്ദ്രൻ ചുള്ളിക്കാട്.
3. ദലിതൻ (ആദ്യത്തെ രണ്ട് അദ്ധ്യായങ്ങൾ.) - കെ. കെ. കൊച്ചു

ബ്ലോക്ക് - 2. ജീവചരിത്രം

ചരിത്രത്തിലെ പ്രധാന വ്യക്തികളെക്കുറിച്ച് എഴുതപ്പെട്ട കൃതികളെന്ന നിലയിൽ ജീവചരിത്രത്തിന്റെ മാതൃകകൾ പരിചയപ്പെടുത്തുക. ജീവചരിത്രരചനയുടെ ചരിത്രരചനാസങ്കേതങ്ങൾ, ജീവചരിത്രത്തിന്റെ തിരഞ്ഞെടുപ്പുകൾ, വ്യക്തിജീവിതവും സമൂഹവും തമ്മിലുള്ള ബന്ധം തുടങ്ങിയ വിഷയങ്ങളെ ആസ്പദമാക്കി ജീവചരിത്രങ്ങളെ സമീപിക്കുക.

വിശദപഠനത്തിന്

1. ഒരു വലിയ മുഹൂർത്തത്തിന്റെ പശ്ചാത്തലം (നാരായണഗുരു)- എം. കെ. സാനു.
2. ആമനുഷ്യൻ നീതന്നെ (ഇവൻ എന്റെ പ്രിയനാണ്)- റോസി തോമസ്.
3. മയിലമ്മ ഒരു ജീവിതം (അദ്ധ്യായം അഞ്ച്)- ജ്യോതിഭായി പരിയാടത്ത്.

ബ്ലോക്ക് - 3. യാത്രാവിവരണം

യാത്രാവിവരണസാഹിത്യം എന്ന വിവരണാത്മകസാഹിത്യശാഖ പരിചയപ്പെടുക.

വർത്തമാനപ്പുസ്തകം മുതലുള്ള ആദ്യകാല യാത്രാവിവരണങ്ങളുടെ സാഹിത്യചരിത്രം സാമാന്യമായി മനസ്സിലാക്കുക.

സ്ഥലപരവും സാംസ്കാരികവും പാരിസ്ഥിതികവും ആത്മീയവുമായ വൈവിധ്യമാർന്ന വിവരണങ്ങളുടെ സാഹിത്യീയമൂല്യം പഠനവിധേയമാക്കുക.

വിശദപഠനത്തിന്

1. നിലാവ് കോരിക്കടിച്ച കള്ളിമുൾച്ചെടികൾ (മരുഭൂമിയുടെ ആത്മകഥ)- വി. മുസഫിർ മുഹമ്മദ്.
2. വഴിയമ്പലത്തിലും പൂൽക്കുടിലിലും (ഹിമവാന്റെ മുൾത്തട്ടിൽ)- രാജൻ കാക്കനാടൻ.
3. ചീവീടുകൾ ചിലയ്ക്കാൻ മറക്കുമ്പോൾ (നദി തിന്നുന്ന ദ്വീപ്) - കെ. എ. ബീന.

ബ്ലോക്ക് -4. അനുഭവസാഹിത്യം

ഓർമ്മ, സംഭാഷണങ്ങൾ, വ്യക്തികളുമായുള്ള സംഭാഷണത്തെ ആസ്പദമാക്കി എഴുതപ്പെട്ട അനുഭവസാഹിത്യങ്ങൾ,

സ്വതന്ത്രതാടമ്പന്യപ്പെട്ടആഖ്യാനങ്ങൾ, ജീവിതരേഖകൾഎന്നിവ.

വിശദപഠനത്തിന്

1. എനെപാണനെനിച്ചിരിക്കരുത് (എതിര്)- എം. കുഞ്ഞാമൻ.
2. ദരിദ്രന്റെക്രിസ്തസ് (പച്ചവിരൽ)- ദയാഭായി.
3. വരുമോവസന്തം (ഒരുമലയാളിഹിജഡയുടെആത്മകഥ)- ജെറീന.

റഫറൻസ്

1. ഡോ. വി. സി. ഹാരിസ്, ആത്മകഥജീവിതംസമൂഹംനിരൂപണം, റെയിൻബോബുക്സ്, കോഴിക്കോട്.
2. ഡോ. സൗമ്യദാസൻ, ആത്മകഥ: ആഖ്യാനത്തിലെപെണ്ണുകൾ, മൈത്രിബുക്സ്, തിരുവനന്തപുരം.
3. ഭാഗ്യലക്ഷ്മി, സ്വരഭേദങ്ങൾ - ഡി. സി. ബുക്സ്, കോട്ടയം.
4. ഡോ. കെ. എം. ജോർജ്ജ്, ജീവചരിത്രസാഹിത്യം - ഡോ. കെ. എം. ജോർജ്ജ്, കേരളഭാഷാഇൻസ്റ്റിറ്റ്യൂട്ട്, തിരുവനന്തപുരം
5. നടുവട്ടംഗോപാലകൃഷ്ണൻ, ആത്മകഥാസാഹിത്യംമലയാളത്തിൽ - ഭാഷാഇൻസ്റ്റിറ്റ്യൂട്ട്, തിരുവനന്തപുരം.
6. ഇ. പി. രാജഗോപാലൻ, കഥയുംആത്മകഥയും - ചിന്തപബ്ലിഷേഴ്സ്, തിരുവനന്തപുരം.
7. അശ്വനിഎ. പി, ട്രാൻസ്ജെൻഡർജീവനംഅതിജീവനം, ധ്വനിബുക്സ്, കോഴിക്കോട്
8. സക്കറിയ, രണ്ടുയാത്രകൾ, ഡി. സിബുക്സ്, കോട്ടയം.
9. ചെറുകാട്, ജീവിതപ്പാത -കറന്റബുക്സ്, തൃശൂർ.
10. എം. ജി. എസ്. നാരായണൻ ,ജാലകങ്ങൾ: ഒരുചരിത്രാന്വേഷിയുടെവഴികൾകാഴ്ചകൾ, കറന്റബുക്സ്, തൃശൂർ.
11. ജി. ഉഷാകുമാരി (എഡിറ്റർ), ഉൾക്കണ്ണാടികൾ, കൈരളിബുക്സ്, കണ്ണൂർ.
12. പ്രൊഫ. വി. രമേഷ്ചന്ദ്രൻ, സഞ്ചാരസാഹിത്യംമലയാളത്തിൽ
13. കെ.കെ. കൊച്ചു, ദലിതൻ, ഡി.സിബുക്സ്, കോട്ടയം.
14. ബാലചന്ദ്രൻചുള്ളിക്കാട്, ചിദംബരസ്മരണ, ഡി. സിബുക്സ്, കോട്ടയം.
15. എം. കെ. സാനു, നാരായണഗുരു, എൻ. ബി.എസ്. കോട്ടയം.
16. റോസിയോമസ്, ഇവന് എന്ററെപ്രിയസി. ജെ, ഡി.സിബുക്സ്, കോട്ടയം.
17. വി. ബാബുസേനനൻ, ബെർട്രാൻറ്സ്റ്റിൽ -
18. ഡോ. ജോർജ്ജ്ഗ്രീസ്, സ്ലീഫൻഹോക്കിങ്, ഡി.സിബുക്സ്, കോട്ടയം.
19. ജ്യോതിഭായിപരിയാടത്ത്, മയിലമ്മഒരുജീവിതം, മാതൃഭൂമിബുക്സ്, കോഴിക്കോട്.
20. മാധവിക്കുട്ടി, കേരളസഞ്ചാരം, ഡി. സിബുക്സ്, കോട്ടയം.
21. വി. മുസഫിർഅഹമ്മദ്, മരുഭൂമിയുടെആത്മകഥ , കറന്റബുക്സ്, തൃശൂർ.
22. രാജൻകാക്കനാടൻ, ഹിമവാന്റെമുകൾത്തട്ടിൽ, ഡി. സിബുക്സ്, കോട്ടയം.
23. എം. കുഞ്ഞാമൻ, എതിര്, ഡി.സിബുക്സ്, കോട്ടയം.
24. കെ. എ. ബീന , നദിതിന്നുന്നദീപ്, കറന്റബുക്സ്, തൃശൂർ.
25. ഭാസ്കരൻ, ജാനു, ഡി. സിബുക്സ്, കോട്ടയം
26. ദയാഭായി, പച്ചവിരൽ, ഡി. സിബുക്സ്, കോട്ടയം.
27. വിജയരാജമല്ലിക, മറ്റൊരുപെണ്ണല്ലത്താൻ, പാപ്പാത്തി
28. ജെറീന, ഒരുമലയാളിഹിജഡയുടെആത്മകഥ, ഡി. സിബുക്സ്, കോട്ടയം.

Modern Indian Languages (MIL))

(Learners can choose any one. The same language should be chosen for MIL- II)

B21SN02LC

महाकाव्यं गद्यकाव्यं च

MAHAKAVYAM GADYAKAVYAM CHA

CREDITS: 6

लक्ष्यम् (Course Objectives)

- भारतीयकाव्यशास्त्रे परिचयप्रदानम्।
- इतिहासपुराणानां विषये उद्बोधनम्।

उद्देश्यानि (Course Outcomes)

- महाकाव्यमधिकृत्य उद्बोधनम्।
- महाकाव्यस्वरूपस्य, काव्यसौन्दर्यतत्त्वस्य चाऽवबोधनम्।
- इतरभाषासाहित्ये महाभारतस्य स्वाधीनताऽवगमनम्।
- संस्कृतसाहित्ये लक्ष्मणसूरिणः योगदानावगमनम्।
- संस्कृतगद्यसाहित्यपरिचयः।

Course Details

खण्डः 1 महाकाव्यपरिचयः।

1. 1. लौकिकसाहित्यमधिकृत्य सामान्यपरिचयः।
1. 2. महाकाव्यानि, पञ्चमहाकाव्यानि च।
1. 3. महाकाव्यलक्षणम्।
1. 4. कुमारसंभवस्य महाकाव्यलक्षणानुसारं अवलोकनम्।

खण्डः 2 कुमारसम्भवम् – पञ्चमसर्गः।

2. 1. पार्वत्याः तपश्चर्याद्यमः - श्लोकाः 1 - 17.
2. 2. महत्तरस्तपश्चर्याविशेषः - श्लोकाः 18 -29.
2. 3. ब्रह्मचारिप्रवेशः, सखीद्वारा पार्वत्याः इङ्गितनिवेदनं च - श्लोकाः - 30 -61.

2. 4. ब्रह्मचारिकृता शिवनिन्दा, पार्वत्या तन्निरासः, फलोदयश्च - श्लोकाः - 62 - 86.

खण्डः 3 गद्यपरिचयः ।

3. 1. गद्यकाव्यानां सामान्यपरिचयः।
3. 2. इतरसाहित्यरूपेषु इतिहासपुराणानां स्वाधीनम्।
3. 3. महाभारतम्, महाभारतस्य रचनाकालः, सामान्यपरिचयश्च।
3. 4. संस्कृतसाहित्ये लक्ष्मणसूरिणो योगदानम्।

खण्डः 4 भारतसङ्ग्रहः - आदिपर्वणः समग्रमध्ययनम् ।

4. 1. खण्डिकाः 1 - 11.
4. 2. खण्डिकाः 12 - 15.
4. 3. खण्डिकाः 16 - 27.
4. 4. खण्डिकाः 28 - 31.

आवश्यकग्रन्थाः -

- कुमारसम्भवम् - *Kumarasambhava of Kalidasa*(with the commentary of Mallinatha), Vasudev Laxmansastri Pansikar(Ed.), Mumbai, 1908
- संस्कृतसाहित्येतिहासः - आचार्यलोकमण्डाहालः। चौखम्बा कृष्णदास अकादमी, वाराणसी।
- भारतसङ्ग्रहः- *Bharatasangraha*, M Lakshmanasuri, TheKuppuswamiSastri Research Institute, Madras, 1966.

सहायकग्रन्थाः -

- *A Companion to Sanskrit Literature*, Banerjee S.C, Motilal Banarsidas Publishers, Delhi, 1989

- *A History of Sanskrit Literature*, Macdonell A .A, Motilal Banarsidas Publishers, Delhi,1990.
- *A History of Sanskrit Literature*, A.B. Keith, Motilal Banarsidas Publishers, Delhi,1993
- *Glimpses of Sanskrit literature*, A.N.D Haksar, ICCR & New age International limited publishers.
- *History of Classical Sanskrit Literature*, M. Krishnamachariar, Motilal Banarsidas Publishers, Delhi,1990
- *Indian Kavya Literature*, A.K Warder. Motilal Banarasidass, Delhi, 1972.
- *Panorama of Sanskrit literature*, Dr.Satyavrat,1998
- *Samskritasahityacaritram* (Malayalam), KunjunniRaja & M.S Menon (Ed.), Kerala Sahitya Academy, Trissur, 1991
- *A Short History of Sanskrit Literature*, T K RamachandraAiyar, RS Vadhyar& Sons,
- Palakkad
- *Kumara Sambhava* (Edition with Malayalam commentary), Kuttikrishna

Additional References (E-resources)

www.kalidasacademy.com

www.poetrynook.com

www.resanskrit.com

www.ancient.cu

www.worldcat.org

GENERIC ELECTIVES - I

(Learners can choose any one. Generic Electives from Core Discipline cannot be chosen)

B21AR01GE

MODERN STANDARD ARABIC

CREDITS: 2

COURSE OBJECTIVES

- The learner will be able to understand Arabic Language
- The learner will be able to identify the difference between MSA and Colloquial Arabic
- The learner will be able to understand Arabic Alphabets, common names and other words in Arabic
- The learner will be able to memorize usages, terminologies of different contexts and occasions in Arabic.

- The learner will be able to use Arabic Language in real life situations

COURSE OUTCOMES

1. Understand Arabic Language
2. Identify the difference between MSA and Colloquial Arabic
3. Understand Arabic Alphabets, common names and other words in Arabic
4. Memorize usages, terminologies of different contexts and occasions in Arabic.
5. Use Arabic Language in real life situations

Course Details

BLOCK 1: Introduction to Arabic Language & Basic structures of Arabic Language

Units:

Unit- 1 :Arabic Language, characteristics of Arabic Language

Unit- 2 :Modern Standard Arabic and Colloquial Arabic

Unit- 3 :Arabic Alphabets, basic structure of sentences in Arabic,

Unit- 4 :Question words, prepositions, name of days and months, date and time, cardinal and ordinal numbers, colors, parts of the body and common phrases.

BLOCK 2: Use of Arabic in different occasions

Unit- 1 :Self-introduction, Greetings in Arabic

Unit-2 :In airport, in railway station and in traveling office

Unit-3 :In market, in hotel, and in textile shop

Unit-4 :In hospital, in home and walk-in-interview

References:

1. M. Ashiurakis, (2003), Spoken Arabic self taught, Islamic Book Service
2. Abdul Hamid Madani, Cheriya mundam, (2004), Arabian Gulf file Samsarabhasha, Calicut: Al Huda Books
3. Abdul Hamid, V.P. & Abdul Halim, N.K., (2005), Arabic for Various situations, Calicut: Al Huda Books
4. Ali, Sayed, Teach Yourself Arabic, Kazi Publishers
5. Ali, Syed, (2003), Let us Converse in Arabic, New Delhi: USB Publishers.
6. Bahmani, S.K., (2000), Easy Steps to Functional Arabic, Chennai: Alif Books.
7. Faynan, Rafi 'el Imad, (1998), The Essential Arabic, New Delhi: Good word Books
8. Hashim, Abul, (1997), Arabic made easy, New Delhi: Kitab Bhavan
9. Humisa, Michael, (2004), Introducing Arabic, New Delhi: Good word Books
10. Khoury, Sadallah, The Correct Translator: English-Arabic, Arabic-English, New Delhi:Kutub Khana.
11. Mace, John, (1996), Arabic Today: A student, business and professional course in spoken and written Arabic, Edinburgh: Edinburgh University Press.
12. Mohiyeedin, Veeran, (2005), Arabic Speaking Course, Calicut: Al Huda Books
13. Mohyideen, Veeran, (2008), Functional Arabic, Calicut: Arabnet
14. Rahman, S.A., (2003), Let's speak Arabic, New Delhi: Good word Books

GENERIC ELECTIVE (ENGLISH)-1

B21EG01GE

APPRECIATING LITERATURE

CREDITS: 2

OBJECTIVES:

- To kindle interest in reading literature.
- To help students to understand, learn from and enjoy literary texts, especially poetry.
- To enable the student to read and respond creatively, drawing on their own imagination and experience.
- To appreciate reading as a social experience.

COURSE OUTCOMES:

Upon completing the course students will:

- Be able to appreciate poems aesthetically.
- Engage in close analysis and understand the literary devices that enhance the beauty of the poem.
- Learn to consider literature as a communal experience.
- To inculcate a deeper admiration of the cultural diversity expressed in the poems.
- Be familiar with how literature reveals the human condition through its various strategies.

COURSE DETAILS:

BLOCK 1: Introducing Literary Texts: 1

Unit 1:	O Henry: "The Last Leaf"
Unit 2:	William Blake: "The Tyger"
Unit 3:	Alfred Lord Tennyson: "The Oak"
Unit 4:	Wallace Stevens: "Anecdote of the Jar"
Unit 5:	Emily Dickinson: "Because I could not Stop for Death"
Unit 6:	Baburao Bagul: "Why I hid My Caste"

BLOCK 2: Introducing Literary Texts: 2

Unit 1:	Arthur Conan Doyle: "The Adventure of the Dancing Men"
Unit 2:	Kamala Das: "Looking Glass"
Unit 3:	Maya Angelou: "I know Why the Caged Bird Sings."
Unit 4:	W. H. Auden: "Unknown Citizen"
Unit 5:	Jayanta Mahapatra: "Hunger"

Unit 6: Ted Hughes: "Hawk Roosting"

REFERENCES

- Corcoran, Neil. *The Cambridge Companion to Twentieth-Century English Poetry*, CUP, 2007
- Gilkes, Martin. *A Key to Modern English Poetry*, Blackie Son, 1937.
- Hadfield, Andrew, Garrett A. Sullivan and Patrick Cheney. *Early Modern English Poetry; A Critical Companion*, OUP, 2007.
- Hamilton, Ian. *The Oxford Companion to Twentieth-century Poetry in English*, OUP, 1996
- Pandey, Surya Nath. *Contemporary Poets in English*, Rawat Publications, 2007.
- Patke, Rajeev S. *Postcolonial Poetry in English*, OUP, 2006.
- Sen, Sudeep. *The Harpercollins Book Of English Poetry*, HarperCollins, 2012.
- Surendran, K. V. *Indian English Poetry: New Perspectives*, Sarup Sons, 2002.

