

CURRICULUM AND SYLLABUS

CHOICE BASED CREDIT AND SEMESTER SYSTEM (CBCSS)

Bachelor's Programme in Business Administration

(Introduced From 2020 Admission Onwards)

BOARD OF STUDIES IN COMMERCE

Naipunnya Institute of Management and Information Technology

(Accredited by NAAC with B++, ISO 9001- 2015 Certified)

East Koratty- 680308

To reach the unreachable

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Department of Commerce

The Department of Commerce is built on the energy and drive of its people which constitute the management, faculty members, and the student community. It has always aimed to become an Institution – where students are nurtured through continuous learning and skill development, mentored by committed faculty, that is conscious of its role in the community and supporting eco-friendly causes and perform daily operations through the use of natural products and recyclable items. The Department also strives to be the best department for training and educating aspiring learners of outstanding abilities who can become future leaders for the management industry by working closely and proactively with the industry.

Vision

To establish a hub of excellence in value-based commerce education, motivating students to aspire to greater heights.

Mission

To provide the skills and capabilities necessary for success in both the local and international employment arenas.

- * To instill the essential skills needed for self-employment and entrepreneurial ventures.
- * To foster a culture of community focused on research.
- * To nurture responsible individuals with a strong sense of social accountability.

Courses offered

B Com (Finance)

B Com (Computer Application)

B Com (Co-operation)

BBA (Marketing)

M.Com (Finance)

2. Program Outcomes

PO1.Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2.Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

PO3. Citizenship ethics, and sustainability: Demonstrate empathetic social concern and equity centered national development. Guided by ethics. Promoting social, economic and environment sustainability.

PO4: Use of computer skills: Use the knowledge of computers and information technology for data acquisition and data analysis in experimental investigations and in communication.

PO5. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes

3. Programme Specific Outcome - BBA

PSO1 - Understand the basic concepts of commerce, management, accounting and economics.

PSO2 - Students acquire practical skills to work as accountant, audit assistant, tax consultant, computer operator as well as other financial supporting services.

PSO3 - Students will be able to do their higher education and can make research in the field of finance and commerce

PSO4 - Students will be able to acquire knowledge and develop skills in different areas of communication, decision making, innovations and problem solving in day to day business activities.

PSO5 – Students will be empowered with entrepreneurial skills for career development and future prospects.

4. PSO-PO Mapping

	PSO1	PSO2	PSO3	PSO4	PSO 5
PO1.Critical Thinking	3	2	3	3	3
PO2.Effective Communication	3	2	3	3	3
PO3.Effective citizenship, Ethics and Sustainability	3	3	3	3	3
PO4: Use of computer skills	2	2	3	3	3
PO5. Self-directed and Life-long Learning	3	2	3	2	2



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5.Programme Structure

Title of the Programme

This Degree shall be called Bachelor of Business Administration (BBA)

Eligibility for admission

Any candidate who has passed the Plus Two of the Higher Secondary Board of Kerala or Pre-Degree of Calicut University or that of any other University or Board of Examinations in any state recognized as equivalent to the Plus Two of the Higher Secondary Board in Kerala, with not less than 45% marks in

aggregate is eligible for admission, However, SC/ST, OBC and other eligible communities shall be given relaxation as per University rules.

Duration of the programme:

The duration of the BBA programme of study is three academic years with six semesters.

Medium of Instruction:

The medium of instruction and examination shall be English.

6. Semester wise courses

Total courses for the BBA Programme are divided into: -

- (i) Common courses: English (14 credit), Additional language (8credit) & General (16 credit)
- (ii) Core courses and project (63)
- (iii) Complementary courses (16)
- (iv) Open courses (3 credit)
- (v) Ability Enhancement Courses/Audit courses (16 Credit)

The course of study leading to the award of BBA shall comprise the following: -

Semester I								
Sl No	Course	Course Code	Title	Contact hours	Credits	Internal	External	Total Marks
1	Common	BBA1A01	English	4	3	15	60	75
2	Common	BBA1A02	English	5	3	15	60	75
3	Common	BBA1A07	Second Language- Hindi/ Malayalam/ French	5	4	20	80	100
4	Core	BBA1B01	Management theory & Practices	6	4	20	80	100
5	Compl.	BBA1C01	Managerial Economics	5	4	20	80	100
6	Audit Course	AUD1E01	Environment Studies		4			100

7	Add On Course	NCMAOC 01	English Language Enrichment Course	30				
8	Bridge Course	NCMBC01	Basics of Accounting	30				
9	Add on course	NCMAAC	Skill Enrichment Programme	30				
10	Add on course	NCM/VAP /01	Positive Thinking	32	2			
Total of Semester I				25	18	90	360	450

Semester II

Sl No	Course	Course Code	Title	Contact hours	Credits	Internal	External	Total Marks
1	Common	BBA2A03	English	4	4	20	80	100
2	Common	BBA2A04	English	5	4	20	80	100
3	Common	BBA2A08	Second Language- Hindi/ Malayalam/ French	5	4	20	80	100
4	Core	BBA2B02	Financial Accounting	6	4	20	80	100
5	Core	BBA2B03	Marketing Management	5	4	20	80	100
6	Audit Course	AUD1E02	Disaster Management		4			100
7	Add on Course	NCMAAC	Skill Enrichment Programme					
Total of Semester II				25	20	100	400	500

Semester III

Sl No	Course	Course Code	Title	Contact hours	Credits	Internal	External	Total Marks
1	Common	BBA3A11	Basic Numerical methods	5	4	20	80	100
2	Common	BBA3A12	Professional Business Skills	4	4	20	80	100
3	Core	BBA3B04	Corporate Accounting	6	4	20	80	100

4	Core	BBA3B05	Financial Management	5	4	20	80	100
5	Compl.	BBA3C02	Business Regulations	5	4	20	80	100
6	Audit Course	AUD1E03	Human Rights		4			100
7	Add on Course	NCMAOC 02	MOOC Online course Computer Application in Business, Basics of event Management, Management in Tourism	90				
8	Add on Course	NCMAAC	Skill Enrichment Programme					
Total of Semester III				25	20	100	400	500
Semester IV								
Sl No	Course	Course Code	Title	Contact hours	Credits	Internal	External	Total Marks
1	Common	BBA4A13	Entrepreneurship Development	5	4	20	80	100
2	Common	BBA4A14	Banking and Insurance	4	4	20	80	100
3	Core	BBA4B06	Cost Accounting and Management accounting	6	4	20	80	100
4	Compl.	BBA4C03	Corporate Regulations	5	4	20	80	100
5	Compl.	BBA4C04	Quantitative Techniques for Business	5	4	20	80	100
6	Audit Course	AUD1E04	Gender Studies		4			100
7	Add on course	NCMAAC	Skill Enrichment Programme					
Total of Semester IV				25	20	100	400	500
Semester V								
Sl No	Course	Course Code	Title	Contact hours	Credits	Internal	External	Total Marks
1	Core	BBA5B07	Human Resource Management	4	4	20	80	100

2	Core	BBA5B08	Business Research Methods	4	3	15	60	75
3	Core	BBA5B09	Operations Management	4	4	20	80	100
4	Core - Specialisation	BBA5B10	Consumer Behaviour	5	4	20	80	100
5	Core - Specialisation	BBA5B11	Product and Brand Management	5	4	20	80	100
6	Open	BBA5D03	Open Course -Business Organisation and Communication	3	3	15	60	75
7	Add On Course	NCMAOC 03	MS Excel/ DFA/Tally	40				
Total of Semester V				25	22	110	440	550
Semester VI								
Sl No	Course	Course Code	Title	Contact hours	Credits	Internal	External	Total Marks
1	Core	BBA6B12	Organisational Behaviour	5	4	20	80	100
2	Core	BBA6B13	Management Science	5	4	20	80	100
3	Core	BBA6B14	Project Management	3	2	15	60	75
4	Core - Specialisation	BBA6B15	Advertising and Sales Promotion	5	4	20	80	100
5	Core - Specialisation	BBA6B16	Supply Chain and Logistics Management	5	4	20	80	100
6	Core-Project	BBA6B17	Three Weeks Project and Viva – Voce	2	2	15	60	75
Total of Semester VI				25	20	110	440	550

Add-on Courses (Code NCMAOC), Bridge Course (Code NCMBC) and Additional Certification Courses (Code NCMAAC) are provided by the college in various semesters in addition to the university's insisted courses.

Credits (C): Each course shall have certain credits. A student is required to acquire a minimum of 140 credits for the completion of the UG programme, of which 120 credits are to be acquired from class room study and shall only be counted for SGPA and CGPA. Out of the 120 credits, 14 credits for common courses (English), 8 credits for additional language courses and 16 credits for General courses. The maximum credits for a course shall not exceed 5. Audit courses shall have 4 credits per course and a total of 16 credits in the entire programme. The maximum credit acquired under extra credit shall be 4. If more Extra credit activities are done by a student, it may be mentioned in the Grade card. The credits of audit courses or extra credits are not counted for SGPA or CGPA. ‘Letter Grade’ or simply ‘Grade’ (G): in a course is a letter symbol (O, A+, A, B+, B, C, P, F, I and Ab). Grade shall mean the prescribed alphabetical grade awarded to a student based on his/her performance in various examinations. ‘Credit Point’ (P) of a course is the value obtained by multiplying the grade point (G) by the credit (C) of the course: $P = G \times C$. ‘Extra Credit’ is the additional credit awarded to a student over and above the minimum credits required for a programme, for achievements in co-curricular activities and social activities conducted outside the regular class hours, as decided by the University. For calculating CGPA, extra credits will not be considered.