GENERIC ELECTIVES - I

(Learners can choose any one. Generic Electives from Core Discipline cannot be chosen)

B21HD01GE

व्यवहारिक हिंदी

(Vyavaharik Hindi)

Credits: 2

पाठ्यक्रम का उद्देश्य (Course Objectives) :

दैनिक जीवन में भाषाई आदान प्रदान के लिए हिंदी के विविध रूपों से परिचय प्राप्त करना |
दैनिक जीवन के विभिन्न प्रसंगों में हिंदी भाषा के प्रयोग करने में सक्षम होना |

पाठ्यक्रम परिणाम (Course Outcome):

CO 1: जीवन के सभी क्षेत्रों में हिंदी भाषा बोलने में सक्षम बनता है।

CO 2: हिंदी के सामान्य व्याकरण के सही उपयोग को समझता है।

Course Details

BLOCK 1 मानक हिन्दी का उच्चारण और बातचीत

इकाई 1 : घर में बाजार में, रसोई में, होटल में, दोस्तों के बीच, बच्चों के बीच, मां बाप के बीच,

भाईबहनकेबीचकेवार्तालाप |

इकाई 2 : विद्यालयमें, दफ्तरमें, कॉलेजमें, डाकघरमें, रेलवेस्टेशनमें, बैंकमें, थानेमें, हवाईअड्डेपर, अस्पतालमें।

इकाई 3 : सड़कपर, पुस्तकालयमें, सब्जीवालेकेसाथ।

इकाई 4 : किसीवरिष्ठकविसेसाक्षात्कार

इकाई 5 : फिल्मअभिनेतासेसाक्षात्कार

BLOCK 2 : रचनात्मककार्य (पल्लवन) एवंभाषणकला

इकाई 1 : कहानीपूरीकरना- एकराजथा..

इकाई 2 : घरमेंएकअंधीरहतीथी...

इकाई 3 : एकदिन....

इकाई 4 : खरगोशऔरकुछुएनेदौडलगायी...

इकाई 5 : भाषणकाअभ्यास

References

1. व्यावहारिकहिंदीऔररचना : कृष्णाकुमारगोस्वामी।
2. व्यावहारिकहिंदीशुद्धप्रयोग : डॉ . ओमप्रकाश।
3. शैक्षिकव्याकरणऔरहिंदी : कृष्णकुमारगोस्वामी।
4. व्यावहारिकसामान्यहिंदी : डॉ .सवितापाईवाल।

GENERIC ELECTIVES - I

(Learners can choose any one. Generic Electives from Core Discipline cannot be chosen)

B21ML01GE

ആധുനികമലയാളസാഹിത്യചരിത്രം

(Aadhunika Malayalasaahithyacharithram)

CREDITS: 2

Course Objectives

ആധുനിക മലയാളസാഹിത്യത്തെക്കുറിച്ച് സാമാന്യമായ അറിവ് നേടുക

സാഹിത്യ പ്രസ്ഥാനങ്ങളുടെ ലഘുചരിത്രം മനസ്സിലാക്കുക

മലയാളത്തിലെ ശ്രദ്ധേയരായ എഴുത്തുകാരെയും അവരുടെ കൃതികളെയും പരിചയപ്പെടുക

കവിത, ചെറുകഥ, നോവൽ എന്നീ സാഹിത്യരൂപങ്ങളെ പരിചയപ്പെടുക

ആധുനിക സാഹിത്യരൂപങ്ങളുടെ ആരംഭചരിത്രത്തെ മനസ്സിലാക്കുക

Course Outcomes

ആധുനിക സാഹിത്യ പ്രസ്ഥാനങ്ങളുടെ ലഘുചരിത്രത്തെക്കുറിച്ച് അറിവ് നേടുന്നു.

മലയാളത്തിലെ സാഹിത്യ പ്രസ്ഥാനങ്ങളെക്കുറിച്ച് ധാരണ ലഭിക്കുന്നു

ആധുനിക മലയാളകവിതയുടെ സവിശേഷതകൾ മനസ്സിലാക്കുന്നു.

മലയാള നോവലിന്റെ ചരിത്രത്തെക്കുറിച്ച് അറിവു നേടുന്നു.

മലയാള ചെറുകഥയുടെ ചരിത്രത്തെക്കുറിച്ച് ധാരണ ലഭിക്കുന്നു.

മലയാളത്തിലെ ശ്രദ്ധേയരായ എഴുത്തുകാരെയും അവരുടെ കൃതികളെയും പരിചയപ്പെടുന്നു.

COURSE DETAILS

ബ്ലോക്ക് 1 : ആധുനികമലയാളകവിത

യൂണിറ്റ് 1 : കവിത - കവിത്രയം - ആശാൻ, ഉള്ളൂർ, വള്ളത്തോൾ

യൂണിറ്റ് 2 : , ബാലാമണിയമ്മ, പിക്ക്കത്തിരാമൻനായർ, ചങ്ങമ്പുഴ

യൂണിറ്റ് 3 : ഇടശ്ശേരി, എൻ. വികൃഷ്ണവാരിയർ,

യൂണിറ്റ് 4: പി. ഭാസ്കരൻ, വയലാർ, അയ്യപ്പപ്പണിക്കർ

ബ്ലോക്ക് 2 : നോവലുംചെറുകഥയും

യൂണിറ്റ് 1: മലയാളനോവലിന്റെ പശ്ചാത്തലം - ആദ്യകാലനോവലുകൾ

യൂണിറ്റ് 2 : വൈക്കം മുഹമ്മദ് ബഷീർ, എസ്. കെ. പൊറ്റക്കാട്, എം. ടി. വാസുദേവൻനായർ

യൂണിറ്റ് 3 : ഉറുബ്, കാക്കനാടൻ, ഒ. വി. വിജയൻ, സാറാ ജോസഫ്.

യൂണിറ്റ് 4 : ചെറുകഥ -ചെറുകഥയുടെപശ്ചാത്തലം - ആദ്യകാലകഥകൾ കാന്തർ, തങ്കു, കേശവദേവ്, പൊൻകുന്നംവർക്കി, ടി. പത്മനാഭൻ, മാധവിക്കുട്ടി, കാക്കനാടൻ, സാറാജോസഫ്, സക്കറിയ

റഫറൻസ്

1. കെ. എം. ജോർജ്ജ് (എഡി), ആധുനികസാഹിത്യചരിത്രം പ്രസ്ഥാനങ്ങളിലൂടെ, ഡി. സി. ബുക്സ്, കോട്ടയം.
2. എരുമേലിപരമേശ്വരൻപിള്ള, മലയാളസാഹിത്യംകാലഘട്ടങ്ങളിലൂടെ, കറന്റ്ബുക്സ്, തൃശ്ശൂർ.
3. കൽപ്പറ്റബാലകൃഷ്ണൻ, മലയാളസാഹിത്യചരിത്രം
4. ഡോ. എം.ലീലാവതി, കവിതാസാഹിത്യചരിത്രം, കേരളസാഹിത്യഅക്കാദമി, തൃശ്ശൂർ.
5. എം. അച്യുതൻ, ചെറുകഥഇന്നലെഇന്ന്, ഡി. സി., ബുക്സ്, കോട്ടയം
6. എൻ. അജയകുമാർ, ആധുനികതമലയാളകവിതയിൽ , കറന്റ്ബുക്സ്, കോട്ടയം.
7. തായാട്ട്ശങ്കരൻ, ആശാൻ - നവോത്ഥാനത്തിന്റെകവി ,എൻ.ബി.എസ്., കോട്ടയം.
8. പവിത്രൻപി., ആശാൻകവിത ആധുനികാനന്തരപഠനങ്ങൾ, സാംസ്കാരികപ്രസിദ്ധീകരണവകുപ്പ്, തിരുവനന്തപുരം
9. ഡോ. വത്സലൻവാര്യശ്ശേരി, കഥയുടെനൃക്കിയസ്, ഒലീവ്പബ്ലിക്കേഷൻസ്, കോഴിക്കോട്.
10. ഡോ. പി. കെ. രാജശേഖരൻ, കഥാന്തരങ്ങൾ, ഡി. സി. ബുക്സ്, കോട്ടയം.
11. ഡോ. എം. എം. ബഷീർ, ചെറുകഥാസാഹിത്യചരിത്രം, കേരളസാഹിത്യഅക്കാദമി, തൃശ്ശൂർ.
12. പി. കെ. ബാലകൃഷ്ണൻ, ചതുർമേനോൻഒരുപഠനം, ഡി.സിബുക്സ്, കോട്ടയം
13. ഡോ. കെ. ഭാസ്കരൻനായർ, ദൈവനീതിക്ക്ദാക്ഷിണ്യമില്ല ,എസ്. പി. സി. എസ്, കോട്ടയം
14. കെ. എം. തരകൻ, മലയാളനോവൽസാഹിത്യചരിത്രം, കേരളശാസ്ത്രസാഹിത്യപരിഷത്ത്, തിരുവനന്തപുരം
15. എം. അച്യുതൻ, നോവൽപ്രശ്നങ്ങളുംപഠനങ്ങളും, എൻ. ബി. എസ്, കോട്ടയം
കെ. പി. അപ്പൻ, മാറുന്നമലയാളനോവൽ, ഡി. സി. ബുക്സ്, കോട്ടയം

GENERIC ELECTIVES - I

(Learners can choose any one. Generic Electives from Core Discipline cannot be chosen)

B21SN01GE

संस्कृतसोपानम्

(Samskrutasopanam)

Credits: 2

लक्ष्यम्(Course Objectives)

संस्कृतभाषायाःअध्ययनायअलब्धावसराणांअनायासेनसंस्कृतप्रवेशायअवसरप्रदानम्।

(To pave an easy way to study Sanskrit for those, who were not getting opportunities to study it.)

उद्देश्यम्(Course Outcomes)

1.संस्कृताध्ययनस्यप्रारंभायअवश्यमध्येतव्यानांसुबन्तानांतिङन्तानाञ्चपरिचयप्रदानम्।

(Study of declensions and conjugations of Sanskrit, which are basic requirements for the study of Sanskrit)

2. छात्राणांपदसम्पदःप्रवृद्धिः(Enrichment of vocabulary.)

3. अन्यासांभारतीयभाषाणामपिपदसम्पदांअवगमनेसौकर्यप्रदानम्

(Two understand the vocabulary of other Indian languages easily.

4. भारतीयसंस्कृतेःमहिमातिरेकंअवगन्तुं,

तस्यावाहिनीरूपायाअस्याभाषायाअध्ययनेनछात्रान्प्रभावयितुम्।

Familiarize the students with the glorious Indian culture by providing opportunity to learn it through its resource language, Sanskrit.

5. सुसम्पन्नेसंस्कृतसाहित्येपरिचयप्रदानम्।

(To familiarize the richness of Sanskrit Literature)

6. काव्यास्वादनक्षमतोत्पादनम्।

Development of skill to enjoy the beauty of kavyas.

Course Details

BLOCK1. सुबन्त- तिङन्त- पदपरिचयः - (Block 1. Declensions and conjugations)

1.1. पुंलिङ्ग - नपुंसकलिङ्गशब्दाः- बाल, हरि, गुरु, पितृ, राजन्(पुंलिङ्गे)।

फल, वारि, दधि, मधु, जगत्(नपुंसकलिङ्गे)।

(Declensions of masculine and neutral sabdas - *bala, hari, guru, pitr* and *rajan* in masculine; *phala*

, *vari, dadhi, madhu and jagat* in neutral)

1.2. स्त्रीलिङ्गशब्दाःसर्वनामशब्दाश्च -

लता, मति, नदी, स्त्री, मातृ, भास्- स्त्रीलिङ्गशब्दाः।

अस्मत्, युष्मत्, तत्, एतत्, किम् - सर्वनामशब्दाः(तत्, एतत्, किं- त्रिषुलिङ्गेषु)

(Feminine - *latha, mathi, nadee, stree, maatr* and *bhas*.

Pronouns - *tat, etat and kim* – in three genders.

And *asmad and yushmad sabdas*.)

1.3. तिङन्तपरिचयः(Conjugations) -

भूधातुः(परस्मैपदी) दशलकारेषु।

(The root *bhu* – *parasmaipadi* - in all the ten *lakaras*)

1. 4. वदि(वन्द्) धातुः(आत्मनेपदी) - दशलकारेषु। एधधातुःलिटिकेवलम् - अनुप्रयोगलिटःअवगमनाय)

(The root *vand* in all the ten *lakaras* and the root *Edha* in *lit* only, to familiarize with the

Anuprayoga Lit.)

BLOCK2 - काव्यपरिचयः- रघुवंशमहाकाव्यम्(महाकविःकालिदासः) प्रथमसर्गः1 – 54

श्लोकाः।त्तिर्दिष्टश्लोकाः।

(Poetry – *Raghuvamsa mahakavya* of *Kalidasa*, 1st canto, slokas 1 to 54.)

2. 1. सूर्यवंशस्यमहिमा, तस्मिन्वंशेदिलीपस्यजन्मच - 1 – 12 श्लोकाः।

(Dignity of *Suryavamsa* and birth of King *Dileepa* in that race – slokas 1 to 12)

2. 2. दिलीपस्यगुणवर्णना- श्लोकाः13 – 30

(The qualities of Dileepa – verses 13 to 30)

2. 3. दिलीपस्यआश्रमयात्रा - श्लोकाः31 – 47.

(Dileepa's journey to the hermitage of his Guru – slokas 31 to 47)

2.4. वसिष्ठाश्रमवर्णना - श्लोकाः48 – 54)

(Discription of the hermitage of Vasishtha – slokas 48 – 54)

References -

1.रघुवंशमहाकाव्यम् - कालिदासःप्रथमःसर्गः)

R.S.Vadyar and Sons, Kalpathy, Palghat.

सहायकग्रन्थाः -

1.शब्दमञ्जरी - विद्यासागरके. एल्. वी. शास्त्री

R.S.Vadyar and Sons, Kalpathy, Palghat.

2. धातुरूपमञ्जरी- विद्यासागरके. एल्. वी. शास्त्री

R.S.Vadyar and Sons, Kalpathy, Palghat.

सहायकग्रन्थाः-

1. रघुवंशमहाकाव्यम् - With Sanjeevini Vyakhya of Mallinatha

Pandurang Jawaji, Bombay.

2. कालिदाससाहित्यसर्वस्वम् - सुधांशुचतुर्वेदी(मलयालम्)

Current Books, Kottayam.

Semester Five

TECHNOLOGY FOR INDUSTRY
B21CM09DC
(Credits: 6)

OBJECTIVES

1. To align the theory and concepts with the industrial application of computers.
2. To introduce the basic concepts of Industry 4.0, artificial intelligence, big data, and the Internet of Things.
3. Aim to give an idea to learners about the applications and tools of industry.

Course Outcomes:

After the completion of the course, the learner will be able to:

1. Understand the basic concepts of Industry 4.0
2. Summarize the Big data domain stack and Internet of Things
3. Identify the applications and Tools of Industry 4.0 and analyze the skills required for future
4. Learn the latest technological applications and tools for industry

COURSE OUTLINE:

1. BLOCK 1: INTRODUCTION TO INDUSTRY 4.0
2. BLOCK 2: BUSINESS INTELLIGENCE AND CLOUD COMPUTING
3. BLOCK 3: INTRODUCTION TO INTERNET OF THINGS
4. BLOCK 4: SOCIAL NETWORKING FOR BUSINESS
5. BLOCK 5: CYBER LAWS IN INDIA
6. BLOCK 6: LATEST TRENDS IN INDUSTRIAL WORLD

Block	Unit
Block-1: Introduction to Industry 4.0	Unit-1:Introduction: Various Industrial Revolutions Need – Reason for Adopting Industry 4.0 – Technologies of Industry 4.0 - Digitalization and the Networked Economy – Drivers – Enablers - Compelling Forces and Challenges for Industry 4.0
	Unit -2:Big Data: Concept of Big Data - Essential of Big Data in Industry 4.0 - Big Data Merits and Advantages - Big Data Components - Big Data Characteristics - Big Data Processing Frameworks - Big Data Applications - Big Data Tools - Big Data Domain Stack: Big Data in Social Causes - Big Data for

	Industry - Big Data Roles and Skills - Big Data Roles - Learning Platforms
	Unit-3:Artificial Intelligence: Artificial Intelligence (AI) – What & -Why? Foundations of AI -The AI - Environment - Societal Influences of AI - Application Domains and Tools for Artificial Intelligence- Associated Technologies of AI - Future Prospects of AI - Challenges of AI
	Unit-4: Data Warehousing: Introduction to data warehousing: Definition-Benefits of a data warehouse- Features of data warehouse-Data Granularity- Information flow mechanism- Metadata and its importance- Concept and importance of data visualization
Block-2: Business Intelligence and Cloud Computing	Unit-1: Business Intelligence: Definition – Features – Actual challenges – Business Analytics – Predictive Analytics – CRM Analytics – Data Mining
	Unit -2:Cloud Computing: Introduction – History- Layers of Cloud Computing – Types – Features- Cloud Computing Components - Challenges of Cloud Computing - Future of Cloud Computing
	Unit-3:Introduction to Big Data Analytics: Concept- Features of big data- big data challenges. – Need – Four aspects of data analytics framework – Tools and Techniques - Role of Excel, SAS, R and Python
Block-3: Introduction to Internet of Things	Unit-1:Internet of Things (IoT): Introduction to IoT - Architecture of IoT - Technologies for IoT - Applications of IoT - Manufacturing – Healthcare – Education – Transportation and Logistics
	Unit-2:Education 4.0: Curriculum 4.0 – Faculty 4.0 – Skills required for Future - Tools for Education – Artificial Intelligence Jobs in 2030 – Framework for aligning Education with Industry
	Unit-3:Virtual Reality: Definition – Types of Head Mounted Displays – Tools for Virtual Reality – Applications of VR in Education, Industries – Difference between VR and AR - Augmented Reality: Definition – Tools for Augmented Reality – HoloLens – Advantages and Challenges of AR – Applications of AR, Mixed Reality and Virtual Reality
Block-4: Social Networking for Business	Unit-1:Introduction: Social Network for small business – Social Network tools for business – its benefits
	Unit-2:Smart Factory: Meaning – Definition- Characteristics – Benefits – What makes factory successful- 6 Key Design Principles of an Industrial 4.0 Smart Factory Smart Industry - Components of smart industry
	Unit-3: Smart Logistics: Meaning –Definition - difference between Smart Logistics and Supply Chain – 7R of Logistics accelerated – (Right product, place, price, customers, condition, time, quantity)- Challenges

	Unit-4: Smart City: Meaning- Definition- Features – Objectives- Four pillars of Smart City – How to make a city a smart city
Block-5: Cyber Laws in India	Unit-1: Introduction to Cyber Laws in India Information Technology Act, 2000– Definitions- Digital Signature and Electronic Signature- Electronic Governance- attribution- acknowledgment and dispatch of electronic records
	Unit-2: Electronic Signature Secure electronic signature and secure electronic records- regulation of certifying authorities- electronic signature certificates
	Unit-3: Offences and Redressal Mechanism Duties of subscribers – penalties- compensation and adjudication – offences- appellate tribunal
Block-6: Latest Trends in Industrial World	Unit-1: Block Chain Technology Block Chain Technology - Robotic and Automation
	Unit-2: Digital Ecosystem Digital Ecosystem Infrastructure – Digital Transformation
	Unit-3: Management Information System Management Information Systems – Objectives and Scope- Types of MIS

PRACTICAL ACTIVITIES: -

1. Prepare a write-up on the latest trends in Industry 4.0
2. Submit an assignment on various cloud computing techniques adopted by major companies.
3. Trace the latest cases studies related to IT Act, 2000.

REFERENCES

1. Laberge, R. *The Data Warehouse Mentor- Practical Data Warehouse and Business Intelligence Insights*, New Delhi. Tata McGraw Hill.
2. Prabhu, C.S.R. (2013), *Data warehousing: Concepts, Techniques, Products and Applications*, New Delhi: Prentice Hall of India.
3. Prof. Sudip Mishra, *Introduction to Industry 4.0 and Industrial Internet of Things*, IIT Kharagpur
4. Prof. Bhushan Trivedi, *Artificial Intelligence*, GLS University
5. Prof. Rajiv Mishra, *Big Data Computing*, IIT Patna
6. Prof. Sudip Misra, *Introduction to the Internet of Things*, IIT Kharagpur
7. P. Kaliraj, T. Devi, *Higher Education for Industry 4.0 and Transformation to Education 5.0*

8. V. Bhuvaneswari, “*Data Analytics with R step by Step*”, SciTech Publisher
9. Rajkumar Buyya, James Bromberg, and Andrzej Goscisk, 2011, *Cloud Computing: Principles and Paradigms*, Wiley, A John Wiley & Sons, Inc., Publication

(For Finance stream)
FINANCIAL MANAGEMENT
B21CM01DE
(For Finance stream)
 (Credits: 6)

OBJECTIVES

The objective of the course is to learn the fundamental concepts of financial management and to enable the participants to learn the functions of a financial manager.