Attendance: A student shall be permitted to appear for the semester examination, only if he/she secures not less than 75% attendance in each semester. Attendance shall be maintained by the Department concerned. Condonation of shortage of attendance to a maximum of 10% in the case of single condonation and 20% in the case of double condonation in a semester shall be granted by University remitting the required fee. Benefits of attendance may be granted to students who attend the approved activities of the college/university with the prior concurrence of the Head of the institution. Participation in such activities may be treated as presence in lieu of their absence on production of participation/attendance certificate (within two weeks) in curricular/extracurricular activities (maximum 9 days in a semester). Students can avail of condonation of shortage of attendance in a maximum of four semesters during the entire programme (Either four single condonations or one double condonation and two single condonations during the entire programme) . If a student fails to get 65% attendance, he/she can move to the next semester only if he/she acquires 50% attendance. In that case, a provisional registration is needed. Such students can appear for supplementary examinations for such semesters after the completion of the programme. Less than 50% attendance requires Re-admission. Re-admission is permitted only once

during the entire programme. Strike off the roll: A student who is continuously absent for 14 days without sufficient reason and proper intimation to the Principal of the college shall be removed from the roll.

Ability Enhancement courses/Audit courses: These are courses which are mandatory for a programme but not counted for the calculation of SGPA or CGPA. There shall be one Audit course each in the first four semesters. These courses are not meant for classroom study. The students can attain only pass (Grade P) for these courses. At the end of each semester there shall be an examination conducted by the college from a pool of questions (Question Bank) set by the University. The students can also attain these credits through online courses like SWAYAM, MOOC etc (optional). The list of passed students must be sent to the University from the colleges at least before the fifth semester examination.

Grace Marks: Grace Marks may be awarded to a student for meritorious achievements in co-curricular activities (in Sports/Arts/NSS/NCC/ Student Entrepreneurship) carried out besides the regular class hours. Such a benefit is applicable and limited to a maximum of 8 courses in an academic year spreading over two semesters. No credit shall be assigned for such activities. In addition, maximum of 6 marks per semester can be awarded to the students of UG Programmes, for participating in the College Fitness Education Programme (COFE)

Industrial Visit: The fourth semester students of affiliated colleges shall be taken under the supervision of faculty members to business or industrial units so as to enable them to have first-hand knowledge about the location, layout, managerial functions, H R management or any area of study as per curriculum. Study tour to an industrial/business centre will form part of curriculum. The report submitted by the student in this respect shall be considered as one of the assignments of the course Entrepreneurship Development or any other course in the fourth semester.

Project work

Every student of a UG degree programme shall have to work on a project of 2 credits under the supervision of a faculty member. For doing the project, the student may choose any topic areas from the subjects he/she has studied. The candidate shall prepare and submit a project report to the Department. The report shall be in English with not less than 30 pages, printed or typed (A4 size paper, 1.5 line spacing, Times

New Roman font, font size 14 and spiral bound. The project report should be submitted to the Head of the Department one week before the last working day of the sixth semester, duly certified by the Guide.

Project work shall have the following stages:

- Project proposal presentation
- Field work and data analysis
- Report writing
- Draft project report presentation
- Final project report submission

The project can be done individually or as a group of three students (maximum) on the same topic and present the report. However, the project supervisor should make sure that each student constructively contributes to the completion of the project. For this purpose the supervisor shall keep a diary in which the chronological record of the students visit to the supervisor for the project discussions shall be maintained. The work of each student shall be guided by one Faculty member.

The candidate shall prepare at least two copies of the report; one copy for submission to the Department and another copy for the student which he/she has to bring with him/her at the time of viva voce. More copies may be prepared if the organization or the guide or both ask for.

Duration of project work: The duration of the project work shall be 3 weeks.

A certificate showing the duration of the project work shall be obtained from the supervising teacher or from the organization for which the project work was done and it shall be included in the project report.

Structure of the report.

- Title page
 - Declaration of the student
 - Certificate from the supervising teacher / organization (for having done the project work)
- Acknowledgements

Contents: -

Chapter I : Introduction (Organization profile, Research problem, Objectives of the study, Research methodology etc.)

Chapter II : Review of Literature

Chapter III : Theoretical Framework

Chapter IV : Data Analysis

Chapter V : Findings, Suggestions and Conclusion.

Appendix : (Questionnaire, specimen copies of forms, other exhibits etc.)

Bibliography: (books, journal articles etc. used for the project work)

Viva-Voce

At the end of sixth semester candidate shall attend a project-based viva voce. The external evaluation of 12 to 15 students per day is to be conducted with one external examiner and one internal examiner. The examiners shall consult each other and award the grades according to the same criteria specified above for the award of marks.

Extension Activities: Compulsory social service (CSS) for a period of 15 days is essential for the successful completion of the BBA Programme.

SYLLABUS OF BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME UNDER CBCSSUG EFFECTIVE FROM THE 2020-21 BATCH BBA (MARKETING) ADMISSIONS

Semester 1

ENG1A01: LITMOSPHERE: THE WORLD OF LITERATURE

COURSE CODE	ENG1A01
TITLE OF THE COURSE	LITMOSPHERE: THE WORLD OF LITERATURE

SEMESTER IN WHICH THE COURSE IS TO BE TAUGHT	1
NO. OF CREDITS	3
NO. OF CONTACT HOURS	72 (4 Hours/Week)

Course Objectives

1. To develop the ability to appreciate life and literature
2. To cultivate an interest in society and culture
3. To envisage creative approach to life and literature

Course Outcomes

CO1: Develop the qualities necessary to become good, kind and responsible human being

CO2: Attain confidence to ask questions

CO3: Apply logical and analytical skills in various situations

CO4: Understand and apply problem solving skills

CO5: Assimilate new perspectives on life

CO6: Enhance the ability to express themselves through writing

AIM OF THE COURSE:

This course aims to introduce the nature and types of literature to undergraduate students. This course is envisaged in such a way as to help students gain some insights into the art of creative thinking and writing and also to assist them in approaching literature in an analytical way. This eventually leads to develop the students' ability to understand various perspectives on life and literature. Another major

purpose of the course is to familiarise the students with English language and literature so that they can appreciate and embrace the creative side of life too.

CO-PO/PSO Mapping

PO→	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO ↓											
CO1	2	3	3	3	2	3	3	3	3	3	3
CO2	3	3	2	2	3	3	2	3	3	3	3
CO3	2	3	2	3	3	2	3	3	2	3	2
CO4	3	3	2	3	2	2	1	2	2	3	3
CO5	3	3	2	3	3	3	3	1	3	3	3
CO6	2	3	3	3	2	3	3	3	3	3	3

Module-CO Mapping

Outcomes	Module 1	Module 2	Module 3	Module 4
CO1	3	3	3	3
CO2	3	3	3	2
CO3	2	2	2	2
CO4	2	2	2	3
CO5	3	3	3	3
CO6	2	3	2	2

COURSE DESCRIPTION:

Pongam, Koratty East, Thrissur District, Kerala State, India. Pin-680308.

Phone +91 9605001987, 04802730340, 2730341, 2733573

www.naipunnya.ac.in, mail@naipunnya.ac.in

A. COURSE SUMMARY

Module 1: 14 hrs

Module 2: 16 hrs

Module 3: 14 hrs

Module 4: 16 hrs

Evaluation: 12 hrs

Total: 72 hrs

B. COURSE DETAILS:

MODULE 1: Literature- Initiation

1. To Posterity (poem)- Louis MacNeice
2. The Rocking Horse Winner (Short Story) -D H Lawrence
3. "Memoirs of A Mad Man (Prose excerpts from Autobiography)-Gustave Flaubert

MODULE 2: Creative Thinking and Writing

1. The Thought Fox (poem)-Ted Hughes
2. Poetry (poem)-Marianne Moore
3. Excerpt from An Autobiography(Prose)-Agatha Christie
4. Half a Day (Short story)-Naguib Mahfouz

MODULE 3: Critical Thinking

1. To a Reason (Poem)- Arthur Rimbaud
2. The Adventures of the Retired Colourman (Short Story)--Arthur Conan Doyle

3. Trifles (One-Act Play)-Susan Glaspé

MODULE 4: Perspectives

1. Body Without the “d” (Poem)-Justice Ameer
2. Sleeping Fool (Poem)-Suniti Namjoshi
3. The Cockroach (Short Story)-Luis Fernando Verissimo; translated by Anna Vilner
4. About Dalit Literature” (Prose)-Sharankumar Limbale
5. Purl (Short Film)-Kristen Lester

READING LIST: CORE TEXT

CODE: ENG1A01

TITLE: LITMOSPHERE: THE WORLD OF LITERATURE

AUTHOR: BoS English (UG) University of Calicut

PUBLISHER: University of Calicut

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FURTHER READING:

Koshy, A V- A Treatise On Poetry for Beginners. CreateSpace Independent Publishing Platform, 2012

Rilke, Rainer Maria -Letters to a Young Poet. Yogi Impressions, 2003.

Esplugas, Celia & Landwehr, Margarete. “The Use of Critical Thinking Skills In Literary Analysis”.

Foreign Language Annals, 2008. 29. 449 - 461.

10.1111/j.1944-9720.1996.tb01256.x.

LaPlante, Alice - The Making of a Story: A Norton Guide to Creative Writing. WW Norton, 2009.

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www.naipunnya.ac.in, mail@naipunnya.ac.in

Michael Michalko- Cracking Creativity. Ten Speed Press, 2001.

ENG1A02: FUNCTIONAL GRAMMAR AND COMMUNICATION IN ENGLISH

COURSE CODE	A02
Title of the Course	Functional Grammar and Communication in English
Semester in which the course is to be taught	1
No. of Credits	3
No of contact hours	90(5 Hours / Week)

AIM OF THE COURSE:

This course aims at preparing undergraduate students to learn how to use the structure of language systematically and to get a good command over the language to produce the learned grammatical structures accurately. It aims to enable the learner to communicate effectively at the written and spoken level appropriately in real-life situations.

Course Objectives

1. To identify the key concepts of English grammar.
2. To describe the use of appropriate language through the understanding of the sentence patterns in English.