Course Outcomes:

After the completion of the course, the learner will be able to:

1. Understand the functions of a financial manager.
2. Apply the time value of money concept in financial decisions.
3. Evaluate and choose projects based on their cash flows.
4. Calculate the cost of capital of various sources of funding.
5. Understand the cash cycle management of a business.

COURSE OUTLINE:

1. BLOCK 1: INTRODUCTION TO FINANCE
2. BLOCK 2: INVESTMENT DECISION
3. BLOCK 3: FINANCING DECISION
4. BLOCK 4: CAPITAL STRUCTURE
5. BLOCK 5: DIVIDEND DECISION
6. BLOCK 6: WORKING CAPITAL MANAGEMENT

Block	Unit
Block-1: Introduction to Finance	Unit-1:Introduction
	Scope of Finance-Finance Functions- Role of a Finance Manager
	Unit -2:Goals of Financial Management Profit Maximization-Shareholders' Wealth Maximization (SWM)

Block-2: Investment Decision	Unit-1: Investment Decision: Introduction – Meaning and Definition of Capital Budgeting – Features – Significance – Process
	Unit -2:Techniques: Payback Period- Accounting Rate of Return- Net Present Value - Internal Rate of Return and Profitability Index (Simple Problems)
Block-3: Financing Decision	Unit-1:Sources of finance Equity –Debt- Institutional Finance-Debt: Term Loans – Debentures- Equity: Ordinary Shares – Hybrid – Preference – Warrants - Convertible securities- ADRs, GDRs
	Unit-2:Cost of capital Cost of Debt- Cost of Preference Share Capital- Cost of Equity- Cost of Retained Earnings- Weighted Average Cost of Capital
Block-4: Capital Structure	Unit-1:Capital structure - Concepts Meaning- Optimal capital structure- Determinants of Capital Structure -Theories of Capital Structure- Net Income-Traditional Approach-Net Operating Income- MM Hypothesis
	Unit-2:Leverages Meaning-Operating leverage- Financial Leverage- Combined Leverage- Capital Gearing – Meaning –Importance
Block-5: Dividend Decision	Unit-1: Introduction Dividend Decision – Theories – Relevance and Irrelevance - Walter Model –Gordon Model – Modigliani and Miller Approach
	Unit-2:Dividend Policy Objectives of Dividend Policy-Factors Determining Dividend policy
	Unit-3:Forms of Dividend Share Valuation – Stock Splits – Bonus Shares
Block-6: Working Capital Management	Unit-1: Introduction to Working Capital Concepts of Working capital- Significance of Adequate Working Capital – Evils of Excess or Inadequate Working Capital –Factors influencing working capital requirement
	Unit-2: Sources of Working Capital Working capital financing - Trade Credit-Accrued expenses and Deferred Income-Bank Finance and Commercial Paper
	Unit-3:Management of current assets Cash Management- Receivables Management- Inventory Management

PRACTICAL ACTIVITIES: -

1. The participants of the course are expected to evaluate the capital structure of a live organization and analyze the debt-equity proportion enabling them to know debt securities and equity funding.
2. To estimate cash flows and evaluate a project using the Net Present Value method with imaginary figures for 5 years.
3. Prepare a working capital estimate for a manufacturing concern with imaginary values

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PRINCIPLES OF CO-OPERATION

B21CM11DE

(For co-operation stream)

(Credits: 6)

OBJECTIVES

To give knowledge about the development of the co-operative movement in India and abroad to inculcate the principles of co- operation among the Learners.

Course Outcomes:

After the completion of the course, the learner will be able to,

1. Learn about the origins and development of Co-operation.
2. Differentiate between the Co-operation and other economic systems
3. Learn about the mission, goals, and objectives of Co-operative enterprise.
4. Identify various types of Co-operatives in India and Kerala.

COURSE OUTLINE:

Block 1: Origin and development of Co-operation
Block 2: Co-operation and other economic systems
Block 3: Evolution and Development of Co-operative Principles
Block 4: Types of Co-operatives in India and in Kerala-I

Block 5: Types of Co-operatives in India and in Kerala-II
 Block 6: Co-operative movement in foreign countries

Block	Unit
Block-1: Introduction to Co-operation	Unit-1:Introduction Meaning - Definition – Features – Importance – Objectives - Benefits
	Unit -2:Different aspects of Co-operation Economic aspects – Social Aspects and Moral Aspects of Co-operation
Block-2: Co-operation and Other Economic Systems	Unit-1: Co-operation and Political System Co-operation and Capitalism – Co-operation and Socialism – Co-operation and Communism
	Unit -2:Co-operation and other forms of business organizations Distinctive features of a Co-operative Organization – Co-operative Organization vs Partnership – Co-operative organization vs Joint Stock Companies
	Unit-3:Special status of Co-operative movements Co-operative as an Institution – Co-operative as an Enterprise – Co-operative commonwealth
Block-3: Evolution and Development of Co-operative Principles	Unit-1:Principles of Co-operation Rochdale pioneers (I stage)- Reformulated principles by ICA (II stage)- Karve Committee on Co-operative principles (III stage)- Principles of ICA in 1995 (IV stage)
	Unit-2:Values Co-operative Values – Distinction between Co-operative Values and principles
Block-4: Types of Co-operatives in India and Kerala –I	Unit-1: Short- and medium-term Co-operative Societies Structure - Primary agricultural credit societies - Urban Co-operative Banks - Employees credit societies - District Co-operative Banks and State Co-operative Banks
	Unit-2:Long term Co-operative Societies Structure - PCARDBs and SCARDBs
Block-5: Types of Co-operatives in India and Kerala-II	Unit-1:Marketing Societies Agricultural Marketing Societies - Primary Marketing Societies and their Federations including NAFED - Rubber Marketing Societies and their Federations - dairy Co-operative Societies and their Federations - Fishery Co-operatives and their Federations.
	Unit-2: Specific purposesocieties Processing Co- operatives- Need and Importance - Housing Co-operatives and their Federations - Consumer Co-operatives and their Federations
	Unit-3: Industrial Co-operatives and workers cooperatives Industrial Co-operatives and their Federations- Handlooms and Power looms –Coir –Handicrafts-Worker’s Co-operatives - significance of workers Co-operatives in Kerala
Block-6:	Unit-1:Co-operative movements in Britain, Germany and Denmark

Co-operative Movement in Foreign Countries	Great Britain (Consumer) - Germany (agricultural credit) - Denmark (diary) (a brief study)
	Unit-2: Co-operative movements in China, Japan, USA and Canada China (INDUSCO) - Japan (multipurpose) – USA - Canada (marketing) (a brief study)

PRACTICAL ACTIVITIES: -

1. Prepare a list of various types of Co - operatives functioning in any place and show it in a table.
2. Identify the major differences in the activities of various types of cooperatives functioning in a particular region

REFERENCES

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3. UmeshPatnaik and Ananta K. Roy. *Co-operations and Co-operative Management*, KalyaniPublishers, New Delhi.
4. Bedi R.D. *Theory, History and Practice of Co-operation*, B. Lal Book Depot, Meerut.
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8. Seetharaman S.P. and Shingi P.M. *Agribusiness Co-operatives*, Oxford & IBH Publishing Co. New Delhi.
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SOFTWARE FOR OFFICE MANAGEMENT

B21CM21DE

(For computer application stream)

(Credits: 6)

OBJECTIVES

1. To develop a confident and organized approach to managing people and processes in the office.

2. To focus on developing skills in modern office systems, procedures and to compete in today's world of technology and achieve success in the use of office management software.

Course Outcomes:

After the completion of the course, the learner will be able to:

1. Understand the range of responsibilities and skills required by the office manager.
2. Perform basic office duties and responsibilities.
3. Understand various free software used in office management.
4. Understand the various online and offline applications to support the office management functions.
5. Acquire all necessary skills to be able to prepare an advanced document using Open Office Writer.
6. Demonstrate competence with word processing technologies to produce basic documents.
7. Demonstrate competency and appropriate use by utilizing advanced application tools in M S Word.
8. Acquire all necessary skills to be able to prepare a short lecture note and a short presentation in LaTeX.

(30% Theory 70% Practical)

COURSE OUTLINE:

1. BLOCK 1: OFFICE MANAGEMENT
2. BLOCK 2: OPEN OFFICE WRITER
3. BLOCK 3: INTRODUCTION TO WORD
4. BLOCK 4: ADVANCED WORD
5. BLOCK 5: INTRODUCTION TO LATEX
6. BLOCK 6: ADVANCED LATEX TABLES AND IMAGES

Block	Unit
Block-1: Office Management	Unit-1:Office Management Meaning- Definition – Elements – Functions
	Unit -2: Forms Office forms – Control - Forms Designing- Form set
	Unit-3:Filing Meaning- Types of filing system – Indexing
	Unit-4: Google Docs Print and download files- switching to Docs from Microsoft Word – Add

	and edit images - Share content with a group-Email collaborators- Addon and scripts- Add citations – voice typing- Share a file publicly- Publish files as web pages
	Unit-5 Google Forms Uses and creation of Google form
Block-2: Open Office Writer	Unit-1: Free software Meaning - Uses and Advantages -Types
	Unit -2:Introduction to Writer Setting up Writer-Working with Text - Selecting text – cutting – copying - and pasting text - Moving paragraphs quickly - Finding and replacing text - Inserting special characters - Formatting paragraphs - Hyphenating words- Linking to another part of a document - Working with hyperlinks
	Unit-3:Formatting and Security Formatting Pages – Exporting – Faxingand E-Mailing- Exporting to PDF-Exporting to other formats- E-mailing Writer documents- Digital signing of documents
	Unit-4:Advanced uses of writer Working with Graphics- Graphics in Writer- Adding images to a document- Modifying an image- Working with Tables- Creating a table- Formatting the table- Data entry and manipulation in tables- Using Mail Merge- Creating the data source- Registering a data source- Creating a form letter- Using the Mail Merge Wizard to create a form letter
	Unit-5: Indexes Tables of Contents – Indexes-Alphabetic Indexes - Other types of Indexes – Bibliographies - Tools for working with bibliographies- Using Forms in Writer-Creating a simple form
Block-3: Introduction to Word	Unit-1:Introduction Navigate in Microsoft Word- Create and Save Word Documents- Manage Your Workspace- Edit Documents- Formatting Text and Paragraphs- Apply Character Formatting- Control Paragraph Layout- Align Text Using Tabs- Display Text in Bulleted or Numbered Lists- Apply Borders and Shading - Managing Lists- Sort a List- Format a List
	Unit-2:Designing WordDocument Adding Tables- Insert a Table- Modify a Table- Format a Table- Convert Text to a Table- Inserting Graphic Objects- Insert Symbols and Special Characters- Add Images to a Document- Controlling Page Appearance- Apply a Page Border and Colour- Add Headers and Footers- Control Page Layout- Add a Watermark
	Unit-3:Publishing Document Preparing To Publish a Document- Check Spelling - Grammar and Readability - Use Research Tools - Check Accessibility - Save a Document to Other Formats
	Unit-4: Organising tables, charts, and index Organising Content Using Tables and Charts- Sort Table Data- Control Cell Layout- Create a Chart- Add an Excel Table to a Word Document - Simplifying and Managing Long Documents-Insert Blank and Cover Pages- Insert an Index- Insert a Table of Contents- Insert an Ancillary Table- Manage Outlines
	Unit-5: Mail Merge

	Create a Master Document - Using Mail Merge to Create Letters, Envelopes, and Labels- Merge Envelopes and Labels
Block-4: Advanced Word	Unit-1: Images Manipulating Images- Integrate Pictures and Text- Adjust Image Appearance- Insert Other Media Elements - Using Custom Graphic Elements- Create Text Boxes and Pull Quotes
	Unit-2: Word Art Add WordArt and Other Text Effects- Draw Shapes- Collaborating on Documents- Prepare a Document for Collaboration- Mark Up a Document Adding Document References and Links
	Unit-3: References Add Captions-Add Cross-References- Add Bookmarks- Add Hyperlinks- Insert Footnotes and Endnotes- Add Citations and a Bibliography
	Unit-4: Securing Document Securing a Document-Suppress Information- Set Formatting and Editing Restrictions- Restrict Document Access- Add a Digital Signature to a Document Using Forms to Manage Content
	Unit-5: Forms Create Forms- Modify Forms- Automating Repetitive Tasks With Macros-Automate Tasks by Using Macros- Create a Macro, Adding and removing digital signatures in documents
Block-5: Introduction to LaTeX	Unit-1: Introduction Installation different IDEs
	Unit-2: Commands Basic commands of LaTeX
	Unit-3: Creation of page Page Creation – Header-Footer Settings – Exporting
	Unit-4: Picture Management Graph Setting- Picture Management and Photo Enlargement
Block-6: Advanced Latex Tables and Images	Unit-1: Tables Working with basic tables - adding simple and dashed borders- merging rows and columns
	Unit-2: Images Properties of Image- explore different properties like rotate, scale, etc.
	Unit-3: References Referencing and Indexing- cross-referencing (refer to sections, table, and images), add bibliography (references), and create back index
	Unit-4: Presentations Presentation using Beamer- slides, adding frames, dividing the slide into multiple columns, adding different blocks, etc

PRACTICAL ACTIVITIES: -

Writer

1. Formatting Text and Paragraphs- Changing the Font Style (including Bold, Italicize, and Underline), changing the Font Colour, Changing and Rotating Text Position, Wrapping

Text Around Objects, Paragraph Alignment, Creating, Paragraph Indents, Sorting Paragraphs, Inserting Tables, Inserting Frames, Inserting Bullet and Numbering Lists.

2. Formatting Pages- Selecting Page Size, Inserting Headers, Adjusting Page Margins, Adding Page Columns, Using the Organizer to Format Pages.
3. Inserting Clip Art and Graphics- Supported Graphic File Types, inserting a Graphic or Clip Art, adjusting a Graphic Image Location, resizing a Graphic Image, exporting a File as a Portable Document Format (PDF) Document, Creating Footnotes, Creating Endnotes, Insert Bibliography Entries, Indexes and Entries, Creating Bookmarks and Hyperlinks, Creating a Mail Merge.
4. Creating a table- Inserting a new table, inserting rows and columns, Merging and splitting cells, Formatting the table text, Data entry and manipulation in tables,
5. Mail merge- Creating the data source- Creating a form letter, Using the Mail
6. Merge Wizard to create a form letter, Tables of contents, creating a table of contents quickly, Using the Index/Table page, maintaining a table of contents, Alphabetic indexes, Bibliographies, creating a bibliographic database, Adding a reference (citation) into a document.
7. Creating your Questionnaire (Google Form).

MS Word

1. Preparing a Govt. Order / Official Letter / Business Letter / Circular Letter Covering formatting commands - font size and styles - bold, underline, upper case, lowercase, superscript, subscript, indenting paragraphs, is spacing between lines and characters, tab settings etc.
2. Preparing a newsletter: -To prepare a newsletter with borders, two columns text, header and footer and inserting a graphic image and page layout.
3. Creating and using styles and templates- To create a style and apply that style in a document, to create a template for the styles created and assemble the styles for the template.
4. Creating and editing the table- To create a table using table menu, to create a monthly calendar using cell editing operations like inserting, joining, deleting, splitting and merging cells. To create a simple statement for math calculations viz. totaling the column.
5. Creating numbered lists and bulleted lists- To create numbered list with different formats (with numbers, alphabets, roman letters)- To create a bulleted list with different bullet character
6. Printing envelopes and mail merge. -To print envelopes with from addresses and to addresses. To use mail merge facility for sending a circular letter to many persons, to use mail merge facility for printing mailing labels.
7. Using the special features of word, to find and replace the text, to spell check and correct. To generate table of contents for a document, to prepare index for a document.

8. Create an advertisement
9. Prepare a resume.
10. Prepare a Corporate Circular letter inviting the shareholders to attend the Annual Meeting.
11. Create and Design Admission/Enquiry Forms
12. Create bills/leaflets/brochures
13. Design E-book cover pages / Magazine front/ books front/back page using cover page option in Insert Menu
14. Create Business Cards using Shapes, text, and collars.
15. Use smart art and create organization charts.
16. Try to create similar Header & Footer that you're seeing in the Book.
17. Insert Image into the shape.
18. Practice hyperlink and create links between word document texts to D: /, Play songs from Microsoft word text, create the link between internal and external files.
19. Take a double-column book or newspaper and design or create a similar paragraph style in the word document.
20. Create a letterhead, Identity card of any company or institution that you got and insert the Watermark with that company name in the document.
21. Working with references-Bookmarks, Captions, Footnotes, Citations, Reference Styles for Research, Research Options, Creating Indexes, Bibliographies, Table of Figures, Table of Contents, Cross Reference Bookmarks, Cross Reference Page Numbers
22. Protecting and Sharing Documents- Compatibility Checker, Previous Word Versions Compatibility, Digital Signatures, Restricting Permissions
23. Create and apply a custom table style.
24. Format and modify tables.
25. Use advanced table features.
26. Draw a freeform table or use a quick table.
27. Create a form letter and a data source.
28. Create a directory and a data source.
29. Modify Word settings and the document window.
30. Customize the Quick Access Toolbar.
31. Create, modify and protect a customized form.
32. Save and use a form as a template.

33. Protect documents.
34. Attach digital signatures to documents.
35. Create and manage master documents and subdocuments.
36. Create table of contents, index, and table of figures.
37. Embed and link objects in a Word document.
38. Create and use macros.
39. Integrate Word with data from other Office programs.

Latex

1. Prepare a LATEX input.
2. Compile a LATEX input file.
3. LATEX syntax, Commands, Environments, Packages.
4. Fonts Selection, Text-mode fonts, Math-mode fonts, Colored fonts.
5. Texts Formatting, Sectional units, Labeling and referring numbered items, Quoted texts, new lines and paragraphs, Creating and filling blank space.
6. Producing dashes within texts, Foot notes, Listing Texts, Numbered listing through enumerate environment, Unnumbered listing through itemize environment
7. Listing with user-defined labels through description environment, Nesting different listing environments, Tabbing Texts, Table Preparation
8. Table through tabular environment, Vertical positioning of tables.
9. Merging rows and columns of tables, Tables in multi-column documents, Tables at the end of a document, Figure Insertion, Commands and environment for inserting figures, Inserting simple figures, Sub-numbering a group of figures, Figures in multi-column documents, Figures at the end of a document.
10. Equation Writing, Basic notations and delimiters, Mathematical operators, Mathematical expressions in text-mode, Simple equations, Array of equations, Bibliography with BIBTEX.
11. Preparation of BIBTEX compatible reference database, Standard bibliographic styles of LATEX, Compiling BIBTEX based LATEX input file.
12. Article Preparation, List of authors, Title and abstract on separate pages, Articles in multiple columns.
13. Slide Preparation, Frames in presentation, Sectional units in presentation, Presentation structure. Title page, Appearance of a presentation (BEAMER themes).