Course Outcomes

CO1: Demonstrate the ability to use the syntactic structures within English texts.

CO2: Distinguish logical and analytical skills in the use of language for communication.

CO3: Develop writing skills in various professional and career related situations

CO4: Formulate the basic skills in spoken communication in formal contexts

CO-PO/PSO Mapping

PO→	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO ↓											
CO1	3	3	3	2	2	3	3	3	3	3	3
CO2	3	3	2	1	3	3	2	3	3	3	3
CO3	3	1	2	1	2	2	3	3	2	3	2
CO4	1	3	2	3	1	2	1	2	2	3	3

Module-CO Mapping

Outcomes	Module 1	Module 2	Module 3
CO1	3	3	2
CO2	2	2	3
CO3	1	1	3
CO4	1	1	3

COURSE DESCRIPTION:

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A. COURSE SUMMARY

Module 1: 26 hrs

Module 2: 26 hrs

Module 3: 26 hrs

Evaluation: 12 hrs

Total: 90 hrs

B. COURSE DETAILS:

Module1: Basic Concepts of Syntax

Word order and Sentence Patterns - Concord/ Subject-Verb Agreement - Types of Sentences based on Functions - Types of Sentences based on Clauses - Transformation of Sentences - Affirmative and Negative Sentences - Connectives- Collocations - Punctuations

Module 2: Basic Functional Aspects of Grammar

Use of major tense forms (Emphasis on tense forms in use in everyday transactions) – Use of Active and Passive Voice – Making use of Reported Speech – Use of functional elements in sentences – Articles – Prepositions.

Module 3: Skills for Communication

Aspects of Formal Communication – Barriers to Communication – Preparation for Minutes of Meeting – Writing of Memos - Emails – Letter writing – Writing Curriculum Vitae/Resume - Proposals and Statements of Purpose – Reviews - Case Studies – Group discussion – Presentation skills

READING LIST:

CORE TEXT: FUNCTIONAL GRAMMAR AND COMMUNICATION IN ENGLISH

CODE TITLE: ENG1A02

AUTHOR: BoS English (UG) University of Calicut

PUBLISHER: University of Calicut

FURTHER READING:

Adair, John. Effective Communication. London: Pan Macmillan Ltd., 2003. Collins, Patrick. Speak with Power and Confidence. New York: Sterling, 2009.

Combleet. S and Carter, R The Language of Speech and writing London: Routledge. 2001. Dignen, Bob. Presentation Skills in English, Orion Printers, Hyderabad. 2007.

Guffey, Mary Ellen. Essentials of Business Writing. Ohio: South-Western College Pubg., 2000.

Kroehnert, Gary. Basic Presentation Skills. Sidney: McGraw Hill, 2010.

Mohan Krishna and Meera Banerji. Developing Communication Skills 2nd Edition, Trinity Press Delhi. 2009.

Quirk R. & Sidney Greenbaum. A University Grammar of English. ELBS.

Shankar. R Communication Skills in English Language ABD Publishers, New Delhi. 2011. Swan,

Michael. Practical English Usage. Oxford University Press, 2005.

Thomson, A. J. and Martinet. A Practical English Grammar Combined Exercises Vol. 1 & 2. Oxford University Press.

Wallace, Michael. Study Skills in English. London: Cambridge University Press. 1988

MAL1A07 (1): MALAYALASAHITHYAM-1

2. No. of sessions: 64

Course Objectives
1. Familiarize the students with different stages of growth and development of Malayalam language.

2. Acquaint the students of different writing styles and features of various writers.

3. Familiarize with Malayalam literature and the stylistic use of language in various period.

Course Outcomes

CO1: Cultivate an interest in Mother tongue and regional literature for enhanced cultural development.

CO2: Enhance language skills.

CO3: Familiarize with diverse cultural realms within Kerala culture.

CO4: Develop communication skills and nurture a penchant for creative writing.

CO5: Improve the fundamental grammatical structure of language usage.

CO-PO/PSO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	3	2	3	2	2	3	2	2	3
CO2	3	3	2	2	3	3	3	2	2	3	2
CO3	3	2	3	2	3	2	2	3	2	2	3
CO4	3	3	1	2	2	2	2	2	3	3	2
CO5	1	1	2	3	2	3	2	2	2	2	3

Module-CO Mapping

	Module 1	Module 2	Module 3	Module 4
CO1	3	1	2	1
CO2	2	1	1	1
CO3	1	3	1	1
CO4	1	1	2	3
CO5	1	1	1	2

Module 1: Poems

Krishnagadha-Cherusseri

Lakshmanaswantham(Adhyathmaramayanam)-Ezhuthachan

Njyanappana-Poonthanam

Rukmini swayamvaram-Kunchan Nambiar

Module 2: Folk lore

Nadan pattu

Vadakkan pattu

Mappila pattu

Module 3: Stories

Mothiram –Karooor

Double act-K Saraswathiamma

Raciamma-Uroob

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Module 4:Stories

Ullurukkam-N P Muhammed

Ottuchedi-C V Sreeraman

Geetha Hiranyan-Khare bayire

Pramod Raman-Thanthathazhu

HIN 1 A07(1)

No. of sessions: 72

Course Objectives
1.To acquaint the students with different forms of thoughts and styles used in Hindi prose writing ,to make them able to express their thoughts in these different forms.
2. To introduce Hindi Drama to the students for appreciation and critical analysis.
3. To help them to develop their creative thinking and writing .
Course Outcomes
CO1: Analyze literary texts concerning genre, gender, and the canon.
CO2: Apply academic conventions such as referencing and bibliography.
CO3: Investigate the origin, development, and themes of Hindi drama across different ages and stages.
CO4: Explore how writers utilize language resources creatively to depict the range of human experiences through dramas.

CO-PO/PSO Mapping

	PO 1	PO 2	PO 3	PO 4	PO 5	PSO1	PSO2	PSO 3	PSO 4	PSO 5	PSO 6
CO 1	3	2	1	1	1	2	2	2	3	2	2
CO 2	1	2	1	1	1	2	3	2	2	2	3
CO 3	3	1	1	1	2	2	3	1	2	2	2
CO 4	3	1	3	1	2	2	3	2	2	2	3

Module – CO Mapping

	Module 1	Module 2	Module 3
CO1	3	1	1
CO2	1	1	0
CO3	1	1	3
CO4	1	1	2

Module 1:

- 1.HARI BINDI by MRIDULA GARG
- 2.SHAVYATRA by OMPRAKASH VATMIKI
- 3.NAKHUN KYON BADHTE HAI by HAZARI PRASAD DWIVEDI

Module 2 :

- 4.SONA by MAHADEVI VARMA
- 5.SADACHAR KAA TAAWEEZ by HARISHANKAR PARSAI

Module 3 :

Drama : SAKKUBAI

HIN 1A 07(2)

No. of sessions: 90

Course Objectives
1.To acquaint the students with different forms of thoughts and styles used in Hindi prose writing ,to make them able to express their thoughts in these different forms.
Course Outcomes
CO1: Approach literary texts in terms of genre, gender and the canon
CO2: Understand and use academic conventions: referencing and bibliography.
CO3: The learner will be aware of socio-political and economic conditions of the society from different periods .

CO-PO/PSO Mapping

PO→	PSO1	PSO2	PSO3	PSO4
CO↓				
CO1	1	2	1	1
CO2	1	1	2	1
CO3	1	2	1	1

Course Description:

Module 1

1. Ganga Maiyya –Kaka Kalelkar
2. Hrishikesh Mukharjee ke saath dhaee din –Manohar Shyam Joshy
3. Bigadail bache – Maneeshaa Kulshresht

Module 2

1. Sthree jo mahaj twacha hai –Sudheesh Pachauri

2. Rasiya - Ramvruksh beneepuri
3. Domin Kakki – Chitra Mudgal

Module 3

1. Chirapunji se aaya hun – Pradeep Pant
2. Sabse bada aadmi – Bhagavati Charan Sharma

FRE 1A07(1/2)COMMUNICATIVE SKILLS IN FRENCH FRE 1A07(1/2)

Course Objective :

Introduce students to French language, pronunciation, basic communication skills, and writing simple sentences and compositions, enabling effective communication and interaction in everyday situations.

Course Outcomes

CO1: To familiarise the students with a modern foreign language.

CO2: To familiarise the students with the sounds of French and their symbols.

CO3. To familiarise students with French for basic communication and functions in everyday situations.

CO4.To familiarise students with the basics of writing simple, direct sentences and short compositions.

CO PO PSO MAPPING

PO/PSO	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	1	2	0	0	1	1	1	1
CO2	0	1	0	0	0	0	1	1
CO3	0	2	0	1	0	0	1	2
CO4	1	2	0	00	1	1	1	1

Course Outline : 4 Modules

1. Module I : Current trends in French pronunciation, grammar, lexical items, discourse models-oral and written.
2. Module II : Literary communication literary passages, versification, lyrics and music.
3. Module III : Communication skills in everyday conversation.

4. Module IV : Training in creative writing .

TEXTBOOK : ‘Echo A 1 : Methode de francais’ - (Lessons 0-3, Pages 1st to 29)

BBA1B01 Management Theory and Practices

No. of sessions: 80

Course Objectives
1. To develop conceptual knowledge of Business Management.
2. To understand and analyze practical aspects of management to become skilled manager in a corporate business set up.
Course Outcomes
CO1: Understand different schools of management thought.
CO2: Apply planning and organizing concepts for effective management.
CO3: Analyze staffing and controlling concepts for effective management.
CO4: Apply modern management practices in business.
CO5: Analyze ethically and socially responsible behavior in management.

CO-PO/PSO Mapping

PO →	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3 3	PSO4	PSO5
CO ↓										

CO1	2	3	1	2	1	3	1	1	3	3
CO2	3	3	1	2	1	3	1	1	3	3
CO3	2	1	2	1	1	3	1	2	3	2
CO4	2	3	2	2	3	2	1	2	2	3
CO5	3	2	2	1	2	3	1	2	3	3

Module I

Evolution of Management: Concept and nature of management -Approaches to management: Classical approach - Scientific, Administrative and Bureaucratic - Neoclassical approach: Human relation and Behavioural - Modern approach: Quantitative, System and Contingency.

Module II

Management Process: Basic roles and skills of manager –Levels of management- Overview of functions of management: planning, organizing, staffing, directing and control - Nature and elements of planning, planning types –MBO - Strategic planning and decision making- Organizing – Division of labour and work specialization, Delegation, Decentralization, Span of management and Departmentation.

Module III

Staffing, Directing and Control: Staffing-Meaning and Importance - Factors affecting and functions of staffing - Directing–Meaning, importance and features of directing - Controlling– Meaning and importance, characteristics and types of controlling-Steps in control process- Techniques of control

Module IV

Modern Practices in Management: Total Quality Management (TQM), Kaizen, Lean Management - Business Process Re-engineering-Open Book Management.

Module V

Ethics and Social Responsibility: Managerial ethics - Factors affecting ethical choices - Ethical issues and ethical dilemma in business - Corporate Social Responsibility (CSR) – Stakeholders - Corporate Philanthropy-Managing company ethics and social responsibility - Concept of Corporate Governance - Indian Ethos for Management - Value-oriented Holistic Management.

Reference Books:

1. Koontz, Hand Wechrich, H. Management, Tata McGraw Hill, N.Y.
2. P. Robbins Stephen & Coulter Mary, Management, Pearson Education Asia, New Delhi.
3. Prasad, L. M, Principles and Practice of Management, Sultan Chand & Sons-New Delhi.

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4. Sherlekar, Management (Value-Oriented Holistic Approach) Himalaya Publishing House, Mumbai.
5. Khandewal, N.M, Indian Ethos and Values for Managers, Himalaya Publishing House, Mumbai.

Semester I

BBA1C01 Managerial Economics

No. of sessions: 80

Course Objectives
1. This course aims to acquaint the students with economic concepts and principles relevant for business decisions. It also intends to enable the students to apply the economic principles in managerial business.
Course Outcomes
CO1: Acquire knowledge regarding relevant economic concepts applicable in managerial decisions.
CO2: Design competition strategies based on product nature and market structures.
CO3: Make optimal business decisions by integrating economic concepts.
CO4: Identify economic conditions' influence on business performance and apply suitable economic theory.
CO5: Learn about business cycles, their impact on the economy, and business and economic forecasting.

CO-PO/PSO Mapping

PO →	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO ↓										
CO1	3	3	1	2	1	2	1	2	2	3
CO2	3	2	2	1	3	2	2	2	2	1
CO3	3	3	2	1	2	2	1	3	2	1
CO4	3	3	3	2	1	2	1	2	3	1
CO5	3	2	2	1	3	2	2	2	2	2

Module I: Introduction to Managerial Economics: Meaning, Definition, Nature, Scope and Principles of Managerial Economics. Value Maximisation- Limitations: Sales Maximisation Model and Utility Maximisation Model.

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Module II: Demand And Supply :Meaning and Determinants of Demand; Demand Function; Law of Demand; Demand Schedule, Demand Curve; Movement along the Demand Curve, Shifts of Demand Curve; Elasticity of Demand: Price, Income and Cross Elasticity; Importance and Methods of Demand Forecasting. Utility: Concept, Marginal Utility, Law of Diminishing Marginal Utility. Supply: Meaning and Determinants; Law of Supply; Supply Schedule, Supply Curve; Movements on the Supply Curve, Shifts in Supply Curve; Elasticity of Supply.

Module III: Production and Cost: Factors of Production, Production Function; Total, Average and Marginal Product; Law of Variable Proportions; Returns to Scale; Production Optimisation; Isoquants. Cost Concepts; Cost Function; Long Run and Short Run Cost Functions, Economies and Diseconomies of Scale.

Module IV: Market Structures and Price-Output Determination: Meaning of Market; Types of Market Structures; Concepts of Revenue; Demand and Revenue Relationship. Price and Output Decisions under Perfect Competition, Monopoly and Monopolistic Competition; Pricing Under Oligopoly: Kinked Demand Curve, Price Leadership.

Module V: Business Cycle: Concept, Definition, Features, Types and Phases of Business Cycle. Effects of Business Cycle and Controls of Business Cycle. Economic Forecasting for Business: Economic and Business Forecasting, Uses of Economic Forecasts, Methods of Economic Forecasting, Selecting a Forecast, Evaluating Forecasts.

Reference Books:

1. H. Craig Petersen, W. Cris Lewis and Sudhir K Jain - Managerial Economics, Pearson Education.
2. Christopher Thomas and S.Charles Maurice, Managerial Economics, McGraw-Hill.
3. D.N. Dwivedi, Managerial Economics, Vikas publishing.
4. Dominich Salvatore, Managerial Economics, Oxford University Press.
5. P L Mehta, Managerial Economics, Sultan Chand & Sons.
6. Piyali Ghosh Geetika and Purba Roy Chowdhury, Managerial Economics, McGraw-Hill.
7. Thomas, Managerial Economics: Concepts And Applications, McGraw-Hill

Audit Course I SEMESTER

AUD1E01 ENVIRONMENTAL STUDIES

Module 1:

Introduction – Environment in the Indian context: Concept of an ecosystem, Multidisciplinary nature of environmental studies. Components of environment- Atmosphere, hydrosphere, lithosphere and biosphere. Definition, scope and importance. Concept of sustainability and sustainable development.

Module 2:

Natural Resources : Renewable and non-renewable resources : Natural resources and associated problems. a) Forest resources : Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people. b) Water resources : Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. c) Mineral resources : Use and exploitation, environmental effects of extracting and using mineral resources, case studies. d) Food resources : World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. e) Energy resources : Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies. f) Land resources : Land as a resource, land degradation, man induced landslides, soil erosion and desertification. • Role of an individual in conservation of natural resources. • Carbon footprint Water conservation, rain water harvesting, watershed management.

Module 3:

Structure and function of an ecosystem. • Producers, consumers and decomposers. • Energy flow in the ecosystem. • Ecological succession. • Food chains, food webs and ecological pyramids. • Introduction, types, characteristic features, structure and function of the following ecosystem :- a. Forest ecosystem b. Grassland ecosystem c. Desert ecosystem d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries).

Module 4:

Biodiversity and its conservation • Introduction – Definition : genetic, species and ecosystem diversity. • Biogeographical classification of India • Value of biodiversity : consumptive use, productive use, social, ethical, aesthetic and option values • Biodiversity at global, National and local levels. • Hot-spots of biodiversity. • Threats to biodiversity : habitat loss, poaching of wildlife, man-wildlife conflicts. • Endangered and endemic species of India • Conservation of biodiversity :

Module 5:

Environmental Pollution Definition • Cause, effects and control measures of :- a. Air pollution b. Water pollution c. Soil pollution d. Marine pollution e. Noise pollution f. Thermal pollution g. Nuclear hazards • Solid waste Management : Causes, effects and control measures of urban and industrial wastes. • Role of an individual in prevention of pollution.

Module 6:

Environmental Policies and practices: Climate change, Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents.

Essential Reading

1. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380 013, India, Email:mapin@icenet.net (R) c)
2. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
3. Carson, R. 2002. Silent Spring. Houghton Mifflin Harcourt.

4. Gadgil, M., & Guha, R. 1993. This Fissured Land: An Ecological History of India. Univ. of California Press.
3. Gleeson, B. and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge.
4. McNeill, John R. 2000. Something New Under the Sun: An Environmental History of the Twentieth Century.
5. Singh, J. S., Singh, S. P. and Gupta, S. R. 2014. Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi.
6. Sodhi, N. S., Gibson, L. & Raven, P. H. (eds). 2013. Conservation Biology: Voices from the Tropics. John Wiley & Sons.
7. Warren, C. E. 1971. Biology and Water Pollution Control. WB Saunders

BCMBC01 Bridge Course – Basic Accounting

No. of sessions: 30 hours

Course Objectives
1. To develop the basic level of understanding for students in Basic Accounting for Non-Commerce students.
2. To help the students to acquire conceptual knowledge of the fundamentals of the Accounting and the techniques of preparing the financial statements.
Course Outcomes
CO1: Differentiate between the various forms of Business Organization.
CO2: Demonstrate familiarity with the basic concepts utilized in the preparation of Financial Statements and Final Accounts.
CO3: Comprehend the process of preparing accounts under the Single Entry system.
CO4: Develop proficiency in preparing Accounts not adhering to IFRS standards.
CO5: Acquire a conceptual understanding of the fundamentals of Accounting and apply techniques to prepare financial statements.

CO/PO/PSO Mapping

PO →	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PO1	PO2	PO3	PO4	PO5
CO ↓										
CO1	3	3	3	3	3	3	3	3	3	3
CO2	3	2	3	3	2	3	2	3	3	2
CO3	3	2	3	2	3	3	2	3	2	3
CO4	3	3	2	2	3	3	3	2	2	3
CO5	3	2	3	3	3	3	2	3	3	3

Course Description

Module I

Meaning – Business , Industry and Commerce-Forms of Business Organization – Sole trader- Features, Advantages and disadvantages , Partnership- Features – Advantages and Disadvantages , Joint Stock Companies- Features – Advantages and Disadvantages, Management of Companies

Module II

Basic Accounting Concepts- Journal, ledger, Trial balance, Final accounts of sole trading concerns, Trading and Profit & Loss Account - Balance Sheet- Problems with adjustments

Module III

Single Entry System of Accounting: Definition – Objectives - Advantages- Limitations Distinction between Double entry and Single entry- Types of Single entry- Determination of Profit or Loss under single entry- Statement of Affairs/ Capital comparison method Distinction between Balance Sheet and Statement of Affairs- Distinction between Profit and loss account and Statement of Profit and Loss- Conversion method- Practical Problems.