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PRINCIPLES OF MARKETING
B21CM31DE
(For marketing stream)
 (Credits: 6)

OBJECTIVES

The course aims to familiarize the learners with the concept of marketing, an overview of marketing function with an emphasis on creating value through marketing, recent trends in marketing, pricing strategies, marketing channels, rural market and international market scenario

Course Outcomes:

After the completion of the course, the learner will be able to:

1. Understand the fundamentals of marketing, functions, environment and market segmentation.
2. Identify the various decision areas within marketing and the tools and methods used by marketing managers for making decisions.
3. Comprehend the concepts of marketing mix and marketing decisions involving product development and product pricing.
4. Evaluate the growing role and importance of marketing channels and functions of physical distribution and channels of distribution.

5. Gain knowledge on rural marketing, its prospects and challenges and agricultural marketing.
6. Realize the significance of international marketing and evaluate the present international marketing scenario.

COURSE OUTLINE:

1. BLOCK 1: OVERVIEW OF MARKETING
2. BLOCK 2: PRODUCT DECISION
3. BLOCK 3: PRICING DECISIONS
4. BLOCK 4: DISTRIBUTION DECISIONS
5. BLOCK 5: RURAL MARKETING
6. BLOCK 6: INTERNATIONAL MARKETING

Block	Unit
Block-1: Overview of Marketing	Unit-1: Introduction Market – Marketing – Meaning – Definition - Nature – Objectives - Scope and Importance of Marketing – Marketing Functions - Marketing vs Selling
	Unit -2: Concepts of Marketing Marketing Philosophies – Concepts - Production – Product – Selling – Marketing – Societal Marketing
	Unit-3: Marketing Environment Meaning – Components – Factors – Micro – Macro – Importance
	Unit-4: Recent Trends in Marketing Digital Marketing- E-Commerce- E-Marketing- E-Retailing- Mobile Marketing- Tele – Marketing- Internet Marketing- Net Work Marketing - Green Marketing- Customer Relationship Marketing (Basic Concept only)- E-Word of Mouth
	Unit-5: Market Segmentation and Marketing Mix Market Segmentation – Meaning – Definition - Need – Importance – Merits and Demerits – Basis of Segmentation – Marketing Mix – Meaning – Importance – Features – Types
Block-2: Product Decision	Unit-1: Product Meaning – Definition – Features – Types - Product Planning and Development – Product Life Cycle (PLC) – Product Line - Product Mix
	Unit -2: Branding Brand – Branding – Meaning – Importance - Types of Brands - Brand Equity
	Unit-3: Packaging Meaning – Importance- Functions - Labeling – Packaging Vs Labeling – Packing Vs Packaging - Product Positioning

Block-3: Pricing Decisions	Unit-1:Concept Price – Pricing – Meaning – Definition – Objectives – Importance - Steps in Pricing –Types – Methods
	Unit-2:Pricing Policy Pricing Policy – Types – Methods – Determinants of Pricing Decision
	Unit-3:Pricing Strategy Meaning – Strategy for Existing Products – New Products – Price Skimming – Price Penetration - Pricing of Product Mix
Block-4: Distribution Decisions	Unit-1:Physical Distribution Meaning – Definition – Importance - Functions - Logistics Management and Supply Chain Management (An Overview only)
	Unit-2:Channel of Distribution Meaning – Definition – Uses – Functions - Levels of Distribution Channels – Physical Distribution vs Channel of Distribution
	Unit-3: Channel Intermediaries Meaning - Middlemen – Types-Functions of Middlemen- Factors affecting Channel Decision – Modern Channels of Marketing
Block-5: Rural Marketing	Unit-1: Rural Marketing – An Overview Rural Market – Classification - Rural Marketing - Concept and Importance – Characteristics – Scope - Reasons for the Growth of Rural Marketing – Problems of Rural Marketing - Rural vs Urban Marketing
	Unit-2:Rural Marketing Strategies Meaning – Definition – Types – Rural Marketing Environment – Rural Marketing Information System
	Unit-3:Agricultural Marketing Concept – Definition – Aspects – Importance – Characteristics
Block-6: International Marketing	Unit-1:International Marketing Meaning - Nature and Concept – Need – Scope - Significance - Characteristics – Factors - Stages - Difference between Domestic and International Marketing
	Unit-2: International Marketing Management Approaches – Features – Importance – International Marketing Environment - Export Documentation and Procedure
	Unit-3:Recent Trends in International Marketing Present International Marketing Scenario – Future of International Marketing - Barriers to International Marketing

PRACTICAL ACTIVITIES: -

1. Make a comparative analysis of traditional and modern marketing strategies
2. Analyse the marketing mix strategy of a consumer and producer good.
3. Choose a product line and evaluate the pricing policy of each of the product line
4. Select a product and analyse its distribution strategy
5. Analyse the impact of various environmental forces on rural marketing
6. Collect information about the various documents needed in international trade

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2. Sherlekar S A, *Marketing Management*, Himalaya Publishing House Pvt. Ltd.
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INTERNATIONAL BANKING AND FINANCE
B21CM02DE
(For Finance stream)
(Credits: 6)

OBJECTIVES

1. To provide the Learners the knowledge about the fundamentals of Banking and International banking and finance.
2. To create an awareness among Learners on international banking activities and need of its regulation.
3. To familiarize the Learners with international finance and foreign exchange market

Course Outcomes:

After the completion of the course, the learner will be able to:

1. Able to identify the functions of commercial banks and central bank.

2. Able to identify and understand various international banking activities.
3. Able to identify the risks involved in international banking and finance.
4. Able to understand the concepts related to the foreign exchange market.

COURSE OUTLINE:

BLOCK 1: BANKING
 BLOCK 2: INTERNATIONAL BANKING
 BLOCK 3: INTERNATIONAL BANKING OPERATIONS
 BLOCK 4: INTERNATIONAL FINANCE
 BLOCK 5: FOREIGN EXCHANGE MARKET
 BLOCK 6: GLOBAL FINANCIAL MARKETS

Block	Unit
Block-1: Banking	Unit-1:Introduction Introduction – objectives- types – functions– credit creation
	Unit -2:CORE Banking and Retail Banking Meaning – Concept-CORE banking – Retail Banking products and services
	Unit-3:Central Bank Central Bank – RBI – Functions
Block-2: International Banking	Unit-1: Introduction Introduction - Meaning – Features – Functions – Benefits
	Unit -2:Modes of International banking Correspondent banks- Representative offices- Branches and offices-Limited Branches-Subsidiary banks
	Unit-3:Role of international banking Role of International Commercial Banks in Developing Countries - Difference between International Banking and Multinational Banking
Block-3: International Banking Operations	Unit-1:International Lending International Lending – Meaning- Forms – Risks –Policies
	Unit-2:Other Operations Other International banking activities – Investments-Private banking- Correspondent Banking-Deposit Accounts-Borrowings -Off-shore financial centers –Characteristics – types
	Unit-3:Risks in International Banking Risks in International Banking- credit risk- Market Risk- Settlement Risk- Liquidity Risk- Operational Risk- Legal Risk
Block-4: International Finance	Unit-1:Introduction Introduction –Meaning – Scope – goals - Emerging Challenges in International Finance
	Unit-2:International financial transactions Balance of Payment – Components - Deficit in Balance of Payment -Types of Capital Flows - FDI, FPI, FII
Block-5: Foreign Exchange Market	Unit-1: Introduction Meaning – Participants - Foreign Exchange Management in India- Retail

Block-6: Global Financial Markets	and Wholesale Component of Indian Foreign Exchange Market
	Unit-2:Regulatory framework Role of FEDAI- FEMA and Regulatory Framework - Dealing Room Operations - Current Exchange Rate Systems
	Unit-1:International Equity Markets International Equity Markets - Concept of Depository Receipts – ADR-GDR – Mechanism of Issue - Participants Involved - Concept of IDR
	Unit-2: International Bond Market Meaning and concept of International Bond Market - Concepts of Domestic Bond
	Unit-3:Foreign Bonds Concept and Types of Foreign Bonds - Concepts of Foreign Currency Convertible and Foreign Currency Exchangeable Bonds - Participatory Notes

PRACTICAL ACTIVITIES: -

1. Visit any bank branch and collect data on retail banking products.
2. Contact any forex firm and to be familiar with their forex operations.
3. Collect data on national and international credit rating agencies.
4. To be familiar with the rules and regulations of IDR.

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CO-OPERATIVE MANAGEMENT AND ADMINISTRATION

B21CM12DE

(For co-operation stream)

(Credits: 6)

OBJECTIVES

1. To provide knowledge about the Co-operative Management and Administration.
2. To enable the learners to familiarize themselves with the committees and commissions on the development of Co-operatives.
3. To provide an insight into the institutions in aid of Co- operatives.

Course Outcomes:

After the completion of the course, the learner will be able to:

1. Comprehend the concept of Co-operative Management and Administration.
2. Familiarize with the functional management of Co-operatives.
3. Familiarize with the Committees and Commissions on the development of Cooperative movement.
4. Create awareness about the Co-operative movement in the economic development of the nation.
5. Comprehend the management and working of Co- operative organisations and institutions.

COURSE OUTLINE:

BLOCK1: CO-OPERATIVE MANAGEMENT
 BLOCK 2: MANAGEMENT STRUCTURE
 BLOCK 3: CO-OPERATIVE EDUCATION AND TRAINING
 BLOCK 4: COMMITTEES AND COMMISSIONS ON CO-OPERATIVES
 BLOCK 5: CO-OPERATIVES AND DIMENSIONS
 BLOCK 6: MANAGEMENT AND WORKING OF CO-OPERATIVE ORGANISATIONS AND INSTITUTIONS

Block	Unit
Block-1: Co-operative Management	Unit-1:Introduction Concept - Meaning and Definition - Features - Structure of Co-operative Organization and Management – Role of management in Co-operatives
	Unit-2:Democratic Management Internal and External Problems, Democracy - Direct vs. Indirect democracy - Democracy in Co-operatives- Managing the social process in a Co-operative –Competition -Conflict and Co-operation-Associative character of a Co-operative and managing a Cooperative association
	Unit-3: Decision making in Co-operatives Concept of decision making - Types of decisions - Steps in decision making process
Block-2: Management Structure	Unit-1: General Body General Body - Meaning - Role & responsibilities of General body - Role of Board of Directors- Powers and Functions of Board of Directors
	Unit -2:Powers, Functions and Duties Powers and Functions of Chairman -- Secretary - Functions and Duties –

	Need for Leadership in Co-operative Management
	Unit-3: Administrative set-up Administrative set up of Co-operative Department in Kerala–State Level-District Level and Taluk level- Powers and Responsibilities of Co-operative Department- Conferment of powers of Registrar- Functional Registrars in Kerala - Need for separating administration from audit
Block-3: Co-operative Education and Training	Unit 1. Co-operative Education and Training Importance of Education and Training - Institutional arrangement for Co-operative Training & Development - Origin and Growth of Co-operative Education and Training in India
	Unit-2:Co-operative Training Institutes NCCT, NCCE, NCUI, KSCU, Circle Co-operative Unions, Specialized Sectoral Training Institutes in Kerala, Member Education Scheme
Block-4: Committees and Commissions on Co-operatives	Unit-1:Committees and Commission before Independence MacLagen Committee on Co-operation, 1914 - Mehta Committee, 1937 - Gadgil Committee,1944
	Unit-2:Committees and Commission after Independence Gorwala Committee, 1954 - Law Committee, 1956 - Policy Resolution of 1958 - Mehta Committee, 1959 - Committee on Consumers Co-operatives, 1961 - Committee on Taccavi Loans, 1962 - Committee on Cooperative Administration, 1963 - M.L. Dantwala Committee, 1964 - Mirdha R.N. Committee, 1964 - All India Rural Credit Review Committee, 1969 - P.R. Dubhashi Committee, 1972 - Madhavadas Committee, 1978 - Marathe Committee, 1978 - Khusro Committee, 1989 - Pant Committee, 1990 - The Narasimhan Committee Report, 1991 - Capoor Committee, 2000 - National Policy on Cooperatives, 2002 - A.Vaidyanathan Committee, 2004 - Radhakrishnan R., 2006 - High Powered Committee on Cooperatives, 2009
,	Unit-1: Dimensions of Co-operatives Single purpose vs Multipurpose Co-operatives - Multipurpose vs Multifunctional Co-operatives – Unitary vs. Federal co-operatives – Designer vs GreenhouseCo- operatives – Issues in financing a Co-operative – Evaluating a Co-operative organization – member dimension, enterprise dimension, and ethical dimension
	Unit-2:Co-operatives and Five-Year Plans Five-Year Plan- Role of five-year plan on the development of co-operatives
Block-6: Management and Working of Co - operative Organizations and Institutions	Unit-1:Management and Working of Co-operative Organizations Introduction-Institutions – Aids of Co-operatives
	Unit-2: Co-operative Organisation and Institutes NAFED, IFFCO, IFFDC, KRIBCO, NABARD, NCARDBF, NCCF, NAFSCOB, FISHCOPFED, NAFCUB, NDDB, NCDC, NLCF Ltd, NHB and other national organizations providing assistance to housing co-operatives

PRACTICAL ACTIVITIES:-

1. Prepare a report on Co-operative management system in Kerala.
2. Explain the management structure followed by the co-operative organization in your locality and describe the role of general body members in that organization.
3. Examine the relevance of co-operative education and training in the current scenario.
4. Explain the Committees and Commissions on the development of Cooperative movement.
5. Discuss the role of Co-operative movement in economic planning
6. Elucidate the management and working of Co-operative institution in your locality

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6. Krishnaswamy O.R.:*Co-operative Account Keeping*
7. Manikkavasakam: *A Treatise on Co-operative Account Keeping*
8. Samiuddin: *Co-operative Accounting & Auditing*
9. Krishna Swamy: *Co-operative Audit*
10. DinkarPagare: *Principles and Practice of Auditing*

BUSINESS DATA ANALYTICS
B21CM22DE
(For computer application stream)
(Credits: 6)

OBJECTIVES

- To equip the Learners with data analytics tools, which is essential for different business houses

Course Outcomes:

After the completion of the course, the learner will be able to:

1. Collect data and arrange them in a proper manner for analysis.
2. Do the analytical work on different business scenarios.

COURSE OUTLINE:

1. BLOCK 1: MICROSOFT EXCEL
2. BLOCK 2: ADVANCED USES OF MICROSOFT EXCEL
3. BLOCK 3: BASIC CONCEPTS OF SQL
4. BLOCK 4: RELATIONAL DATA MODEL AND DATABASE DESIGN
5. BLOCK 5: INTRODUCTION TO R PROGRAMMING
6. BLOCK 6: ADVANCED R PROGRAMMING

(30 % THEORY, 70 % PRACTICAL)

Block	Unit
Block-1: Microsoft Excel	Unit-1:Introduction to Excel Excel user interface- Starting with excel- Working with cell and cell addresses- Entering and editing data -Finding and replacing data -Selecting a range – Moving –Cutting -Copying with paste -Inserting and deleting cells - Freezing cells -Cell formatting options
	Unit -2:Worksheet Adding -Deleting and copying worksheet with in a workbook -Renaming a worksheet - Cell reference – Relative and Absolute
	Unit-3:Excel charts Elements of Excel charts – Categories- Create a chart- Choosing chart type- Edit chart axis –Titles- Labels- Data series and legend- Adding a text box- Rotate text in a chart- Converting a chart on a web page- Saving a chart
Block-2: Advanced Uses of Microsoft Excel	Unit-1: Logical Functions in Excel AND, IF, NOT, OR, TRUE
	Unit -2:Financial Functions in Excel

	DB, FV, IPMT, IRR, NPV, PMT, PV
	Unit-3:Statistical Functions in Excel AVERAGE, COUNT, COUNTIF, MAX, MIN
	Unit-4:Mathematical Function in Excel PRODUCT, SQRT, SUM, SUMIF and Pivot Tables
	Unit-5: Macros Creating –Adding- Editing of macros forms in Excel
Block-3: Basic Concepts of SQL	Unit-1:Introduction to Database Introduction to Databases–Conventional file Processing–Data Modeling for a database–Three-level architecture–Data Independency
	Unit-2:Database Management System (DBMS) Components of a Database Management System (DBMS)– Advantages and disadvantages of a DBMS–System Environment –Users of DBMS–Transaction Management
	Unit-3:Data Models Data Models –Conceptual data modeling– Motivation – Entities -Entity types -Various types of attributes –Relationships - Relationship Types-E/R Diagram (ERD) notation - Generalization – Aggregation – Conversion of ERD into relational schema – Introduction to Network data model and Hierarchical data model
Block-4: Relational Data Model and Data Base Design	Unit-1:Introduction Introduction –Keys -Relational Algebra Operators –Selection –Projection- Cross product- Various types of joins –Division –Examples- Tuple Relation Calculus- Domain Relational Calculus
	Unit-2:Relational Database Relational Database Manipulation-Structured Query Language (SQL)-Basic data retrieval –nested queries -correlated and uncorrelated-SQL Join–Views
	Unit-3: Database Design. Data Base Design - Functional dependencies – Normal forms – Dependency theory - Functional Dependencies (FD)–Armstrong's axioms for FDs-Closure of a set of FDs- Minimal covers–1NF, 2NF, 3NF and BCNF-Join dependencies and definition of 5NF–Examples
Block-5: Introduction to R Programming	Unit-1: Introduction Basic Interaction with R- Using R as a Calculator –Functions- Control Structures –Factors- Data Frames- Data Pipelines - Coding and Naming Conventions
	Unit-2:Data Manipulation Data Manipulation- Reading Data- Manipulating and Tidying Data with dplyr
	Unit-3:Visualizing Data Visualizing Data- Basic Graphics- The Grammar of Graphics and the ggplot2 Package- Figures with multiple plots- working with Large Data sets Expressions
	Unit-4: Data types Basic Data Types- Data Structures- Control Structures – Functions- Recursive Functions
Block-6: Advanced R Programming	Unit-1:Advanced Functions Working with Vectors and Vectorizing Functions- Advanced functions-

	Functional Programming
	Unit-2: Function Operation Functions as Input and Functions as Output
	Unit-3: Building an R Package Meaning, creating an R Package, R oxygen
	Unit-4: Exploratory Data Analysis Using R Functions Meaning – sqrt –Range –Sort –Minimum –Maximum –Median –Average -Standard Deviation –Skewness –Variance -Correlation

SAMPLE LAB EXERCISES: -

- Create a student table for the following fields: Roll No, Student Name, Marks of three subject
 - Insert Five Records.
 - Calculate Total Marks and Percentage of Marks of each student.
 - Display maximum mark
 - Display all records in ascending order of Student Names
 - Calculate average of marks
 - List all Learners who got less than 40%marks
 - List all Learners who got more than 90%marks
 - Increase 8 marks for the Learners where average is less than 40
 - Display all records in ascending order of total marks
 - Delete a student
- Create a Supplier table for the following fields, Supplier ID (primary key), Supplier Name Item, Quantity and Price
 - Insert five records
 - Display Supplier ID and Supplier Name whose name starts with 'A'
 - Increase the price of one item by some amount
 - Display the names of suppliers who supply the same items
 - Add a new column called Phone Number
 - Delete a record whose Quantity is 1
 - Display only Supplier ID and Supplier Name
 - Display the record in the descending order of price for each item
 - Display the records of suppliers who supply other than some item/s

- Display all records
3. Create an employee table for the following fields, Employee ID, Employee Name, Date of Birth, Designation, Salary, and Date of Joining
 - Insert five records
 - Display the employees who have joined after 2000
 - Display the record who have highest salary
 - Display total salary of the employees
 - Display name of employees in uppercase
 - Display the record of an employee who has highest experience
 - Increase the salary of the employees by 3000 whose designation is Administrator
 - Display the record of the employees whose salary is more than the average salary
 - Delete one record
 - Display all records
 4. Create two tables Employee (Employee ID, Employee Name, Department ID, Designation, and Date of Joining) and Department (Department Name and ID). Constraints: EmpID is primary key and DeptID is foreign key
 - Insert five records
 - Display the fields EmpID, Emp Name, DeptID and Dept Name
 - Display all employees in some department
 - Display the employees who joined in the month of March
 - Insert a department in Department table
 - Insert two employees in the above department in Employees table
 - Delete a record from Department table
 - Delete a record from Employee table
 - Display all the employee details along with their work experience in the company till current date
 - Display all the employees whose salary is between 25000 and 35000
 5. Create a Library table with the following fields, BookID, Book Name, Author, Purchase Date, Publisher, Price
 - Insert five records
 - Display the list of authors of books of a particular publisher

- Count the total number of books of a particular publisher
 - Display the books in ascending order of purchased date
 - Update any one of the fields names
 - Insert a new column ‘Year of Publish’ of the book
 - Increase the number of copies of a particular book
 - Delete a record
 - Insert five more records
 - Display all records whose price is between 500 and 800
6. Find roots of a quadratic equation using R program.
- Calculate simple interest by creating function in R program.
 - Copy spreadsheet data to clipboard and from clipboard transfer to table. Sort the data in ascending order; find average and standard deviation. [Hint `dat<-read.table("clipboard", header=TRUE)`]
 - Read the student’s name and mark from a text file and store in a table. Find maximum, minimum, average, median and standard deviation of marks. Display histogram and bar plot.
 - Read the salesman’s name and sales amount from a CSV file. Display the average and standard deviation of sales. Visualize using plot and box plot of the sales amount. Inspect the box plot and comment on the presence of outliers.
7. Entering and editing data in Excel sheets, formatting worksheets, creating payroll, depreciation statements, loan schedule etc. using excel, financial analysis of a company using excel, create charts for business presentations using excel. Excel forms.