Module IV

Accounts of Corporate Entities not Covered by IFRS Convergence: Issue of shares – Issue at Par Issue at Premium and Issue at discount – Journal Entries – Problems – An overview

Reference Books:

1. Mc Shukla, TS Grewal and SC Gupta , Advanced Accounts, S.Chand & Co New Delhi.

2. S.N Maheswari and SK Mahashwari , Financial Accounting
3. Jain And Narang , Financial Accounting , Kalayani Publishers
4. R.L Gupta and Radhaswamy , Advanced Accounting , Sulthan Chand & Sons , New Delhi .

NCMAOC01- ENGLISH LANGUAGE ENRICHMENT COURSE

No. of sessions: 30

Course Objectives	
1.	To educate the students about the relevance of the English language in the contemporary society and how this language acts as a lingua franca in a multilingual context
2.	To help students develop language and vocabulary skills relevant to a professional level.
3.	To enable the students to interpret, summarise and analyze different sorts of textual content.
4.	To improve the basic aspects of LSRW skills of students so as to help them to use it accordingly.
5.	To teach them to create technical and professional documents that are precise and vivid.
Course Outcomes	
CO1:	Students will be educated about the relevance of the English language in the contemporary society and how this language acts as a lingua franca in a multilingual context
CO2:	Students will develop their language and vocabulary skills relevant to a professional level.
CO3:	Students will be equipped to interpret, summarise and analyze different sorts of textual content
CO4:	Students will develop the basic aspects of LSRW skills which will enable them to use it accordingly.
CO5:	Students will be capable to create technical and professional documents that are precise and vivid

PO →	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO ↓										
CO1	2	3	1	3	0	3	0	0	1	1
CO2	2	3	1	2	0	3	0	0	1	0
CO3	1	3	2	2	0	3	0	1	3	2

CO4	2	3	2	2	0	3	0	1	3	2
CO5	2	3	2	3	0	3	0	0	1	1

CO-PO/PSO Mapping

COURSE DESCRIPTION:

A. COURSE SUMMARY:

Module 1: 2 hrs

Module 2: 4 hrs

Module 3: 10 hrs

Module 4: 5 hrs

Module 5: 9 hrs

Total: 30 hrs

COURSE DETAILS:

Module 1 (2 hrs)

Introduction to the English Language: English as the lingua franca: The relevance of using English in multilingual contexts and communication.

English as a non-phonetic language, change in the meaning of words with respect to pronunciation, loan words from other languages such as French, German, Chinese etc.

Module 2 (4 hrs)

Grammar: Basic Verb forms, pragmatic usage in sentences, auxiliary verbs, Subject-Verb agreement, common errors in the usage of the English language.

Module 3 (10 hrs)

Tenses: Present Tense, Past Tense and Future Tense; Sentences: declarative sentences, imperative sentences, interrogative sentences, exclamatory sentences; using different sentence types in your writing, dependent clause, independent clause

Module 4 (5 hrs)

Sentence types: Simple Sentences, Compound Sentences, Complex Sentences and Compound-Complex Sentences; Practice Questions; Conjunctions, linkers, connectors; degrees of comparison; idioms, onomatopoeic words, acronyms, homophones, Punctuation marks and its uses, the differences that punctuation marks make in a sentence

Module 5 (9 hrs)

Introduction to LSRW: listening, speaking, reading and writing; Verbal communication, Non-verbal communication, Barriers to effective communication, fluency and accuracy, skimming, scanning, summarizing, paraphrasing

Reference Books

1. Raman Sharma, "Technical Communications", Oxford Publication, London, 2004.
2. Meenakshi Raman and Sangeetha Sharma, "Technical Communication: Principles and Practice", 2nd Edition, Oxford University Press, 2011
- English for Engineers and Technologists (Combined edition, Vol. 1 and 2), Orient Blackswan 2010.
3. Stephen E. Lucas, "The Art of Public Speaking", 10th Edition; McGraw Hill Education, 2012. 4. Ashraf Rizvi, "Effective Technical Communication", 2nd Edition, McGraw Hill Education, 2017.
5. The Ace of Soft Skills: Attitude, Communication and Etiquette for Success, Pearson Education; 1 edition, 2013.

Skill Enrichment Program (SEP)

Course syllabus for Certificate Program

SEP 01 -SKILL ENRICHMENT SEMESTER I

One session: One hour

Subject Name: Basic Skills Enrichment

SyllabusCode:BSE

Subject Code: SEP 01

Total:5Hours

Program Objective:

To make the students aware of themselves, their environment, about the challenges and to equip them with the basic communication and technical skills, along with practical training sessions.

Module 1: Effective Communication (LSRW)

(5Hrs)

Session 1: Orientation Class - Familiarize with language lab - do's and don'ts, introduce Tell Me More Software and its applications, discuss the syllabus.

Session 2: Listening Skill - Listen and draw, word search and crossword puzzle, video & questions.

Session 3: Speaking Skill - I have never, continue the story, and describe the image.

Session 4: Reading Skill - Reading comprehension, word jumble race, sentence pronunciation, Word scramble.

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Session 5: Writing Skill - Written expression, fill in the blanks, sentence practice and grammar practice, write story.

Syllabus(NCMBC01)

Bridge Course-Basics of Accounting

Total Lecture Hours: 30 hours

Course Objective

To develop the level of understanding for students in Basic Accounting for Non Commerce students.

Course Outcomes

1. To understand the diverse forms of business organization, business structures and management practices.
2. To gain knowledge of fundamental accounting concepts, its preparation of financial statements, its analyses and to communicate financial information.
3. Acquire critical thinking skills to evaluate different accounting systems.
4. Gain practical knowledge of accounting procedures for corporate entities.

CO-PO Mapping

PSO →	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
PO										
CO1	1	1	1	2	2	2	2	2	2	2
CO2	2	1	1	2	2	2	2	2	2	2
CO3	2	1	1	1	2	2	2	1	2	2
CO4	1	1	1	1	2	2	2	2	2	2

Course Description

Module I

Meaning – Business , Industry and Commerce-Forms of Business Organization – Sole trader- Features, Advantages and disadvantages , Partnership- Features – Advantages and Disadvantages , Joint Stock Companies- Features – Advantages and Disadvantages, Management of Companies

4 hours

Module II

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Basic Accounting Concepts- Journal, ledger, Trial balance, Final accounts of sole trading concerns, Trading and Profit & Loss Account - Balance Sheet- Problems with adjustments

16 hours

Module III

Single Entry System of Accounting: Definition – Objectives - Advantages- Limitations Distinction between Double entry and Single entry- Types of Single entry- Determination of Profit or Loss under single entry- Statement of Affairs/ Capital comparison method Distinction between Balance Sheet and Statement of Affairs- Distinction between Profit and loss account and Statement of Profit and Loss- Conversion method- Practical Problems.

5 hours

Module IV

Accounts of Corporate Entities not Covered by IFRS Convergence: Issue of shares – Issue at Par Issue at Premium and Issue at discount – Journal Entries – Problems – An overview

5 hours

Reference Books:

1. Mc Shukla, TS Grewal and SC Gupta , Advanced Accounts, S.Chand & Co New Delhi.
2. S.N Maheswari and SK Mahashwari , Financial Accounting
3. Jain And Narang , Financial Accounting , Kalayani Publishers
4. R.L Gupta and Radhaswamy , Advanced Accounting , Sulthan Chand & Sons , New Delhi .

NCM/VAP/01 – Positive Thinking

Course objectives:

1. Enhance positive thinking, reduce negative self-talk, personalize and catastrophize, practice gratitude, humor, and mindfulness, and learn the importance of praising ourselves.
2. Enhance self-esteem, self-concept and prepare them for the future

Course outcomes:

CO1: The students will be able to command a profound understanding of the Psychology of Positivity. You'll adeptly navigate optimism and pessimism, harness the brain's power for positive thinking, and apply proven techniques for lasting positivity.

CO2: The students will be honed powerful strategies to eliminate obstacles hindering positive thinking. Armed with practical techniques, you'll skillfully navigate and conquer challenges that impede a positive mindset.

CO3: The students will be armed with effective techniques, you'll reshape thought patterns, break limits, and cultivate a growth-oriented mindset for a more empowered and fulfilling life.

CO-PO/PSO Mapping

PSO →	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO ↓										
CO1	2	1	1	1	3	1	1	1	3	2
CO2	3	2	1	1	3	1	1	1	3	2
CO3	1	1	1	1	2	1	1	1	2	2

Course Description

Module I

Psychology of Positivity (10 Hours)

Optimism versus Pessimism – Science and Power of the Human Brain – Positive and Negative Thinking- Techniques to cultivate positive thinking patterns- How can develop Positive Communication – Art of Positive Speaking – Going beyond set limits with your thinking.

Module II

Strategies for eliminating obstacles to positive thinking (10 Hours)

Left and Right brain thinking: Vertical and lateral hemispheres – Characterizing your own style of thinking and mindset – Developing the Originality and Innovation mindset – Building Positive Relationships.

Module III

Conditioning of the mind (12 Hours)

Programming the unconscious mind – Train your Mind to Train your Body – Mindfulness and Visualization – Anxiety Control and Meditation – Visualization techniques and Relaxation techniques – Problem Solving through Positive thinking – Identifying the root of the problem – Getting the mindset right and focused on solutions – SWOT Analysis: Positive side of life – Tips for positive thinking

Reference:

1. The Power of Positive Thinking by Peale Norman Vincent
2. The Power of a Positive Attitude: Your Road To Success by Roger Fritz
3. Positive Thinking by Kelly Howell

AUD1E01 ENVIRONMENTAL STUDIES

Course Objective

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The study aims at imparting basic knowledge about the environment and its allied problems and acquiring an environmentally conscious mindset.