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SERVICE AND RETAIL MARKETING

B21CM32DE

(For marketing stream)

(Credits: 6)

OBJECTIVES

1. To provide general understanding about service marketing
2. To equip Learners with the concept of retail marketing

Course Outcomes:

After the completion of the course, the learner will be able to,

1. Demonstrate integrative knowledge about the basic concept of Service Marketing
2. Enable Learners to understand the concept of 7P's which are to be implemented in service marketing
3. Develop insights into the determinants and strategies for managing the service quality of an enterprise
4. Acquaint Learners with the concepts and developments in the field of Retail Marketing
5. Familiarize the Learners with the functions of retail business and its multifarious retail formats
6. Recognize how ethical dimensions of retailing can be used as a conceptual framework to identify the ethical practices in retailing

COURSE OUTLINE:

1. BLOCK 1: SERVICE MARKETING
2. BLOCK 2: MARKETING MIX IN SERVICE MARKETING
3. BLOCK 3: MANAGING SERVICE QUALITY
4. BLOCK 4: RETAILING
5. BLOCK 5: RETAIL FORMATS
6. BLOCK 6: RETAIL AUDIT AND ETHICS IN RETAILING

Block	Unit
Block-1: Service	Unit-1: Services

Marketing	Introduction - Meaning of Services - Characteristics of Services - Classification of Services- Myths encountered in Services
	Unit -2:Service Marketing Meaning of Service Marketing - Nature and Importance - Need for Service Marketing - Service marketing triangle - Service Design and Service Delivery
Block-2: Marketing Mix in Service Marketing	Unit-1: Marketing Mix Meaning of Marketing Mix – 7Ps of Marketing Mix in Service Marketing
	Unit -2:Dimensions of Service Marketing Mix Product Decision - Pricing Strategies - Promotions of Services - Placing or Distribution of Services-People - Physical Evidences – Process
Block-3: Managing Service Quality	Unit-1:Service Quality Definition of Service Quality – Importance of Managing Service Quality – Determinants of Service Quality
	Unit-2:Service Quality Models Introduction to Service Quality Models- GAP Model – Reasons and Strategies to bridge GAPS- Contribution of technology
	Unit-3:Mall management Definition- Types and Genesis of malls- Components of Mall Management
Block-4: Retailing	Unit-1:Introduction Meaning- Nature- Importance of Retailing- Factors Influencing Retailing- Functions of Retailing
	Unit-2:Models and Theories of Retail Development Retail Models- Theory of Retail development- Retail Planning Process
	Unit-3: Technology in Retailing Technology induction in retailing – UPC- POS terminals- RFID
Block-5: Retail Formats	Unit-1: Types of Retail Formats Classification of Retail Stores – Store based Retailing and Non-Store based Retailing - Main Retail Formats
	Unit-2:Store Based Retail Formats Corporate Chain Store- Voluntary Chain- Retailer Corporative- Consumer Co-operative- Franchise Organization- Merchandising Conglomerate- Specialty Store- Department Store – Supermarket- Convenience Store- Discount Store – Superstore- Catalog Showroom- Off-Price Retailer – Factory outlets- Warehouse Clubs
	Unit-3:Non-Store Based Retail Formats Direct Selling- Mail order- Tele-marketing- Electronic Retailing- Automatic Vending
Block-6: Retail Audit and Ethics in Retailing	Unit-1:Retail Audit Meaning of Retail Audit – Importance- Types of Retail Audits- Retail Audit Process
	Unit-2: Ethics in Retailing Ethical dimensions of retailing – Ethical Standards- Ethical Codes-

	Ethical Practices in Retailing- Ethical Responsibilities of a Retailer
	Unit-3:Unethical practices in Retailing Misrepresentation of Promotional Information- Consumer Fraud- Employee Theft- Misuse of Company Assets

PRACTICAL ACTIVITIES: -

1. Identify the 7P's of Service marketing mix in a major retail store in your locality
2. Examine the technological applications implemented by the retail stores in your locality
3. Elaborate the various ethical codes and practices followed by the retail stores in a particular territory

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3. Harsh V Verma, Services Marketing, Pearson Education, New Delhi
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GENERIC ELECTIVES - II

(Learners can choose any one. Generic Electives from Core Discipline cannot be chosen)

GENERIC ELECTIVES (GE - 2)

B21BB01GE

ENTREPRENEURSHIP AND STARTUPS

CREDITS: 2

CourseObjectives:

1. To provide an understanding of entrepreneurship and startups,
2. To understand the scope of an entrepreneur, key areas of development, financial support of organisations, etc.

3. To impart knowledge on how to start new ventures.

Course Outcomes

1. Encourage students to see entrepreneurship as a desirable and practical career option and to develop the necessary skills and motivation.
2. Enables the student to learn about project design, evaluation, financing and implementation.
3. Motivate students to self-employ.

Course Outline

Block 1: Entrepreneurship

Block 2: Startups

Block 1: Entrepreneurship:

Entrepreneur - Meaning - Definitions- -Types of entrepreneurs - Qualities of an entrepreneur- Role of entrepreneurs in the economic development - Women Entrepreneurs – Recent developments- Problems & Remedies, Entrepreneurship– Meaning – Definition - Entrepreneurial Development Programmes (EDP) -Project report-format-Preparation –appraisal of project report

Block 2: Startups

Meaning – Definition – Startup India Initiative – Journey of Evolution - Startup Portal and Startup India Hub - Startup Ecosystem- Unicorns Startups- Startup Recognition – Gem Workshops-Startup Management- Incubators - Startup Finance-Licensing- Exemptions for Startups- Kerala Startup Mission- Process of registering a Startup in Kerala – Basic Start-Up Problems and Remedies.

References

1. Dr. C.B. Gupta, Dr. N.P. Srinivasan, *Entrepreneurship Development in India* –, Sultan Chand and Sons. (All Modules)
2. P. Saravanavel, Kay, Ess, Pee, Kay, *Entrepreneurial Development Principles, Policies and Programmes* –(All Modules)
3. Peter F.Drucker, *Innovation and Entrepreneurship*. (Module I)
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5. K. Swapna, John S. Moses and Y. Sarada, *Startup Management*, Himalaya Publishing House (All Modules)
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7. Deirdre Sartorelli, *Startup Smart, A handbook for entrepreneurs* – (Module II)
8. Vasanth Desai, *Small Business Entrepreneurship*, Himalaya Publishing House. (All Modules)

9. Renu Arora & S.K. Sood: *Fundamentals of Entrepreneurship and Small Business*. (Module I)
10. Abha Mathur, *Entrepreneurship*, Taxman Publishing (All Modules)

GENERIC ELECTIVES - II

(Learners can choose any one. Generic Electives from Core Discipline cannot be chosen)

B21CA01GE

COMPUTER SYSTEMS AND INTERNET TECHNOLOGIES

CREDITS: 2

Course Outcomes:

- To understand the working of a computer
- To know about computer connectivity
- To make aware of cloud and wireless technologies
- To familiarise cyber etiquette

Course outline

Block 1: Computer System Fundamentals

Block 2: Internet Technologies

COURSE DETAILS

Block 1: Computer System Fundamentals

Unit 1: Fundamentals of Computers: types of computers, Software and hardware, Storage-HDD, SSD, Portable devices, mobile devices, selecting a system specification based on requirements

Unit 2: Operating System Concepts: components, common operating systems, RTOS, mobile OS, files and file system, BIOS and booting, remote connections

Unit 3: Choosing and installing operating system: Proprietary vs open-source OS, Partitioning, installation and troubleshooting

Unit 4: System Security and Protection: malware, firewall, antivirus, phishing, clickjacking, spamming

Unit 5: Managing Web and Email: password policies, captcha, two-way authentication, browsing history, cookies and session management, ad and pop-up blocking practices; Email usage

Block II: Internet Technologies

Unit 1: Networking Concepts: networking hardware, connections-bandwidth, speed, interfaces, IP address and MAC address

Unit 2: Cloud Computing Concepts: types and services; applications of cloud computing- online data storage backup and recovery, Big-data analysis, Development and Testing, E-commerce application, cloud computing in education; IoT and wearable devices

Unit 3: Wireless and Mobile Technologies: Bluetooth, WI-FI, Wi-max, Zigbee; Mobile communication- GPS, GPRS, GSM, 3G, 3.5G, Features of 4G & 4G LTE, VoLTE, 5G

Unit 4: Web Pages creation and hosting: web client, web servers, HTTP request-response, web page creation and web hosting

Unit 5: Cyber Literacy and Etiquette: search engine usage - Google Scholar; social media platforms

-relevance and use; social media interaction; credibility and fact-checking in cyberspace

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GENERIC ELECTIVES - II

(Learners can choose any one. Generic Electives from Core Discipline cannot be chosen)

B21EC01GE

ECONOMICS FOR EVERYDAY LIFE

Number of credits: 2

Objectives:

This course is offered to familiarize Learners with basic concepts of economics. The course would equip them with an understanding of economics that can be used in daily life. It would also help Learners to apply economics to real life situations.

Course Outcomes:

1. To introduce basic economic concepts to the Learners
2. To familiarize Learners with micro and macro approaches to economics
3. To expose Learners to contemporary economic ideas

Course Outline

BLOCK 1	BASIC CONCEPTS AND METHODS OF ECONOMICS
BLOCK 2	MICRO ECONOMICS AND MACRO ECONOMIC CONCEPTS
Block 1: Basic Concepts and Methods of Economics	
Unit-1	Economic Problem and Scarcity Economic problem - Scarcity and choice - Definitions of Economics – Wealth definition - Welfare definition - Scarcity definition - Growth definition - Microeconomics Versus Macroeconomics
Unit-2	Opportunity Cost Opportunity cost- Production Possibility Curve (PPC) - Shift in Production Possibility Curve - Solution of basic economic problems in different economic systems.
Unit- 3	Approaches to Economic analysis Positive and normative analysis -Static, comparative, and dynamic analysis - Short run and long run analysis - Partial and General equilibrium analysis
Block 2 : Micro Economic and Macro Economic Concepts	
Unit-1	Micro Economic Concepts Demand and supply- demand function - law of demand - Expansion and contraction of demand curve – Shift in demand curve - determinants of demand - -Supply function-law of supply- Expansion and contraction of supply curve – Shift in supply curve - determinants of supply – Elasticity of demand and supply
Unit-2	Macro Economic Concepts Macroeconomic variables– Stock and Flow Variables - Exogenous and Endogenous Variables- General Equilibrium and Edgeworth Box- Macro models-Macroeconomic Goals and Instruments- Inflation- Unemployment-Poverty
Unit- 3	Contemporary Economics Monopoly- Oligopoly- Cartels-Mergers and Acquisitions- Multi National Corporations-Financial Inclusion-Markets-Budget-RBI- NITI Ayog-Exchange Rate- Bilateral and Multilateral Trade

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GENERIC ELECTIVES - II

(Learners can choose any one. Generic Electives from Core Discipline cannot be chosen)

B21HS01GE

MODERNIZATION OF KERALA

CREDITS: 2

Course Objectives:

The course aims:

1. To trace the historical backdrop of the formation of modern Kerala.
2. To evaluate the nature of the social reform movement in Kerala.

Course Outcomes:

The course would enables the learners:

1. To learn about the role of reform movements in transforming traditional society into a modern one.
2. To understand the character of Kerala renaissance and identify how it revolutionised the social fabric of Kerala.

Course outline

Block 1: Towards Modernity

Block 2: Socio-Religious Reform Movements

COURSE DETAILS

BLOCK 1: TOWARDS MODERNITY

Unit 1: Prelude to Social Reform

Unit 2: Colonial Administration- Modernity

Unit 3: Missionary intervention

LMS-CMS-BEM- Channar agitation

Unit 4: Print and Early Newspapers

Unit 5: Western Education - Early Educational efforts

Unit 6: Malayalam Literature and New Social Consciousness

BLOCK 2: SOCIO-RELIGIOUS REFORM MOVEMENTS

Unit: 1: Vaikunda Swamy and Samatva Samajam

Unit 2: Sree Narayana Guru and SNDP Yoga

Unit 3: Ayyankali and SJP Yogam- Poikayil Appachan and PRDS

Unit 4: V.T.Bhattathiripad and Yoga Kshema Sabha

Unit 5: Makthi Tangal, Vakkam Moulavi and Aikya Sangam

Unit 6: Chattambi Swamikal, Mannath Padmanabhan and NSS

Unit 7: Women question in the Social-reform Movements in Kerala

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GENERIC ELECTIVES - II

(Learners can choose any one. Generic Electives from Core Discipline cannot be chosen)

B21PH01GE

INTRODUCTION TO THE PHILOSOPHY OF SREENARAYANAGURU CREDITS: 2

Course Objectives:

- This paper aims to provide an exposition of Sree Narayanaguru's philosophy based on Vedanta.
- To understand Sree Narayanaguru as a mystic, philosopher and social reformer.
- To understand Guru's contributions to social reformation and educational empowerment.
- To provide an outlook of practical approaches of Guru on social matters.

Course outline

Block 1: Vedanta as Background of Guru's Philosophy

Block 2: Guru and Social Reformation

COURSE DETAILS

Block 1: Vedanta as Background of Guru's Philosophy

Unit 1. Introduction to Vedanta

Unit 2. Revalued Advaita philosophy of Sreenarayanaguru

Unit 3. Reason and mysticism in Guru's philosophy

Unit 4. Guru's vision on oneness: one caste, one religion, one God for mankind

Block 2: Guru and Social Reformation

Unit 1. Liberation through education

Unit 2. Abolition of social evils

Unit 3. Guru on gender equality and women empowerment

Unit 4. Guru's vision of Unity through social organizations

References:

English

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Malayalam

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GENERIC ELECTIVES - II

(Learners can choose any one. Generic Electives from Core Discipline cannot be chosen)

B21SO01GE

INTRODUCTION TO SOCIOLOGY

Credits: 2

Course Objectives:

The course intends to familiarise the learners about the emergence of Sociology as a distinct social science discipline and introduce the basic concepts of Sociology

Course Outcomes:

1. Comprehends the origin and scope of Sociology
2. Familiarise the basic concepts in Sociology
3. Analyses the significance of social institutions and social groups in society.

Course outline

Block 1: Understanding Sociology

Block 2: Basic Concepts in Sociology

COURSE DETAILS

Block 1: Understanding Sociology

Unit 1: Socio – Political background of the emergence of Sociology – Scientific Revolution, Twin Revolution, Enlightenment and Renaissance.

Unit 2: Sociology – Definition, Nature and Scope

Unit 3: Sociological Imagination, Sociology and Common Sense

Block 2: Basic Concepts in Sociology

Unit 1: Society, Community, Association and Organisation - Definition and Characteristics

Unit 2: Social Institutions – Family, Marriage, Religion - Meaning, Definition and Characteristics.

Unit 3: Social Groups - Definition and Characteristics, Role and Status - Meaning and Nature

References:

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4. Abraham M Francis, *Contemporary Sociology-An Introduction to Concepts and Theories*, Oxford University Press, 2006.
5. Haralambos M, *Sociology: Themes and Perspectives*: Oxford University Press, 1980.
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Six Semester

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

B21CM03DE

(For Finance stream)

(Credits: 6)

OBJECTIVES

1. To provide knowledge of various investment avenues
2. To enable the learners to evaluate the real worth of investment avenues
3. To develop skills for applying the concept of portfolio management for making better investments.

Course Outcomes:

After the completion of the course, the learner will be able to,

1. Comprehend the concept of investment and avenues of investment
2. Familiarize the Learners with the approaches to security analysis
3. Equip the Learners to value the real worth of securities.
4. Acquaint learners with the risk return process of investment.
5. Develop the skill in portfolio management.
6. Comprehend the various theories of portfolio management
7. Develop skills for portfolio construction, revision and evaluation

COURSE OUTLINE:

BLOCK 1: FUNDAMENTALS OF INVESTMENTS
BLOCK 2: FUNDAMENTAL ANALYSIS
BLOCK 3: TECHNICAL ANALYSIS
BLOCK 4: RISK AND RETURN
BLOCK 5: MODERN PORTFOLIO THEORY
BLOCK 6: PORTFOLIO REVISION AND EVALUATION

Block	Unit
Block-1: Fundamentals of Investments	Unit-1: Fundamentals of Investments
	Meaning and Definition, Need and Importance of Investment, Dimensions of Investment – Economic, Physical & Financial Investment – Corporate Vs Personal Investment
	Unit -2: Investment Objectives
	Investment Objectives – Process of Investment – Factors Affecting Investment
	Unit-3: Investment Avenues
	Security & Non-Security Form – Fixed Income Investment – Variable Income Investment – Direct & Indirect Investment – Mortgage – Reverse Mortgage – Securitisation of Assets/Debts – Real Estate Investment –

	Investments in Gold: Physical Gold - Gold ETFs - Sovereign Gold Bond - Relative Advantages and Limitations -Money Market Instruments – Capital Market Instruments (Equity, Debts & Hybrid)
Block-2: Fundamental Analysis	Unit-1: Introduction Fundamental Analysis –Concept- EIC Framework
	Unit 2:Economic Analysis Macro-Economic Activities and Security Markets- Cyclical Indicator Approach- Monetary Variables
	Unit 3: Industry Analysis Business Cycles- Industry Cycles
	Unit 4: Company Analysis SWOT Analysis- Analysis of Financial Statements
Block-3: Technical Analysis	Unit -1:Technical Analysis Concept- Theories - Dow Theory, Eliot Wave Theory- Charts - Types, Trend and Trend Reversal Patterns. Mathematical Indicators – Moving Averages- MACD- ROC- RSI- Technical Indicators - Limitations of Technical Analysis
	Unit-2:Efficient Market Theory Random Walk and Efficient Market Hypotheses - Forms of Market Efficiency - Empirical Test for Different forms of Market Efficiency
Block-4: Risk and Return	Unit-1:Risk and Return Concepts Concept of Risk- Types of Risks - Systematic Risk- Unsystematic Risk - Calculation of Risk and Returns (Simple illustrations)
	Unit-2:Portfolio Risk and Return Expected Returns of a Portfolio- Calculation of Portfolio Risk and Return- Portfolio with 2 Assets- Portfolio with More than 2 Assets (Simple illustrations)
Block-5: Modern Portfolio Theory	Unit-1: Modern Portfolio Theory Markowitz Model - Portfolio Selection- Opportunity Set- Efficient Frontier- Beta Measurement And Sharpe Single Index Model
	Unit-2:Capital Asset Pricing Model Capital Asset Pricing Model- Basic Assumptions- CAPM Equation-Security Market Line- Extension of Capital Asset Pricing Model - Capital Market Line- SML Vs CML
	Unit-3:Arbitrage Pricing Theory

	Introduction – Arbitrage Pricing Theory (APT) Model
Block-6: Portfolio Revision and Evaluation	Unit-1:Portfolio Revision Need – Factors affecting portfolio revision – Revision Strategy (Active Revision Strategy & Passive Revision Strategy) – Index Portfolio – Tracking – Formula Plans – Constant Rupee Value Plan – Constant Ratio Plan – Variable Ratio Plan – Rupee Cost Averaging – Merits & Demerits of Portfolio Revision (Theory only)
	Unit-2: Portfolio Performance Evaluation Need – Benchmarks, Sharpe Reward to Variability Ratio –Treynor Reward to Volatility Ratio – Jensen ‘s Performance Index – Fama’s Decomposition Model. (Theory only)

PRACTICAL ACTIVITIES: -

1. Select 3 different investment avenues of your interest and analyze their advantages and disadvantages to choose the best investment option.
2. Identify the market trend of selected scrip’s of banks in CNX Bank Index on the basis of MACD, ROC, RSI, and Oscillator and interpret the market trend.
3. An investor is interested in investing in stocks of reputed companies. Select some stocks of your preference and download annual report and analyze using as many ratios as possible and decide which company is worth buying
4. Analyzing the price movements of any 5 selected companies for a particular time duration using RUNS test and interpreting the form of market efficiency
5. Create a portfolio by selecting any 2 companies of your interest and find out beta using CAPM
6. Using imaginary figures find out the Performance evaluation of the portfolio in terms of returns and risks by using any one of the methods Sharpe's Index, Treynor's index or Jensen's index

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CO-OPERATIVE BANKING SYSTEMS
B21CM13DE
(For co-operation stream)

(Credits: 6)

OBJECTIVES

1. To give an insight into the prevailing co-operative banking system.
2. To enable the Learners to understand the framework of banks in Co-operative Banks in Kerala.

Course Outcomes:

After the completion of the course,

1. An Awareness regarding the sections prevailing in Kerala with regard to cooperative banks will be created among the learners.
2. The learners become familiar with the modalities of cooperative banking in Kerala
3. Learners will be aware of the procedure to be followed for registration and other working aspects of co-operatives banks.

COURSE OUTLINE:

Block 1 – Introduction to Co-operative banks
 Block 2 – Co-operative banks in Kerala
 Block 3 – Co-operative and non-co-operative credit
 Block 4 – Non-agricultural co-operative credit
 Block 5 – Co-operative banking institutions
 Block 6 – Co-operative marketing

Block	Unit
Block-1: Introduction to Co-operative Banks	Unit-1:Co-operative Banks Co-operative Credit: Evolution And Structure of Co-operative Credit Movement in India – Rural and Urban- Agricultural and Non-Agricultural-Credit Organization-Role of Credit Organization – RBI, NABARD, RRBs
	Unit-2:Primary Agricultural Co-operative Credit Societies Constitution and Management- Size- Functions-Crop Loan System Meaning -Features- Procedures- Problems – Over Dues – Remedies – Development Action Plan
Block-2: Co-operative Banks	Unit-1: District Central Co-operative Banks

in Kerala	Origin – Constitution-Management- Structure – Resource Mobilization, Branch Banking, Lending Functions
	Unit -2:State Co-operative Bank Origin - Constitution – Management, Structure- Resource Mobilization – Funds Management, Functions
	Unit-3:Federations National Federation of State Cooperative Banks (NAFSCOBs) - Origin - functions.
Block-3: Co-operative and Non-Co-operative Credit	Unit-1:Agricultural Co-operative Credit Primary Agricultural Cooperative Societies- LAMPS
	Unit-2:Business Development Plan Long Term Credit: Origin, Nature and Features of Long-Term Credit – Need for Separate Agency
	Unit-3: Primary Agricultural and Rural Development Banks (PARD Banks) Organizational Pattern- Sources of Finance – Loan Sanctioning Procedures – Recovery Management
	Unit-4: State Agricultural and Rural Development Bank (SARD Banks) Objectives- Constitution- Raising of Funds – Issue of Various Debentures – Redemption of Debentures – Functions
Block-4: Non-Agricultural Co-operative Credit	Unit-1:Urban Co-Operative Banks Constitution – Objectives – Functions and Management of Urban Co-Operative Banks
	Unit-2:Credit Co-Operatives Constitution – Objectives – Functions and Management of Employees Thrift and Credit Co-Operatives, Industrial Co-Operative Bank
	Unit-3: Housing Co-Operatives Constitution – Objectives – Functions and Management of Housing Co-Operatives – Employees Cooperative Credit Societies – Industrial Co-Operative Banks
Block-5: Co-operative Banking Institutions	Unit-1: Banking Regulations Act 1949 Banking Regulations Act 1949 (As Applicable to Co-operative Societies): Salient Features – Provisions

	Unit-2:Non-Performing Assets Management of Co-operative Finance and Banking Institutions –Viability- Norms- NPA- Recovery Management- Government Sponsored Schemes
	Unit-3:Group Lending Group Lending – Challenges Before Co-Operative Finance and Banking Institutions in The Globalized Economy
Block-6: Co-operative Marketing	Unit-1:Co-Operative Marketing Marketing and Processing Societies – Meaning of Co-Operative Marketing – Need and Importance
	Unit-2: Primary Marketing Societies Types of Marketing Societies- Structure of Co-Operative Marketing - Primary Marketing Societies
	Unit-3:Co-Operative Marketingand Federations Kerala State Co-operative Marketing Federation Ltd.- NAFED- Processing Co- Operatives – Meaning and Importance
	Unit-4: Consumer co-operatives Consumer Co-Operatives – Origin and Importance of Consumer Co-Operatives – Structure-Primary Co-Operative Consumer Stores
	Unit-5: Co-operative Consumers’ Federation Kerala State Co-Operative Consumers’ Federation - National Cooperative Consumers Federation- Role of Consumer Co-Operatives in Holding the Price Line

PRACTICAL ACTIVITIES: -

1. Prepare an assignment on NPA recovery management of a selected Cooperative Banking.
2. Draft a report on the procedures involved in obtaining a loan from a Cooperative Society

REFERENCES

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2. J. Banerjee, Co-operative Movement in India
3. T.S Balan, Co-operation Principles and Practice
4. T.N Hajela, Co-operation principles and practice
5. Dr. M.S Mathur, Co-operation in India
6. R.D Bedi Theory, history and practice of co-operation
7. J.C Rajan, Madras co-operative Manual co-operative movement in India : Vol. I, II and III

8. C.R Fay, Co-operation at home and Abroad
9. Rajagopalan, Co-operation in foreign countries
10. K.P Bhatnagar, Co-operation in India and abroad

VBA PROGRAMMING FOR BUSINESS APPLICATIONS

B21CM23DE

(For computer application stream)

(Credits: 6)

OBJECTIVES

Equip the Learners with proper techniques suitable to business houses and to provide necessary training to Learners on prepare proper input screens

Course Outcomes:

After the completion of the course, the learner will be able to,

1. Understand text visualization able to develop Google sheets.
2. Create input screen for business houses.
3. Develop custom automation for business houses

COURSE OUTLINE:

1. BLOCK 1: DATA AND IMAGE MODELS
 2. BLOCK 2: DESIGN OF VISUALIZATION
 3. BLOCK 3: INTRODUCTION TO VBA
 4. BLOCK 4: VBA
 5. BLOCK 5: VBA IN MS WORD
 6. BLOCK 6: VBA IN MS ACCESS
- (30 % THEORY, 70 % PRACTICAL)

Block	Unit
Block-1: Data and Image Models	Unit-1:Visualization Reference Model – Data Types
	Physical And Abstract Types – Metadata- Semantics- Conceptual Data
	Unit -2:Properties of Images
	Conceptual Model – Relational Data Model–Statistical Data Model
Block-2: Design of Visualization	Unit-3:Dimensions and measures
	Roll-Up and Drill-Down –Visual Encoding and Sign Systems- Multidimensional Data-Large Design Space
	Unit-1: Design

	Visual Encodings- Mapping Data to Image– Design Criteria- Expressiveness- Effectiveness
	Unit -2:Data transformation Presentation- Titles- Captions- Annotations Legend And Gridlines - Testing Designs –Graphical Integrity
	Unit-3:Charts Bar Chart- Line Chart- Dot Plot- Tables- Heat-Maps-Data-Based Grids –Multi-Functioning Labels.
Block-3: Introduction to VBA	Unit-1:Introduction Overview- Programming- programming languages- history-development- Visual BASIC 6 - On Your Own Positioning Output on the Screen -Input Values and Output Displays- Data Type -Values -Variables Assignment -Statements- Dialog Boxes -Displaying Values -Numeric Values As Input Creating Output- Menus -Numeric Calculations- Operations- Functions and Expressions -Operation- Hierarchy -Sub Contents -Formatting- Output Decision Making -Simple Comparisons- Numeric Comparisons -Strings -Character- Representation -Dictionary Ordering -String Comparisons -Conditional Statements- Simple If Blocks The Else Option- Compound- Conditional If Blocks- Multi-case If Blocks Branching Line -Labels- Unconditional Contents- Conditional Branching- Repetition a Number of Times Sentinels -Prompt and Echo User.
	Unit-2:Loops Interrogation Technique for Next Loops -the Step Parameter Program Applications Generalized Functionality Nested Loops Putting It All Together Random Numbers the Rnd Function Using Randomize
Block-4: VBA	Unit-1:Overview VBA –Editor, VBA - Excel Macros, VBA - Excel Terms, VBA - Macro Comments ,VBA - Message Box ,VBA - Input Box.
	Unit-2:Menus VBA - Variables, VBA - Constants, VBA - Operators, VBA - Decisions ,VBA – Loops, VBA - Strings ,VBA - Date and Time ,VBA - Arrays ,VBA - Functions ,VBA - Sub Procedure ,VBA - Events ,VBA - Error Handling ,VBA - Excel Objects , VBA - Text Files VBA - Programming Charts ,VBA – User forms
Block-5: VBA in Ms Word	Unit-1: Design
	Form Design in MS Word- Creation of Templates in Word
	Unit-2:Macros Macros in Word- Practical Example using Word- Macros in PowerPoint
Block-6: VBA in MS Access	Unit-1:Introduction

	What is Database- Introduction of Database- Different Types of Database – Server Based and Single File DB
	Unit-2: Design in MS Access Form Design in MS Access- Macros in MS Access- Reports and Graphs in MS Access.

PRACTICAL ACTIVITIES: -

1. Prepare different kinds of charts by using various data.
2. Prepare a note on the creation of templates in MS Word

REFERENCES

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3. Nathan Yau, *Visualize This-The Flowing Data Guide to Design, Visualization, and Statistics*, Wiley, 2011.
4. Scott Murray, *Interactive Data Visualization for the Web*, O'Reilly, 2013.
5. Richard Mansfield, *Mastering VBS for Microsoft Office*.
6. David A Williams, *Excel VBA for Beginners*.
7. Ken Getz, *VBA Developer Handbook*

PROMOTION AND BRAND MANAGEMENT

B21CM33DE

(For marketing stream)

(Credits: 6)

OBJECTIVES

1. To familiarize Learners with the elements of promotional mix.
2. To provide the Learners the knowledge about the advertising and sales promotion Strategies.
3. To provide the Learners the knowledge on brand management

Course Outcomes:

After the completion of the course, the learner will be,

1. Able to understand the concept of promotion.
2. Able to identify and understand the elements of promotional mix.
3. Able to understand and identify the significance of brand management.

COURSE OUTLINE:

1. BLOCK 1: PROMOTION - INTRODUCTION

2. BLOCK 2: ADVERTISING AND SALES PROMOTION - ADVERTISING
3. BLOCK 3: PERSONAL SELLING PUBLIC RELATIONS AND PUBLICITY
4. BLOCK 4: BRANDING
5. BLOCK 5: BRAND MANAGEMENT COMPONENTS
6. BLOCK 6: BRAND MANAGEMENT PROCESS

Block	Unit
Block-1: Promotion	Unit-1:Introduction
	Promotion -Meaning – Nature – Importance – Goals - Role in Marketing
	Unit -2:Promotional Mix
	Elements of Promotional Mix - Factors Affecting Promotion Mix
	Unit-3:Strategy
	Promotional Strategy –AIDA Concept in Promotion
Block-2: Advertising and Sales Promotion	Unit-4: Marketing Communication
	Integrated Marketing Communication–Digital Media Influence in Promotion - Ethical Aspects of Promotion
	Unit-1: Introduction
	Meaning – Objectives – Functions - Benefits – Role – Types -Process
	Unit -2:Advertising
	Advertising media – Agency – Budget
Block-3: Personal Selling Public Relations and Publicity	Unit-3:Sales Promotion
	Sales promotion- Features – Need – Objectives - Process - Forms – Consumer Oriented, Trade Oriented and Sales Force Oriented
	Unit-4:Sales Promotion Program
	Sales Promotion Program – Developing- Pre-Testing- Implementing, Evaluation and Modifications
	Unit-1:Personal selling
	Characteristics – Advantages and Disadvantages - Process
Block-4: Branding	Unit-2:Public relations
	Meaning - Features – Functions – Process– Tools- News- Speeches- Special Events- Handouts- and Leaflets- Audio-Visual Public Service Activities- Miscellaneous Tools.
	Unit-3:Publicity
Block-4: Branding	Methods – Advantages and Disadvantages - Similarities in Publicity and Public Relations – Direct marketing
	Unit-1:Brand

	Meaning – Definition – Characteristics– Elements - Types of Brand
	Unit-2: Branding
	Meaning – Definition – Need – Importance- features - Advantages – Disadvantages
	Unit-3: Brand Elements
	Process and Methods of Developing Brand Elements – New methods in Branding - Brand mark – Trade Mark
Block-5: Brand Management Components	Unit-1: Brand management
	Meaning –Importance - Brand Managers - Role – Qualities
	Unit-2: Components of Brand Management
	Brand Vision - Brand Personality – Brand Extension – Brand Positioning - Approaches and Process - Brand Image – Brand Impact – Brand Loyalty – Factors Influencing brand loyalty – Benefits – Brand Equity - Types – Brand Equity Positive, Negative– Brand Awareness – Brand Recognition and Brand Recall
Block-6: Brand Management Process	Unit-1: Introduction
	Brand Management Process -Brand management process - Monitoring the Brand – Firm level – Product Level – Consumer Level
	Unit-2: Measuring Brand Performance
	Concept - Approaches – Brand leveraging – Brand Valuation - Brand audit – Meaning- Importance – Steps
	Unit-3: Brand Rejuvenation
	Meaning - Objectives – Brand Re- launch – Methods – Co-branding
	Unit-4: Brand Strategy
	Meaning - Role – Types – Designing – Implementation

PRACTICAL ACTIVITIES: -

1. Explain any five sales promotional tools used by any marketers in your locality to persuade consumers to purchase from that firm.
2. Select your favorite five brands and evaluate the attributes of your favorite brands. Compare and explain why you like them.
3. Select any one brand from the durable goods industry and perform a “brand audit” on that brand.
4. Visit any advertising agency and become familiar with their activities

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5. Arun Kumar &Meenakshi, *Vikas Marketing Management*.
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FINANCIAL SERVICES AND MARKETS

B21CM04DE

(For Finance stream)

(Credits: 6)

OBJECTIVES

The course intends to familiarize the Learners with financial market operations in India and to provide an idea to the Learners about different types of financial markets in India. Another aim of the course is to make Learners understand the working of financial markets in India as well as to provide the Learners with an overall idea of financial services available in the country and to create an understanding about recent trends in the financial services sector.

Course Outcomes:

After the completion of the course, the learner will be able to,

1. Understand the concepts and basics of the various financial markets and services which are in our country.
2. Understand the role of SEBI, the intermediaries of markets and the working of the Stock exchanges
3. Aware about the innovative financial instruments traded in the exchanges including that of derivatives.
4. Critically examine the working of Mutual fund by applying the theoretical concepts in real world situation and applying the knowledge in investing mutual funds
5. Apply the knowledge acquired in practical life in applying for the finance for various consumer finance and understanding the implications through theoretical concepts

COURSE OUTLINE:

BLOCK 1: INDIAN FINANCIAL SYSTEM
BLOCK 2: SECONDARY MARKET
BLOCK 3: FINANCIAL SERVICES
BLOCK 4: MUTUAL FUNDS
BLOCK 5: LEASING AND FACTORING
BLOCK 6: VENTURE CAPITAL AND SECURITISATION

Block	Unit
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Block-1: Indian Financial System	Unit-1:Introduction to Indian Financial System Indian Financial System-Components - Role and Functions-Interactions among the Components
	Unit -2:Financial Markets Recent Developments in the Indian Financial System- Financial Markets-Classification- Primary market- Secondary market- Intermediaries
	Unit-3:Securities and Exchange Board of India SEBI-Establishment-Objectives-Powers and Functions
Block-2: Secondary Market	Unit-1: Stock exchange and trading mechanism Role and Functions of Stock Exchanges - Listing of Securities - Stock Exchanges in India- Major Stock Market Indices- Online Trading
	Unit-2:Depositories Role of Depositories- Dematerialization
	Unit-3:Speculators and type of speculative transactions Type of Speculators- Speculative Transactions in Stock Exchanges - Insider Trading
	Unit 4. Derivatives Derivatives (Brief study only)- Features of Derivatives -Types of Derivatives– Forwards – Futures- Options-Swaps
Block-3: Financial Services	Unit-1:Introduction to Financial Services Meaning – Characteristics – Significance and Scope.
	Unit-2:Types of Financial Services Types- Fund Based Financial Services- Fee Based Financial Services
	Unit-3:Merchant Banking Introduction to Merchant Banking Services in India- Role and Functions of Merchant Bankers
Block-4: Mutual Funds	Unit-1:Introduction to Mutual Funds Mutual Funds -Meaning- Objectives- Advantages - Classification of Mutual Funds–Exchange Traded Fund
	Unit-2:Constitution and Management of Mutual Funds in India AMFI- Concept of Net Asset Value – Advantages and Limitations of Mutual Funds
	Unit-3: Credit Rating

	Meaning- Types of Credit Rating- Need for Credit Rating-Factors Affecting Credit Rating- Credit Rating Agencies In India
Block-5: Leasing and Factoring	Unit-1: Leasing Essentials –Types- Operating and Financial Lease- Sale and Lease back- Other Classifications- Advantages and Limitations of Leasing—Leasing Vs Hire Purchase
	Unit-2:Factoring Parties Involved- Process of Factoring- Functions of a Factor- Types of Factoring - Factoring Vs. Bill Discounting
	Unit 3. Forfeiting Mechanism of Forfeiting- Factoring Vs. Forfeiting
Block-6: Venture Capital and Securitisation	Unit-1:Introduction to Venture Capital Features and Types of Venture Capital- Various Stages of Venture Capital Financing- Venture Capital Firms in India
	Unit-2:Securitisation of debt Parties involved- Steps of Securitization - Types of Securitization- Advantages- Limitations

PRACTICAL ACTIVITIES: -

1. Prepare a report on working of financial markets at NSE and BSE.
2. Prepare an assignment on modus operandi of trading in various markets at NSE and BSE.
3. Submit an assignment covering recent IPOs at Indian markets.
4. Prepare a report on the movements of SENSEX and Nifty for a period of two weeks.
5. Prepare a report on the payment of units of popular mutual funds.