Course Outcomes:

- Comprehend the importance of ecosystem and biodiversity
- To correlate the human population growth and its trend to the environmental degradation and develop the awareness about his/her role towards environmental protection and prevention Identify different types of environmental pollution and control measures
- To correlate the exploitation and utilization of conventional and non-conventional resources

Course description

Module 1:

Introduction – Environment in the Indian context: Concept of an ecosystem, Multidisciplinary nature of environmental studies. Components of environment- Atmosphere, hydrosphere, lithosphere and biosphere. Definition, scope and importance. Concept of sustainability and sustainable development.

Module 2:

Natural Resources : Renewable and non-renewable resources : Natural resources and associated problems. a) Forest resources : Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people. b) Water resources : Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. c) Mineral resources : Use and exploitation, environmental effects of extracting and using mineral resources, case studies. d) Food resources : World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. e) Energy resources : Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies. f) Land resources : Land as a resource, land degradation, man induced landslides, soil erosion and desertification. • Role of an individual in conservation of natural resources. • Carbon footprint Water conservation, rain water harvesting, watershed management

Module 3:

Structure and function of an ecosystem. • Producers, consumers and decomposers. • Energy flow in the

ecosystem. • Ecological succession. • Food chains, food webs and ecological pyramids. • Introduction, types, characteristic features, structure and function of the following ecosystem a. Forest ecosystem b. Grassland ecosystem c. Desert ecosystem d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Module 4:

Biodiversity and its conservation • Introduction – Definition : genetic, species and ecosystem diversity. • Biogeographical classification of India • Value of biodiversity : consumptive use, productive use, social, ethical, aesthetic and option values • Biodiversity at global, National and local levels. • Hot-spots of biodiversity. • Threats to biodiversity : habitat loss, poaching of wildlife, man-wildlife conflicts. • Endangered and endemic species of India • Conservation of biodiversity :

Module 5:

Environmental Pollution Definition • Cause, effects and control measures of :- a. Air pollution b. Water pollution c. Soil pollution d. Marine pollution e. Noise pollution f. Thermal pollution g. Nuclear hazards • Solid waste Management : Causes, effects and control measures of urban and industrial wastes. • Role of an individual in prevention of pollution.

Module 6:


Environmental Policies and practices: Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents.

Essential Reading

1. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad – 380 013, India, Email:mapin@icenet.net (R) c)
2. Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
3. Carson, R. 2002. Silent Spring. Houghton Mifflin Harcourt.
4. Gadgil, M., & Guha, R. 1993. This Fissured Land: An Ecological History of India. Univ. of California Press.
3. Gleeson, B. and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge.
4. McNeill, John R. 2000. Something New Under the Sun: An Environmental History of the Twentieth Century.
5. Singh, J. S., Singh, S. P. and Gupta, S. R. 2014. Ecology, Environmental Science and Conservation. S. Chand Publishing, New Delhi.

ENG2A03: READINGS FROM THE FRINGES

1. No. of hours: 72 (4hrs/wk)

COURSE CODE	ENG2 A03
TITLE OF THE COURSE	READINGS FROM THE FRINGES
SEMESTER IN WHICH COURSE IS TO BE TAUGHT	2
NO. OF CREDITS	4 
NO. OF CONTACT HOURS	72 (4hrs/week)

Aim of the Course:

This course aims to make the student understand the gender inequality, marginalization, disability studies, racism and casteism in our society. Though this engagement has been part of literary academic analysis, it has just begun making its foray into the syllabus of English departments of Indian universities. This paper hopes to introduce undergraduate students to perspectives within literatures that acquaint them with both experiences of marginalization, as well as the examination of modes of literary stylistics that offer a variation from conventional practice.

Course Objectives

1. To inculcate and apply the concepts of democracy and freedom in life and understand the basic tenets of our constitution
2. To critically think and examine various social issues prevailing in our society

Course Outcomes
CO1: Discuss and contemplate on the areas of gender inequality, marginalization, disability studies, racism and casteism
CO2: Develop sensitivity towards environmental concerns and feel responsible towards protecting nature.
CO3: Understand the everyday realities of the marginalized sections of the society and negate the stereotypes surrounding them and accept them as allies.
CO4: To develop scientific temper and scientific thinking

CO-PO/PSO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO											
CO1	3	1	1	1	2	2	3	2	3	3	2
CO2	1	3	1	1	2	3	2	3	2	2	3
CO3	2	2	1	1	1	1	3	2	1	3	2
CO4	2	2	1	2	3	3	2	1	3	3	2

Module-CO Mapping

Outcomes	Module 1	Module 2	Module 3	Module 4
CO1	3	2	3	3
CO2	3	3	1	2
CO3	2	1	3	3
CO4	1	3	1	1

COURSE DESCRIPTION:

A. COURSE SUMMARY

Module 1: 15 hrs

Module 2: 15 hrs

Module 3: 15 hrs

Module 4: 15 hrs

Evaluation: 12 hrs

Total: 72 hrs

B. COURSE DETAILS:

Module 1: Constitution, Democracy and Freedom

1. “The Objectives Resolution”(Speech excerpt)- Jawaharlal Nehru
2. “How Many More Days, Democracy”(Poem) - Sameer Tanti
3. “When Salihan took on the Raj”(Article) - P. Sainath

Module 2: Ecology and Science

1. "Knowledge is Power"(Excerpt from Chapter 14 of Sapiens: A Brief History of Humankind)- Yuval Noah Harari

2. "A White Heron"(Short story) - Sarah Orne Jewett
3. "The Fish"(poem) - Elizabeth Bishop
4. "Everything I Need to Know I Learned in the Forest"(essay) - Vandana Shiva

Module 3: Gender Equality

1. "Fire" - Nikita Gill - Poem
2. "Accept Me" from I am Vidya: A Transgender's Journey - Living Smile Vidya
3. Dear Ijeawele (Letter-excerpt) - Chimamanda Ngozi Adichie

Module 4: Human Rights

1. "Entre-vous to Adulthood" from One Little Finger - Malini Chib
2. "The Body Politic" (Poem) - Hiromi Goto
3. "Love- lines in the time of Chaturvarna" (Article) - Chandra Bhan

Prasad

4. "The History Lesson "(Poem) - Jeanette Armstrong

READING LIST:

CORE TEXT: Readings from the Fringes

CODE	TITLE	AUTHOR	PUBLISHER
ENG2A03		BoS (UG) University of Calicut	University of Calicut

FURTHER READING:

Ambedkar, B. R. Annihilation of Caste: An undelivered Speech. New Delhi: Arnold Publishers, 1990.

Adichie, Chimamanda Ngozi. We Should all be Feminists. New York: Anchor Books, 2015.

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Shiva, Vandana. Water Wars: Privatization, Pollution and Profit. Cambridge: South End Press, 2002.

Fanon, Frantz. Black Skin, White Masks. London: Pluto, 2008.

Gearty, Conor. Can Human Rights Survive?. Cambridge: Cambridge UP, 2006.

Girma, Haben. Haben: The Deafblind Woman Who Conquered Harvard Law. New York: Twelve, 2019.

ENG2AO4: READINGS ON KERALA

No. of hours: 90 (5hrs/wk)

COURSE CODE	ENG2AO4
TITLE OF THE COURSE	READINGS ON KERALA
SEMESTER IN WHICH COURSE IS TO BE TAUGHT	2
NO OF CREDITS	4
NO OF CONTACT HOURS	90(5HRS / WEEK)

Aim of the Course:

This course aims to give an overview of Malayalam literature and provides a detailed understanding of the cultural and historical tradition of the society and the development of literary sensibility. The course also provides a detailed analysis of the evolution of Malayalam literature through various genres.



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Course Objectives
<ol style="list-style-type: none"> To enable the students to read and critically appreciate the different varieties of Kerala literature, writings and films To read and understand the diversity of Malayalam literature and understand its distinctions
Course Outcomes
CO1: Develop critical understanding of literature of Kerala
CO2: Interrelate the cultural and historical tradition of the society and the development of literary sensibility
CO3: Identify the diversity of literary endeavours and the cultural representations
CO4: Identify and apply the insights and values in everyday life as a Keralite
CO5: Critically analyse and interpret the present cultural production

CO-PO/PSO Mapping

 PO  CO	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	1	1	2	1	2	3	1	2	1	3	2
CO2	1	1	2	1	3	2	1	3	2	2	3
CO3	3	2	3	1	3	3	2	2	3	3	2
CO4	3	2	3	1	1	2	3	2	2	3	2

CO5	2	2	3	1	1	2	3	3	2	2	3
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Module-CO Mapping

Outcomes	Module 1	Module 2	Module 3	Module 4
CO1	2	2	3	1
CO2	3	3	2	2
CO3	3	3	2	3
CO4	2	2	1	1
CO5	2	2	1	3

COURSE DESCRIPTION:

A. COURSE SUMMARY:

Module 1: Formation 15 hrs

Module 2: Evolution 22 hrs

Module 3: Stimulation 16 hrs

Module 4: Propagation 25 hrs

Evaluation 12 hrs

Total 90 hrs

B. COURSE DETAILS:

Module 1: Formation

1. "History" (Prose) excerpt from Malabar Manual – William Logan
2. "Tribal Tale of Kerala" (Prose) excerpt from Kerala Culture – Prof S Achutha Warriar

3. “Ghoshayatra” (Poem excerpt) – Kunchan Nambiar

Module 2: Evolution

1. Excerpt from Indulekha (Novel) -O. Chandu Menon
2. Excerpt from “Atmopadeshathakam” (Poem) - Sree Narayana Guru
3. “Not an Alphabet in Sight” (Poem) – Poykayil Appachan
4. “ Ayyankali: A Dalit Leader of Organic Protest” (Prose-excerpt) -