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1. Bhole, L.M., Financial Institutions and Markets: Structure, Growth and Innovations Tata McGraw Hill. New Delhi:
2. Gupta, N. K., Financial Markets, Institutions and Services, Ane Books Pvt. Ltd. New Delhi
3. Khan, M.Y., Financial Services - Tata McGraw Hill New Delhi.
4. Siddaiah, T., Financial Services Pearson Education New Delhi.
5. V A Avadhani, Financial Services in India, Himalaya Publishing House, Mumbai
6. Yogesh, M., Investment Management, PHI Learning Pvt. Ltd. New Delhi:
7. Shashi K Gupta and Nisha Agarwal- Financial Services- Kalyani PublishersPrepare a report on CSR activities by companies listed at NSE and BSE.

CO-OPERATIVE ACCOUNTING

B21CM14DE
(For co-operation stream)
(Credits: 6)

OBJECTIVES
<ol style="list-style-type: none"> 1. To provide the Learners the knowledge about the basic concept of Co-operative Accounting 2. To familiarize the Learners the procedure of maintaining books and accounts in co-operatives. 3. To provide the Learners the knowledge about the co-operative Audit

Course Outcomes:
After the completion of the course, the learner will be able to,
<ol style="list-style-type: none"> 1. Apply Co-operative accounting techniques. 2. Prepare financial reports of Co-operatives. 3. Understand the concept of Co-operative auditing

COURSE OUTLINE:
<p>Block 1: Introduction to co-operative accounting</p> <p>Block 2: Co-operative accounting</p> <p>Block 3: Co-operative book keeping</p> <p>Block 4: Co-operative financial reporting</p> <p>Block 5: Maintenance of accounts</p> <p>Block 6: Co-operative auditing</p>

Block	Unit
Block-1: Introduction to Co-operative Accounting	Unit-1: Introduction to Co-operative Accounting Accounting – Meaning - Definition - Scope –Objectives – Limitations – Need and Importance- Special Features of Co-Operative Accounting
	Unit-2: Accounting principles in Co-operatives Introduction – Features - Objectives - Nature – Scope – Accounting Principles, Concepts and Conventions in Co-operatives - Difference Between Co-operative Accounting and Double Entry and Single-Entry System.
Block-2: Co-operative Accounting	Unit -1: Statutory Requirements and Registers Different Types of Books and Registers maintained by the co-operatives – Statutory Requirements- Computerized Accounting in Co-Operatives – Advantages and Disadvantages.
	Unit-2: Sources of funds State Aid to Co-operatives- Share Capital Contribution – Principal State Partnership Fund – Subsidiary State Partnership Fund – Grants – Subsidies –

	Owned Funds – Borrowed Funds.
Block-3: Co-operative Book Keeping	Unit-1:Books in Co-operatives
	Daily journal - Different Types of Day Books - Triple Column Cash Book
	Unit-2:Ledgers in co-operatives
	General Ledger - Posting Entries into The General Ledger -Different Types of Ledgers in Co-Operatives - Subsidiary Ledgers - Reconciliation of Special Ledger with General Ledger Balance
Block-4: Co-operative Financial Reporting	Unit-3:Receipts and Disbursement statement and Trial Balance
	Receipts and Disbursement Statement - Preparation and its Use for Primary Societies (PACS, Consumer, Marketing, Housing, Dairy, Fishery, Industrial, Processing)– Preparation of Trial Balance of Different Co-Operatives - Practical Problems
	Unit-1:Preparation of Accounts and Balance sheet
	Forms and Preparation of Manufacturing Trading Account and Profit and Loss Account – Balance Sheet
Block-5: Maintenance of Accounts	Unit-2:Principles in the preparation of Accounts
	Principles Governing the Preparation of Profit and Loss Account and Balance Sheet in Various Co-Operative Societies (Consumer, Marketing, Housing, Dairy, PACS)
	Unit-3: Distribution of net profits
	Book Profit vs. Divisible Profit – Distribution of Net Profits - Provisions in The Act and Bylaws- Statutory and Non- Statutory Requirements
Block-6: Co-operative Auditing	Unit-1: Introduction and Special Features
	Special Features of Maintenance of Accounts of Different Categories of Cooperatives- Credit – Non-Credit at Primary, Central and Apex Level and Special Type of Cooperatives
	Unit-2:Inspection of Co-operatives
	Inspection by Various Agencies/Financial Institutions
Block-6: Co-operative Auditing	Unit-1:Introduction to Co-operative auditing
	Origin - Definition – Features - Objectives – Advantages - Need - Difference between Co-operative Audit and General audit, Financial Audit and Administrative Audit – Rights, Duties and Responsibilities of Co-Operative Auditor.
	Unit-2: Vouching, Verification and valuation
	Vouching – Audit of Final accounts and Balance sheet – Verification and Valuation of Assets and Liabilities – Auditing of Reserves and Provisions – Misappropriation and Embezzlement of Frauds

	Unit-3:Co-operative Audit Programs Audit Programs for Selected Co-operatives - Co-operative Credit Institutions, PACS, DCCB and Non-credit Cooperatives - Audit Classification for Co-operatives.
	Unit-4: Audit Report Preparation, Approval and Issue of Audit Report - Audit Memorandum - Audit Certificate

PRACTICAL ACTIVITIES: -

1. Collect the final accounts of two or three types cooperative banks and examine the differences.
2. Visit 4 or 5 cooperatives in a particular place and identify the issues in financing
3. Prepare an implementation plan for computerization of book keeping and accounting system.
4. Collect and discuss the list of books and registers maintained by cooperative societies.
5. Discuss the audit practices and procedures of co-operative societies

REFERENCES

1. O.R. Krishnaswami, *Cooperative Account Keeping*, Oxford and IBH Publishing Co.Pvt. Ltd 1992.
2. Saminddin, Mahfoozur Rahman and HifzurRehman . *Co-operative Accounting and Auditing*, Himalaya Publishing House, Mumbai.
3. P. Manikavasagam, *A Treatise on Cooperative Account Keeping*, Rainbow Publications.
4. Department of Co-operation, Government of Kerala : *Co-operative Audit Manual*.
5. Krishnaswami O.R. *Co-operative Audit*, Oxford & IBH Publishing Co. New Delhi.
6. Wandekar D.V. *Cooperative Audit*, PragatiPrakashana, Mumbai.
7. D.R. Kapoor, *Hand Book of Cooperative Audit*, Anmol Publications Pvt. Ltd., 1998.
8. Khandelwal, M. C., *Co-operative Audit x-rayed, A Study Based on the Cooperative Banking Institutions of Rajasthan*, PitaliyaPustakBhandar,Jaipur

COMPUTERIZED ACCOUNTING

B21CM24DE

(For computer application stream)

(Credits: 6)

OBJECTIVES

1. To equip the Learners to meet the demands of the industry by mastering them with industry sought after computerized accounting packages.
2. To expose the Learners to computer applications in the field of accounting.

3. To develop practical skills in the application of Tally accounting package

Course Outcomes:

After the completion of the course, the learner will be able to,

1. After completing the Course, the student shall be able to:
2. Familiarize computerized accounting Tally and differentiate it with Manual Accounting
3. Equip with preparation of Accounts and Vouchers in Tally
4. Equip with preparation of Accounts with Inventory in Tally
5. Equip with preparation of Accounting with Tax in Tally
6. Equip with preparation of Payroll in Tally
7. Acquire knowledge about various security control tools in Tally.

COURSE OUTLINE:

1. BLOCK 1: INTRODUCTION TO COMPUTERIZED ACCOUNTING
 2. BLOCK 2: ACCOUNTS AND VOUCHERS
 3. BLOCK 3: ACCOUNTS WITH INVENTORY
 4. BLOCK 4: ACCOUNTING WITH TAX
 5. BLOCK 5: PREPARATION OF PAYROLL
 6. BLOCK 6: TECHNOLOGY ADVANTAGE OF TALLY
- (30 % THEORY, 70 % PRACTICAL)**

Block	Unit
Block-1: Introduction to Computerized Accounting	Unit-1:Introduction to Accounting Introduction to Accounting: Accounting Basis and Terms -Branches of Accounting - Mode of Accounting - Manual Accounting.
	Unit -2:Introduction to Computerized accounting Computerized Accounting Fundamentals - Computerised Accounting V/S Manual Accounting- Merits of Computerised Accounting.
	Unit-3:Introduction to Tally Tally -Features of Tally – Screen Components- F 11 Features – F 12 Configuration - Creation of Company- Selecting a Company – Altering/ Modifying Company Creation Details – Deleting a Company.
Block-2: Accounts and Vouchers	Unit-1: Introduction to Account Groups in Tally Account Groups – Pre-Defined Groups – Creating Single & Multiple Groups – Creation of Primary Account Groups – Creating Ledger Accounts in Single & Multiple – Displaying, Altering And Deleting Account Groups And Ledgers.
	Unit -2:Accounting Vouchers in Tally Accounting Vouchers- Entering Transactions in Accounting Vouchers – Bill Wise Details -Altering And Deleting A Voucher Entry – Creating

	New Voucher Types – Modifying An Existing Voucher – Duplicating A Voucher – Optional Vouchers – Post-Dated Vouchers – Reverse Journal.
	Unit-3:Bank Reconciliation Statement & Budget in Tally Bank Reconciliation Statement - Creating Budget
	Unit-4:Accounting Reports in Tally Generating Reports - Configuring Reports Balance Sheet – Profit and Loss Account – Trial Balance – Day Books – Account Books –Statement of Accounts – Ratio Analysis - Cash Flow - Fund Flow – List of Accounts – Exception Reports
Block-3: Accounts with Inventory	Unit-1:Enabling Inventory in Tally Enabling F 11 Features And F 12 Configuration - Stock Category – Stock Group – Single/Multiple Creation of Stock Category and Stock Group - Creation of Units Of Measurement – Creating Single/Multiple Stock Items – Creating Godown - Displaying, Altering and Deleting Stock Groups, Units, Items And Godowns – Cost Categories- Cost Centres – Creating Cost Categories And Cost Centres - Displaying, Altering And Deleting Cost Categories And Cost Centres – Purchase / Sales Orders.
	Unit-2:Inventory Vouchers in Tally Inventory Vouchers - Using Inventory Vouchers – Using Accounting Vouchers With Inventory Details (invoice mode)
	Unit-3:Inventory Reports in Tally Inventory Reports – Stock Summary - Inventory Books – Statement of Inventory
Block-4: Accounting with Tax	Unit-1:Enabling TDS and TCS F 11 & F 12 Settings for Taxation – TDS – Ledgers Related to TDS – Creating TDS Voucher Types - TDS Reports – TCS.
	Unit-2:Introduction to GST GST – GST Terminologies - Types of GST – Computing GST – Ledgers and Vouchers Pertaining to GST
	Unit-3: GST Ledger Creation, GST Reports & Forms GST Ledger Creation -Creation of CGST, Input SGST &Input IGST Ledger in Tally- GST reports – GST forms
Block-5: Preparation of Payroll	Unit-1: Enabling Payroll Enabling Payroll – Creating Pay Heads – Single/Multiple Creation of Employee Groups - Single/Multiple Creation Of Employee Head – Salary Details – Configuration Of Salary Details – Creating Units Of Work – Managing and Creating Attendance / Production Types – F 12 Payroll Configuration.

	Unit-2:Creation of Payroll Vouchers Payroll Vouchers – Creating Payroll Voucher Types -Displaying, Altering and Deleting Payroll Documents
	Unit-3:Payroll Reports Payroll Reports (Full) – Configuring All Payroll Reports – Statutory Deductions – PF – Employer’s Contribution to PF – PF Ledger Heads– PF Related Heads in Pay Structure – Gratuity Calculation, Creation and Accounting -Generating A Sample Pay Slip – Employee Loan & Salary Advance Management.
Block-6: Technology Advantage of Tally	Unit-1:Tally Security Tally Security- Advanced Security Control -Tally Audit - Tally Vault.
	Unit-2: Backup and Restore Back Up, Restore, Merge And Split of Database - ODBC Interface - Export and Import of Data
	Unit-3: Tally Online Support Web Enabled Reporting - Online Support of Software.

PRACTICAL ACTIVITIES: -

1. Application of Tally - creation of companies; creation of primary groups, secondary groups; creation of ledgers; creation of inventory – items, groups, units etc.;
2. Creation of different types of vouchers; bills wise details; interest calculation, creation of godowns;
3. Preparing, display and alter books of accounts, preparing stock reports, stock query, branch accounts, invoices, and price list and bank reconciliation statement.; Creating payroll vouchers in TALLY;
4. Generating fund flow statements, ratio analysis statements, budgets; preparation of TDS return and accounts with GST, Generating GST reports.
5. Generating Trial balance, Profit and Loss Accounts, Balance Sheets, consolidated statement of companies.

REFERENCES

1. Institute of Computer Accountants. *Tally*, Vikas Publishing House, New Delhi.
2. Tally Academy. *Tally Manual*.
3. *TALLY 9 Upto release 3.0*, Computech Publications Ltd., New Delhi.
4. Asok K. Nadhani *Tally ERP 9 Training Guide - 4th Revised & Updated Edition* (1 January2018), BPB Publication, New Delhi.
5. *Official Guide to Financial Accounting Using Tally.ERP 9 with GST*,1 January 2018, Tally Education Pvt. Ltd.
6. Gaurav Agrawal, *Learn Tally.ERP 9 With GST Book*, First edition (1 January 2020), Digital

Muneem Ji

7. Asok K. Nadhani, *GST Accounting with Tally.ERP 9*, January 2018, BPB Publication, New Delhi.

CONSUMER BEHAVIOUR

B21CM34DE

(For marketing stream)

(Credits: 6)

OBJECTIVES

1. To enable the Learners to understand the consumer behaviour during pre and post purchase situations.
2. To facilitate the Learners to understand the consumers' decision-making process.

Course Outcomes:

After the completion of the course, the learner will be able to,

1. Have a better understanding on the basic concepts of Consumer Behaviour.
2. Understand the environmental and ecological aspects of tourism industry.
3. Conversant with the strategies of enhancing consumer's satisfaction.

COURSE OUTLINE:

1. BLOCK 1: INTRODUCTION
2. BLOCK 2: CONSUMER NEEDS AND MOTIVATION
3. BLOCK 3: INFLUENCE ON CONSUMERS ON CONSUMER DECISION MAKING
4. BLOCK 4: POST PURCHASE BEHAVIOUR
5. BLOCK 5: CONCEPT OF CONSUMER SATISFACTION
6. BLOCK 6: CONSUMERISM AND ORGANIZATIONAL BEHAVIOUR

Block	Unit
Block-1: Introduction	Unit-1:Introduction to Consumer Meaning, Difference Between Consumer and Customer, Consumer Behaviour Roles – Kinds of Consumers
	Unit -2:Consumer Behaviour Meaning and Concept - Importance
	Unit-3:Application of consumer behaviour Applications of Consumer Behaviour Knowledge in Marketing - Difficulties & Challenges in Predicting Consumer Behaviour- Emerging Issues.
Block-2: Consumer Needs and Motivation	Unit-1: Consumer Needs Meaning- Motives- Theories of Motivation and Their Application

	Unit -2: Perception of consumers Personality and Self-Concept-Theories of Personality-Perception-Thresholds of Perception
	Unit-3: Consumer Attitude Meaning -Attitude Formation- Communication and Persuasion- Self-image- Life Style Analysis
	Unit-4: Learning Theories and its Application- Cognitive Learning Theories- Conditioning Theories
Block-3: Influence on Consumers' Decision Making	Unit-1: Factors Influencing Consumers' Decision Making Family-Social Class- Group Dynamics and Consumer Reference Groups Cultural and Sub- Cultural Aspects
	Unit-2: Consumer Decision Making Meaning - Process of Decision Making
	Unit-3: Models Economic-Learning Psychological- Sociological-Howard Seth-Engel-Kollat Model-NICOSIA Model- Diffusion of Innovations
Block-4: Post Purchase Behaviour	Unit-1: Post purchase behaviour Meaning- Post Purchase Behaviour and Consumer Loyalty
	Unit-2: Customer Satisfaction Theories Consumer Satisfaction- Concept- Expectancy-Disconfirmation-Equity Theory- Attribution Theory-Loyalty Programmes
	Unit-3: Dissonance Management Types Dissonance Management – Measures to Enhance Consumer Satisfaction
Block-5: Concept of Consumer Satisfaction	Unit-1: Consumer Satisfaction Working Towards Enhancing Consumer Satisfaction- Sources of Consumer Dissatisfaction- Dealing With Consumer Complaint
	Unit-2: Concept of consumerism Consumerism in India- The Indian Consumer- Reasons For Growth of Consumerism in India
	Unit-3: Consumer Protection Act, 1986 Relevance of Consumer Protection Act 1986 - Redressal Agencies
Block-6: Consumerism and Organizational Behaviour	Unit-1: Consumerism Definition-Evolution of Consumerism- Characteristics, Factors – Types of Purchases
	Unit-2: Organizational Behaviour

	Meaning- Organizational Buying Behaviour Vs Consumer Buying Behaviour
	Unit-3:Organizational Buying Process
	Factors Influencing Organizational Buying Process- Future Trends - organizational buying decision process
	Unit-4: Performance Evaluation
	Meaning– Organizational Buying Decision Models – Cases

PRACTICAL ACTIVITIES: -

1. Prepare a report on various rights and duties of a consumer as per consumer protection Act in case of a grievance reported.
2. Prepare modus operandi of decision making using any relevant model

REFERENCES

1. Assael, H (1995). *Consumer Behaviour and Marketing Action*, Ohio, South Western.
2. Jain, P.C and Bhatt, M (2010), *Consumer Behaviour in Indian Context*, Chand, Delhi.
3. John A. Howard (1980) *Consumer Behaviour in Marketing Strategy*, Prentice Hall Inc, New Jersey.
4. Mowen, John C (1993), *Consumer Behaviour*, MacMillan, New York.
5. Nair, R.S (2009), *Consumer Behaviour and Marketing Research*, Himalaya Publishing House, Mumbai.
6. Schiffman, L. G and Kanuk, L and Kumar, R.S (2010), *Consumer Behaviour*, Pearson, New Delhi.
7. Solomon, R.M (2010), *Consumer Behaviour – Buying, Having, and Being*, PHI, New Delhi

INCOME TAX - II: LAW AND PRACTICE

B21CM05DE

(For Finance stream)

(Credits: 6)

OBJECTIVES

The course aims to provide knowledge of the various provisions of income-tax law in India and enable the learners to apply such provisions to compute total income and tax liability of individuals and other entities like HUFs, Firms, Cooperative Societies and Companies. It also aims to enable learners to understand the procedures relating to E- filing of return of income.