M. Nisar, Meena Kandasamy

5. “Vakkom Moulavi: My Grandfather, the Rebel” (Prose) - Sabin Iqbal

Module 3: Stimulation

1. “Daughter of Humanity” (Story) - Lalithambika Antharjanam
2. “Kuttippuram Paalam”(Poem) – Edasseril
3. “Christian Heritage” (Story) - Vaikom Muhammad Basheer

Module 4: Propagation

1. “Myth and Literature” (Speech) -M T Vasudhevan Nair
2. “Rain at Heart” (Poem) – Sugathakumari
3. “Fifty years of Malayalam Cinema” (Prose) - VC Harris
4. “Malayalam’s Ghazal” (Poem) – Jeet Thayil
5. “Agni” (Story) - Sithara A
6. "Pictures Drawn on Water"(poem) - K.Satchidanandan

READING LIST:

CORE TEXT: Readings on Kerala

CODE TITLE	AUTHOR	PUBLISHER
ENG2A04	BoS English (UG), University of Calicut	University of Calicut

Further reading:

Logan, William. Malabar Manual. New Delhi: Low Price Publications, 2009 Prasad, Muni Narayana. Narayana Guru: Complete Works. New Delhi: NBT, 2006

Appachan, Poykayil. Poykayil Appachante Paatukal (Unknown Subjects: Songs of Poykayil Appachan). Tiruvalla: IPRDS Eraviperur, 2008

Antherjanam, Lalithambika. Cast Me Out If You Will. Calcutta: Stree, 1998

Tharakan K M (Ed.). Malayalam Poetry Today. Thrissur: Kerala Sahitya Akademi, 1984 Abdulla, V, Asher, R E (Ed.). Wind Flowers. New Delhi: Penguin, 2004

MAL2A08(1): Malayalasaahithyam-2

No. of sessions:64

Course Objectives

1. Familiarize the students with different stages of growth and development of Malayalam Poetry and literature.
2. Familiarize the students with different stages of growth and development of Malayalam Prose and literature
3. Give an awareness of literary criticism in Malayalam literature.

Course Outcomes

CO1: Foster an appreciation for Mother tongue and regional literature, enhancing cultural development through increased engagement and interest. (Cultural Development, Appreciation)

CO2: Enhance language skills to improve communication, demonstrating proficiency in linguistic abilities. (Language Mastery, Communication)

CO3: Familiarize with diverse cultural aspects within Kerala's culture, recognizing and comprehending various cultural dimensions. (Cultural Familiarity, Understanding)

CO4: Develop communication skills and the capacity for creative writing, demonstrating refined expression and creativity. (Communication Proficiency, Creativity)

CO5: Gain familiarity with different literary forms and communication modes in the Malayalam language. (Literary Understanding, Language Comprehension)

CO-PO/PSO Mapping

PO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	2	3	3	1	3	2	2	3	2	1	3
CO2	3	2	3	1	3	2	3	2	2	3	2
CO3	2	2	3	1	3	2	2	3	1	2	3
CO4	3	3	2	1	2	2	3	2	3	3	2
CO5	2	2	3	1	2	3	2	2	2	2	2

Module-CO Mapping

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Outcomes	Module 1	Module 2	Module 3, 4
CO1	3	3	2
CO2	3	3	2
CO3	2	2	3
CO4	2	2	3
CO5	2	2	3

Module 1: Poems

Nalini-Kumaranasan

Suryakanthi-G Sankarakkuruppu

Maninadam-Idappalli

Module 2: Poems

Kalopasakan-Akkitham

Kuthirakkompu-Ayyappanicker

Puthenchollu-Attoor

Ammaye kulippikkumpol-Savithri Rajeevan

Module 3,4: Criticism

Amba-Kuttikrishna Marar

Kalidasanum Kalathinte Dasan-Mundasseri

Maranathinte Soundaryam-K P Appan

Sthreeyillatha mathrubhoomi-Kalppatta Narayanan

Ezhuthum Adhikaravum-P K Rajasekharan

[HIN 2 A08(1)]

No. of sessions: 72

Course Objectives
1. Grammar is essential to the study of language Developing a correct grammar sense is very important for written communication.
2. A student who successfully complete the course should be able to write in Hindi independently in their personal and professional life.
3. Familiarizing the technology of translation with its possibilities.
Course Outcomes
CO1: Cultivate an appreciation for regional literature to enhance cultural development.
CO2: Enhance language skills and proficiency.
CO3: Familiarize with diverse cultural aspects within Kerala's heritage.
CO4: Improve communication skills and foster an inclination towards creative writing.
CO5: Acquaint with various literary forms and communication modes specific to Malayalam language.

CO-PO/PSO Mapping

	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO 1	2	3	1	1	3	2	1	3	2	3	2
CO 2	1	3	1	2	3	2	1	3	1	3	2

CO 3	2	3	1	1	1	2	1	2	2	2	2
CO 4	2	2	1	2	2	2	1	3	1	2	2
CO 5	2	2	1	1	1	2	1	3	1	2	2
CO 6	2	2	1	1	1	2	1	2	1	2	2

Module-CO Mapping

	Module 1	Module 2	Module 3	Module 4
CO1	3	3	1	1
CO2	3	3	1	1
CO3	2	2	2	2
CO4	2	2	2	2
CO5	1	1	3	3

Module 1 – shabda vichar,sangya,ling,vachan,karak

Module 2 – sarvanaam ,visheshan ,kriya ,kriya ke roopaanthar –kal ,vachya

Module 3 - kriya visheshan ,sambandh bodhak ,samuchchaya bodhak,vismayaadi bodhak

Module 4 – Translation from English to Hindi

FRE 2A08(2) TRANSLATION AND COMMUNICATION IN FRENCH

Course objective :

Improve language skills, learn about culture, and analyze translated texts. By doing this, students will become better at understanding and using the language.

Course Outcomes

CO1 To ameliorate the level of language proficiency

CO2 To inculcate the cultural aspect of the region.

CO3 To analyze & evaluate other translated texts.

CO PO PSO MAPPING

PO/PSO	PO1	PO2	PO3	PO4	PSO1	PSO2	PSO3	PSO4
CO1	0	2	0	0	0	0	1	1
CO2	1	1	1	0	0	0	1	1
CO3	0	1	0	0	0	0	1	1

Course Description 4 Modules

1. Module I: Translation as Communication, translation as transmission, social and cultural factors.

2. Module II: Literary translation, commercial translation from source language to target language and vice-versa.

3. Module III: Analysis of translated texts, treatment of technical terminology in the translated texts. General principles for the translation of key words and culture-specific terms.

4. Module IV: Business translation, translation of advertisements.

TEXTBOOK : La correspondance commerciale francais (Lessons in pages 1to39)

by L.Bas / C.Driot-Hesnard, Nathan, Paris.

BBA2B02 Financial Accounting

No. of sessions: 80

Course Objectives
This course aims to equip the students with skills for preparing books of accounts of business organization. It also aims to enrich the students to prepare the financial statements of proprietary organizations. Modules in this course also intent to provide knowledge to the students in respect of accounting of issue of securities, accounting for hire purchase transactions and accounting of branches.
Course Outcomes
CO1: Discuss and apply fundamental accounting concepts, principles, and conventions.
CO2: Record basic accounting transactions and prepare annual financial statements for sole proprietorship businesses.
CO3: Record accounting transactions in respect of hire purchase and instalment system and branches.
CO4: Understand the preparation and presentation of branch accounts for companies
CO5: Outline and restate accounting rules and policies for share and debenture issuance.

CO-PO/PSO Mapping

PO →	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO ↓										
CO1	3	2	1	1	3	3	3	1	3	2
CO2	3	3	2	1	1	3	1	2	3	2
CO3	2	3	2	1	1	3	2	1	2	2
CO4	3	2	1	2	3	2	2	1	2	3
CO5	1	2	1	3	2	1	2	2	2	3

Course Description

Module I: Introduction: Nature, Scope, Objects and Limitations of Financial Accounting – Accounting Concepts and Conventions - An overview of accounting process (from recording of business transactions to preparation of Trial Balance). **15 hours**

Module II: Final Accounts of Proprietary Concerns: Preparation of final accounts of sole proprietor and partnership with adjustments.

Module III: Accounting for Hire Purchase and Instalment System: Hire Purchase: Meaning, features - Distinction between hire purchase and sale - Interest calculation - Recording of transaction in the books of both parties - default and repossession - Instalment system: features - Distinction between hire purchase and instalment.

Module IV: Branch Accounts: Features, Objects and Types of branches - Accounting for dependent branches: Account systems – Stock and debtors system - Independent branch: features - Preparation of consolidated profit and loss account and balance sheet

Module V: Issue of Shares and Debentures: Equity shares - Accounting for issue, forfeiture, and re-issue of forfeited shares - Accounting for issue of bonus shares and right shares - Accounting for issue of debentures.

Reference Books:

1. Asish K Bhattacharyya, Essentials of Financial Accounting, PHI Learning Pvt. Ltd.
2. Shukla, M.C., T.S. Grewal and S.C. Gupta: Advanced Accounts, S. Chand & Co.
3. S.N. Maheshwari, S.N. Suneel K. Maheshwari, and Sharad K. Maheshwari: An Introduction to Accountancy, Vikas Publishing House Pvt. Ltd.
4. P.C. Tulasian: Introduction to Accounting, Pearson Education.
5. Ashok Sehgal and Deepak Sehgal: Fundamentals of Financial Accounting, Taxmann Allied Services (P) Ltd.
6. Narayanaswamy, R. Financial Accounting: A Managerial Perspective, PHI Learning Pvt. Ltd.
7. Jain & Narang: Financial Accounting, Kalyani Publishers.
8. Radhaswamy and R.L. Gupta: Advanced Accounting, Sultan Chand & Sons.

BBA2B03 Marketing Management

No. of sessions: 80

Course Objectives

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This course aims to orient the students with the marketing principles and also to familiarize them with the process of marketing in modern business firm.

Course Outcomes

CO1: Comprehend the evolution of marketing, role of marketing, marketing mix, and MIS.