Course Outcomes:

After the completion of the course, the learner will be able to,

1. Compute Income under different heads, applying the charging provisions, deeming provisions, exemptions and deductions;
2. Calculate the tax liability of an individual and HUF as well as deductions from gross total income and determine the total income of an individual and HUF;
3. Examine the scope and ways of Personal Tax Planning.
4. Comprehend the procedures relating to E - filing of return of income and the contents of Income Tax Department website

COURSE OUTLINE:

BLOCK 1: INCOME FROM OTHER SOURCES
 BLOCK 2: SET OFF AND CARRY FORWARD OF LOSSES
 BLOCK 3: GROSS TOTAL INCOME AND DEDUCTIONS
 BLOCK 4: PERSONAL TAX PLANNING
 BLOCK 5: TAX ADMINISTRATION
 BLOCK 6: INCOME TAX RETURNS

Block	Unit
Block 1: Income from Other Sources	Unit 1: Introduction General and Specific Chargeability- Kinds of Securities and Grossing up of Interest- Bond Washing Transaction-
	Unit 2: Deductions Deductions Allowed - Deduction Not permitted
	Unit -3: Computation of Taxable income from other sources Computation of Taxable Income From Other Sources- Practical problems
Block-2: Set off and carry forward of losses	Unit 1: Set off and carry forward of losses Set Off Under The Same Head- Set Off Against Income of Other Heads- Exemptions- Rules of Set Off And Carry Forward
	Unit 2: Clubbing of income Clubbing of Incomes-Deemed Incomes
Block-3: Gross Total Income and Deductions	Unit-1:Gross Total Income Practical Problems of Computation of Gross Total Income with all heads of Income.
	Unit-2: General Deductions General Principles for Deductions from Incomes - Deduction Under Sec.80A - Sec. 80C to 80U

	Unit -3:Specific Deductions Deductions in Respect of Certain Payments - Deductions in Respect of Certain Incomes
	Unit-4:Rebates, Reliefs and taxable Income Rebates and Reliefs – Computation of Taxable Income.
Block-4: Personal Tax Planning	Unit-1:Tax Liability of Individuals Computation of Tax liability of Individuals –Old and New Regime
	Unit-2:Tax Planning Tax Planning for Individuals - Scope of Personal Tax Planning- Hints for Tax Planning
Block-5: Tax Administration	Unit-1:Unique Numbers in Tax Administration PAN (Permanent Account Number) – PAN Aadhar Linkage - TAN (Tax Deduction and Collection Account Number) - TIN (Tax Information Network)
	Unit-2: Authorities of Tax Income Tax authorities - Powers and duties - Procedure for Grievances Redressal.
Block 6- Income tax returns	Unit 1: Types of return Various Types of Return (ITR 1-7)
	Unit 2: Filing of return E-Filing of Return-Procedure- Return Through TRP

PRACTICAL ACTIVITIES:-

The learners are required to:

1. Compute the tax liability of individuals and HUF having different sources of income by considering the special exemption and deduction provisions under each head as well as the deductions from gross total income to minimize tax liability.
2. Apply for PAN for an Individual, Prepare the draft of TAN of Companies, Cooperative Societies, and Trust.
3. Fill the manual and online forms of ITR – 5, 6, & 7.
4. Identify five individuals above the age of 18 years without PAN Card. Educate them about the relevance of getting a PAN card issued from IT Department of India and help them fill the online application form for generating their PAN Card.
5. Visit the website of Income Tax Department, Government of India, be familiar with the various tools and services available and fill the various online ITR forms with hypothetical data.

REFERENCES

1. Singhanian V. K. & Singhanian K, *Direct Taxes: Law & Practice*. New Delhi: Taxmann Publication.
2. H.C.Mehrotra & S.P.Goyal, *Income Tax Including Tax Planning and Managemnt*, Sahitya Bhavan Publications, Agra.
3. Ahuja G & Gupta, R.*Direct Taxes* Ready Reckoner. New Delhi: Wolters Kluwer India Private Limited
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CO-OPERATIVE LEGAL SYSTEMS

B21CM15DE

(For co-operation stream)

(Credits: 6)

OBJECTIVES

1. To give an insight into the prevailing co-operative legal system.
2. To enable the Learners to understand the legal framework of co-operation in India and in Kerala

Course Outcomes:

After the completion of the course, the learner will be able to,

1. Aware about the laws prevailing in Kerala with regard to cooperatives will be created among the Learners.
2. Familiar with the legalities of cooperative legislations in Kerala
3. Aware of the procedure to be followed for registration and other working aspects of cooperatives.

COURSE OUTLINE:

Block 1: Introduction to Co-operative Acts
Block 2: Registration and membership of co-operatives societies
Block 3: Management of co-operatives
Block 4: Privileges of co-operatives
Block 5: Settlement of disputes
Block 6: Winding up

Block	Unit
Block-1: Introduction to Co-operative Acts	Unit-1:Introduction to Co-operative Legislation Co-operative Legislation in India and in Kerala- Evolution of

	Co-Operative Legislation in India
	Unit -2:Co-operative Acts The 1904 Act, the Act of 1912- Co- Operation As a State Subject in 1919-Madras Co-Operative Societies Act Of 1932- Multi State Cooperative Societies Act 1984-And its Replacement in 2002
	Unit-3:History of Co-operative Legislations in Kerala Evolution of Co-Operative Legislation in Kerala-Cochin Co-Operative Societies Act-Travancore Co- Operative Societies Act-Kerala Co-Operative Societies Act Of 1969
	Unit-4: Amendments in Co-operative Legislations in Kerala Major amendments in brief (2010 & 2013)
Block-2: Registration and Membership of Co-operative Societies	Unit-1: Kerala Co-operative Societies Act (Act 21 of 1969) Preamble and Its Significance- Important Definitions
	Unit -2:Registration of Co-operative societies Procedure for Registration, Byelaws- Contents Amendment Of Byelaws- Change Of Name And Liability- Amalgamation And Division of Co-Operative Societies
	Unit-3:Membership in Co-operative Societies Qualification for Membership- Rights and Liabilities of Members- Removal and Expulsion Of Members
	Unit-4:Rights of Members Withdrawal and Transfer of Shares by Members, Restriction on Holding Shares, Nomination By Members
Block-3: Management of Co-operatives	Unit-1:Meetings of Co-operative Societies Annual General Meeting-Special General Meeting-Powers of General Body
	Unit-2:Committees of Co-operative Societies Constitution of Committee-Term- Reservation for Weaker Sections-Disqualification of Committee Members
	Unit-3:Elections of Co-operative Societies Election- State Co-operative Election Commission and Its Powers -Election Procedure
	Unit-4: Appointment of Delegates Supersession of The Committee-Appointment of Administrator- Administrative Committee Seizure Of Books And Records.

Block-4: Privileges of Co-operatives	Unit-1: Register of Members Charge and set off- register of members as prima facie evidence- exemption from stamp duty
	Unit-2: Provisions of Taxes and Dues Taxes And Fees- Deduction of Dues of Co-Operatives- Exemption From Compulsory Registration of Certain Documents
	Unit-3: Inspection of Co-operative Societies Enquiry-Inspection and Supervision Procedures – Surcharge Procedures.
Block-5: Settlement of Disputes	Unit-1: Provisions Relating to Arbitration Arbitration and Awards-Provisions and Procedures-Execution and Enforcement of Awards Provisions and Procedures
	Unit-2: Appeals, review and revision Meaning and Distinction Authority of Appeals-Co-Operative Tribunal- Constitution and Powers
	Unit-3: Offences and penalties Offences and Penalties -Provisions and Procedures - Co-Operative Ombudsman–Powers and Appointment
Block-6: Winding Up	Unit-1: Winding Up of Co-operative Societies Winding up and Dissolution of Co-Operative Society
	Unit-2: Liquidators Liquidator- Appointment and Powers of Liquidators
	Unit-3: Claims Settlement Procedures- Settlement of Claims

PRACTICAL ACTIVITIES: -

1. Prepare a report on the registration of cooperatives with hypothetical details.
2. Collect data on the procedure adopted by various cooperatives for conducting meetings and prepare model notices for various meetings

REFERENCES

1. Goyal B.B. *Co-operative Legislation: Trends and Dimensions*, Deep& Deep Publications Pvt.Ltd. New Delhi.
2. Bedi R.D. *Law for Co-operation*, National Council for Co-operative Training, New Delhi.
3. Mohanan P.N. *Co-operative Societies Laws in Kerala*, Swamy Law House, Ernakulam.

4. Trivedi B.B. *Law and Management of Co-operatives*, Loyal Book Depot, Meerut.
5. Weerman P.E. *A Model Co-operative Societies Law, International Co-operative Alliance*, New Delhi

WEB DESIGNING AND PRODUCTION FOR BUSINESS

B21CM25DE

(For computer application stream)

(Credits: 6)

OBJECTIVES

1. To impart functional knowledge in the field of Web design
2. To develop practical skills in Web designing and production for business organisations.
3. To expose Learners to environment for web designing and developing

Course Outcomes:

After the completion of the course, the learner will be able to,

1. Create a website for business houses
2. Create interactive sheets for business purposes

COURSE OUTLINE:

1. BLOCK 1: PLANNING A SITE FOR BUSINESS
2. BLOCK 2: HTML BASICS
3. BLOCK 3: FRAMES, FORMS, IMAGES & NAVIGATION
4. BLOCK 4: CSS, MULTIMEDIA AND PUBLISHING
5. BLOCK 5: XML AN OVERVIEW
6. BLOCK 6: PUBLISHING A SITE

(30 % THEORY, 70 % PRACTICAL)

Block	Unit
Block-1: Planning a Site for Business	Unit-1:Introduction Web Page Overview – Elements of a Web Page
	Unit -2:Types of Sites Types of Sites – Personal Sites- Small Business Sites- Large Business Sites- Online Business Sites- Educational Institution Sites- Government Sites- Blogs- Twitters
	Unit-3:Site Creation Basics Matching Format to Audience- Creating Guidelines- Creating a Site Structure- Writing For The Web- Download Time- Methods For Creating Pages
Block-2: HTML Basics	Unit-1: Basics of HTML

	Head Content- Adding A Title- Body Content- Paragraph Breaks- Line Breaks- Horizontal Lines- Fonts And Text Size- Text Color- Headings- Aligning Text- Lists- Background Color.
	Unit -2:Editing Editing - About HTML Editors - Net Beans- Dream Viewer The Editing Environment
	Unit-3:Web Page Design Effective Page design – Uniform Style- Finding Design Ideas- Heading- Lists- Using White Space- Splitting The Text- Colors And Background- Creating Pages With Save As.
Block-3: Frames, Forms, Images & Navigation	Unit-1:Frames and Forms Frames and Tables- Animated Effects – Forms – Creating Forms
	Unit-2:Images Images – Image Formats for The Web- Obtaining Images- Image Size- Editing Images- Thumbnails- Images And Text- Rollover Images
	Unit-3:Navigation Navigation – Types of Hyperlinks, Navigation Bars, Linking To External Sites, Email Links, Creating Image Maps, Image Maps In Action, Site Maps, Three Click Navigation, Site Linkage.
Block-4: CSS, Multimedia and Publishing	Unit-1:CSS CSS – Creating And Editing Cascading Style Sheets, Adding CSS
	Unit-2:Multimedia Sound - Types of Sound Files, Linking to Sound Files, Embedding Sound Files - Video – Analog Video, Digital Video, Webcams, Animation – Downloading Animations
	Unit-3: Publishing Flash Publishing – Testing- Transferring to The Web- Registering a Site- Marketing a Site- Maintaining a Site- Domain Names- Web Hosting
Block-5: XML an Overview	Unit-1: Introduction XML – XML DTD – Physical Structures in XML – XML Data – Creating and Validating A Book Description Document In XML – Placing XSL in Perspective – XSL Concepts – Code Walk Through XSL - Creating XSL Style Sheet – Creating And Using COM Objects In XML
	Unit-2:Creation of Pages Creating Blogs Introduction Of PHP – Introduction to Scripting Language- WAMP/LAMP Installation- Configuration Of My SQL And Local Host- Develop a Simple Page- Compile PHP Script- Export A

	WEB Page- Security Features in Software Development Etc.
Block-6: Publishing a Site	Unit-1:Address
	Addressing a web site, Absolute & Relative addresses
	Unit-2: Hosting and maintenance of website Web Hosting -Web Hosting Basics - Types of Hosting- Packages - Registering domains - Defining Name Servers - Using Control Panel - Creating Emails in C panel - Using FTP Client - Maintaining a website.

PRACTICAL ACTIVITIES: -

1. Create websites for an automobile Company/an FMCG Company/dynamic website for an educational institution
2. Create an online application form for admission process.
3. Create a website for online marketing.
4. Creating a Blog using XML
5. Create a simple page by compiling PHP script.

REFERENCES

1. Mary Millhollon, et.al. *Easy Web Design*, PHI, New Delhi.
2. Nick Vandome. *Creating Web Pages*, Dreamtech Publishers, New Delhi.
3. Mike McGrath .*HTML in Easy Steps*, Dreamtech Publishers, New Delhi.,
4. Ramachandran et.al *Web designing and Production for Business*, Green Tech Books, Thiruvananthapuram.
5. NIIT. *Basics of Website Design*
6. Millhollon &Castrina. *Faster Smarter Web Page Creation*, PHI, New Delhi.

MARKETING RESEARCH

B21CM35DE

(For marketing stream)

(Credits: 6)

OBJECTIVES

The course intends to familiarize the Learners with the methods and techniques of marketing research and research designs to be adopted. The course also intends to create awareness amongst the Learners' various types of data collection and determination of sample size and also about report writing.

Course Outcomes:

After the completion of the course, the learner will be able to,

1. Understand the concepts and basics of marketing research.
2. Understand the types of data collection and various methods.
3. Aware about sample size, its determination and techniques involved in this.
4. Realise the significance of presentation the data collected for the public and academic world.
5. Comprehend the various methods of presenting reports to the world as such

COURSE OUTLINE:

1. BLOCK 1: INTRODUCTION
2. BLOCK 2: RESEARCH DESIGN
3. BLOCK 3: DATA COLLECTION
4. BLOCK 4: SAMPLING
5. BLOCK 5: DATA PROCESSING
6. BLOCK 6: REPORTING

Block	Unit
Block-1: Introduction	Unit-1:Introduction Marketing Research-Definition- Nature and Scope of Marketing Research
	Unit -2:Market, Marketing Decision and Marketing Research Marketing Research as an Aid to Marketing Decision Making - Types-Significance-Areas Covered by Marketing Research Market And Marketing Research-Outside Agencies And Research-Reliable Information Sources in India- Limitations Of Marketing Research
Block-2: Research Design	Unit-1: Research design Meaning – Definition - Purpose - Techniques
	Unit -2:TypesResearch Design Types of Research Design - Exploratory- Descriptive-Diagnostic-Experimental-Before only - Before and After-After Only with Control-Before and After with Control -Independent and Extraneous Variable
Block-3: Data Collection	Unit-1:Introduction Primary Data - Secondary Data -Sampling -Sampling Design-Probability and Non-Probability Sampling
	Unit-2:Data Collection Methods Methods for Collection of both Primary and Secondary - Questionnaire Construction Procedure -Data Scale of Measurement and its Basics
Block-4: Sampling	Unit-1:Introduction

	Sampling Techniques – Sample Size Determination per Survey
	Unit-2: Application of Marketing Research
	Motivation Research – Advertising Research – Product Research UNIT
Block-5: Data Processing	Unit-1: Introduction
	Coding-Editing-Tabulation
	Unit-2: Tests Testing of Hypotheses- Steps –Parametric and Non-Parametric Tests (Theory only) -ANOVA -MANOVA-ANCOVA-Chi-square Test
Block-6: Reporting	Unit-1: Report of Research Findings
	Types of Report – Report Format – Contents

PRACTICAL ACTIVITIES: -

1. Prepare a research design for new product launch of a FMCG Company.
2. Prepare a structured questionnaire for the collection of primary data collection for Advertisement Company which intends to gauge the response of consumers relating to celebrity endorsement for their products.
3. Prepare in detail the determination of sample size with regard to above questionnaire.
4. Organise the data collected from Point 2 in tabular forms.
5. Prepare a report on the above case study.

REFERENCES

1. Kotler, Philip, Armstrong, Gary, Prafulla Y Agnihotri & Khsanul Haque, *Principles of Marketing*, Pearson Education Inc, South Asia.
2. Kotler, Philip, Kerin Lave, Koshy, Abraham, & Jha, Mitheleswar, *Marketing Management*, Pearson Education Inc., South Asia.
3. Stanton, J.W., *Fundamentals of Marketing*, McGraw Hill, New York.
4. Pillai, R.S.N., & Bagavathy, V., *Modern Marketing, Principles and Practices*, S Chand Company Private Ltd, New Delhi.
5. Nair, Rajan, *Marketing Management*, S Chand Company Private Ltd, New Delhi

DISSERTATION/PROJECT REPORT

B21CM01PR

(Credits: 6)

GUIDELINES FOR PROJECT

- Project work to commence at the beginning of the sixth semester
- Every student shall work on a project related to Commerce and more closely associated to the area of specialization. Identifying a topic which is live from the environment/industry is possible through establishing linkages with industry/ policy making bodies.

- Project Report to be submitted at the end of the last semester
- Project work should be done under the supervision and guidance of academic counsellors.
- Students who submit a project shall justify the following:
 - Research Problem
 - Relevance of the study
 - Objectives and the Methodology
 - Analysis and interpretation
- Two copies of the project report in English (Printed in A4 size paper) should be submitted as per latest APA format.

Structure of the Report

- Preliminary section
 - Title Page- Name of the Student, Name and Designation of the supervising Teacher
 - Certificate from the guide (Academic counsellors)
 - Acknowledgements
 - Contents
 - List of tables
 - List of figures
 - Chapterisation
- Main content
 - Chapter I
 - Introduction
 - Review of Literature
 - Research problem
 - Research gap
 - Significance of the study
 - Scope of the study
 - Objectives of the study
 - Methodology (stating the variables associated with the objectives)
 - Sample design and technique
 - Chapter II
 - Theoretical/Conceptual framework
 - Chapter III
 - Data Analysis and interpretation
 - Chapter IV
 - Findings, Conclusion and Suggestions
- End Section
 - Bibliography- as per latest APA format
 - Appendix (Questionnaire, Specimen copies of forms, other exhibits etc.)- include only those materials which is referred in the report

Project Evaluation

Dissertation /Project Report to be submitted at the end of the last semester. The project report shall be subject to internal and external evaluation followed by a Viva-voce.

Internal Evaluation is to be done by the supervising teacher and external evaluation is to be done by an examiner appointed by the University.

The maximum marks shall be 100 -project assessment 70 per cent viva voce 30 per cent.

A viva voce related to the project work will be conducted by the external evaluation Board and students have to attend the viva voce.

Total Marks for the Project is 100 in two components

A - Project assessment -70

B -Viva Voce- 30

Project assessment valuation would have the e following break up:

Relevance of the study-10

Problem identification -10

Methodology-25

Findings-10

Reporting-5

Linkage in the study-5

Outcome achieved -5

The student should get a minimum of 35 in project report.

If the student fails to get a minimum in project report, he or she shall submit the project report after modifying it on the basis of the recommendations of the examiners.

Structure of model question paper

SECTION A

Answer any ten questions in a word or sentence each. Each question carries 1 mark.

(1x10 = 10 Marks)

SECTION B

Answer any five questions in one or two sentences each. Each question carries 2 marks.

(2x 5 =10 Marks)

SECTION C

Answer any four questions in one page each. Each question carries 5 marks.

(5x4 = 20 Marks)

SECTION D

Answer any two questions in three pages each. Each question carries 15 marks.

(15x2 =30 Marks)