CO2: Understand consumer behavior, buying process, marketing segmentation, product positioning, and targeting.

CO3: Comprehend product types, pricing, and pricing strategies.

CO4: Identify the importance of communication in marketing, communication mix, legal and ethical aspects of advertising.

CO5: Understand distribution channels, intermediaries' roles, and retail formats.

CO-PO/PSO Mapping

PO →	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO ↓										
CO1	3	2	2	2	2	3	1	2	3	2
CO2	3	2	3	1	2	2	1	3	2	2
CO3	2	2	2	1	1	2	1	3	3	2
CO4	2	1	2	1	1	2	1	3	3	2
CO5	1	1	2	1	1	3	1	2	2	2

Module I: Introduction: Marketing Concept and its Evolution; Nature, Scope and Importance of Marketing; Role of Marketing in Modern Business; Marketing Mix: Four Ps-Extended Ps; Marketing Information Systems; Strategic Marketing Planning – An Overview.

Module II: Consumer Behaviour: Concept and Determinants of Consumer Behavior – Buying Decision Process - Buying Motives - Buying Roles. Market Segmentation: Concept and Need; Principles; Basis for the Segmentation. Target Marketing and Positioning - Positioning Tools and

Strategies.

Module III: Product and Price: Concept of Product; Consumer and Industrial Goods; Product Line and Product Mix Decisions; Product Life Cycle- Meaning and Stages; Product Planning and Development: Concept and Steps. Packaging- Role and Functions; Branding: Concept and Elements; Price: Concept and Importance, Factors Affecting Price. Pricing Strategies: Price Discrimination, Price Skimming, Penetration Pricing and Discounts. Pricing Methods: Cost Based, Competitor Based and Demand Based Pricing. 20Hours

Module IV: Promotion: Meaning and Importance, Promotion Mix: Advertising- Definition, Features and Functions; Advertising Media Legal and Ethical Aspects of Advertising; Personal Selling: Meaning, Functions and Steps; Role of a Salesman in Selling Process - Characteristics of a Good Salesman; Publicity and Public Relations. Sales Promotion: Meaning, Nature and Functions; Types of Sales Promotion- Sales Promotion Techniques 20 Hours

Module V: Distribution: Meaning And Importance - Stages of Distribution - Product Distribution Channels: Concept and Functions of Channels; Role of Intermediaries- Retailing of Products: Formats- Unorganized and Organized; Department Stores, Supermarkets, Hyper Markets, Chain Stores, and Electronic Retailing 15 Hours

Reference Books:

1. Kotler, Philip: Marketing Management; Prentice Hall, New Jersey.
2. Condiff E.W. and Still, R.R., Basic Marketing Concepts, Decisions and Strategy; Prentice Hall of India, New Delhi.
3. Stanton W.J., Etzel Michael J and Walter Bruce J; Fundamentals of Marketing; McGraw Hill,
4. Rorsiter Johan R, Percy Larry: Advertising and Promotion Management; McGraw Hill, New York.
5. Aaker, David and Myers Johan G, et. al.; Advertising Management; Prentice Hall of India;
6. Ramaswamy, Namakumari, Marketing Management, Mcgraw Hill Education.
7. RajanSaxena ,Marketing Management ,Tata Mcgraw Hill Education.

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8. C.N.Sontakki, Marketing Management, Kalyani Publishers

Semester 2

AUD2E02 DISASTER MANAGEMENT

Course Objective

The study aims at providing an understanding on disaster management and various types of disasters. It provides an awareness about disaster prevention and risk reduction and enables to impart knowledge on climate change adaptation and scenarios.

Course Outcomes:

- Understand the need and significance of studying disaster management
- Understand the different types of disasters and causes for disasters.
- Gain knowledge on the impacts Disasters on environment and society
- Study and assess vulnerability of a geographical area.
- Students will be equipped with various methods of risk reduction measures and risk mitigation.

Module 1:

Introduction – Hazard and Disaster. Concepts of Hazard, Vulnerability, Risks. Different Types of Disaster : A) Natural Disaster: such as Flood, Cyclone, Earthquakes, Landslides etc B) Manmade Disaster: such as Fire, Industrial Pollution, Nuclear Disaster, Biological Disasters, Accidents (Air, Sea, Rail & Road), Structural failures(Building and Bridge), War & Terrorism etc. Slow Disasters (famine, draught, epidemics) and Rapid Onset Disasters(Air Crash, tidal waves, Tsunami) Causes, effects and practical examples for all disasters. Water and Climate Disaster: flood, hail storms, cloudburst, cyclones, heat and snow avalanches, cold waves, droughts, sea erosion, thunder and lightning. Geological Disaster: landslides, earthquakes, Tsunami, mine fires, dam failures and general fires. Biological Disaster: epidemics, pest attacks, cattle epidemic and food poisoning. Nuclear and Industrial Disaster: chemical and industrial disasters , nuclear accidents. Accidental Disaster: urban and forest fires, oil spill, mine flooding incidents, collapse of huge building structures.

Module 2:

Natural disasters- Earthquakes, Tsunami, Floods, Drought, Landslides, Cyclones and Volcanic eruptions. Their case studies. Coastal disasters. Coastal regulation Zone. Risk and Vulnerability Analysis 1. Risk : Its concept and analysis 2. Risk Reduction 3. Vulnerability : Its concept and analysis 4. Strategic Development for Vulnerability Reduction Disaster Prevention and Mitigation. Refugee operations during disasters, Human Resettlement and Rehabilitation issues during and after disasters, Inter-sectoral coordination during disasters, Models in Disasters.

Module 3:

Disaster Preparedness and Response Concept and Nature Disaster Preparedness Plan

Prediction, Early Warnings and Safety Measures of Disaster. Role of Information, Education, Communication, and Training, Disaster Management : Role of Government, International and NGO Bodies. Role of IT in Disaster Preparedness Role of Engineers on Disaster Management. Response Disaster Response : Introduction Disaster Response Plan Communication, Participation, and Activation of Emergency Preparedness Plan Search, Rescue, Evacuation and Logistic Management Role of Government, International and NGO Bodies Psychological Response and Management (Trauma, Stress, Rumor and Panic) Relief and Recovery Medical Health Response to Different Disasters.

Module 4:

Rehabilitation, Reconstruction and Recovery Reconstruction and Rehabilitation as a Means of Development. Damage Assessment Post Disaster effects and Remedial Measures. Creation of Long-term Job Opportunities and Livelihood Options, Disaster Resistant House Construction Sanitation and Hygiene Education and Awareness, Dealing with Victims' Psychology, Longterm Counter Disaster Planning Role of Educational Institute.

Module 5:

The vulnerability atlas of India. Disaster Prevention and Mitigation. Agencies involved in Disaster Management. Warning and Prediction

Essential Reading:

1. Pandey, M., 2014. Disaster Management, Wiley India Pvt. Ltd., 240p.
2. Tushar Bhattacharya, Disaster Science and Management, McGraw Hill Education (India) Pvt. Ltd
3. Jagbir Singh, Disaster, Management: Future Challenges and Opportunities, K W Publishers Pvt. Ltd.
4. J.P. Singhal, Disaster Management, Laxmi Publications
5. C. K. Rajan, Navale Pandharinath, Earth and Atmospheric Disaster Management : Nature and Manmade, B S Publication
6. Shailesh Shukla, Shamna Hussain, Biodiversity, Environment and Disaster Management,

Program Basic Skills Enrichment SEMESTER II

One session: One hour

Subject Name: Basic Skills Enrichment

Syllabus Code: BSE

Subject Code: SEP 01

Total: 15 Hours

Program Objective:

To make the students aware of themselves, their environment, about the challenges and to equip them

Course Outcome:

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To develop their self-management and communicational skills and also equip them with the basic technical skills.

with the basic communication and technical skills, along with practical training sessions.

Module 1: Effective Communication (LSRW)

(5 Hrs)

Session 16: Listening skills: Listening to the words, sentences and passages. Sharing You Tube videos, homework related to the topics and its presentation in class.

Session 17: Speaking skills: vocabulary, speech, pronunciation of the words, sentences and passages. Assigning Situational conversation exercises.

Session 18: Reading skills: Comprehension passages, question and answers

Session 19-20: Writing skills: Grammar, basics, exercises, sentence formations

Module 2: MS office Suite

(10 Hrs)

Session 21-23: Starting MS Word, working with symbols, working with tables, headers, footers and other controls, formatting

Session 24-26: MS Excel, MS PPT - Formatting a worksheet, formatting cells, Using formula & graphs

Session 27-28: Google docs, Google forms, Google spreadsheet, Google Meet

Session 29-30: Introduction to Photoshop/poster making and video editing

Semester III

BBA3A11 Basic Numerical Methods

No. of sessions: 80

Course Objectives
1. To enable the students to acquire knowledge of numerical equations, matrices progressions, financial mathematics and descriptive statistics.
Course Outcomes
CO1: Apply basic principles of equations and expressions in daily life situations.
CO2: Apply matrices and progressions concepts for business problems.

CO3: Develop logical thinking, reasoning ability, and problem-solving skills.

CO4: Identify algebraic formulas and numerical techniques for financial mathematics application in business.

CO5: Utilize numeracy skills and statistical tools for analysis in various life situations.

CO-PO/PSO Mapping

PO →	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	2	2	2	2	2	2	2	2	2	2
CO2	2	2	2	3	1	2	2	2	1	2
CO3	2	1	2	2	1	2	2	3	2	2
CO4	2	3	2	2	1	2	3	2	2	2
CO5	2	1	2	3	2	2	2	2	2	3

Course description

Module I: Numerical expressions and Equations: Simultaneous linear equations (upto three variables), Quadratic equations in one variable-factorization and quadratic formula

Module II: Matrices: introduction - type of matrices – trace and transpose and determinants - matrix operations – adjoint and inverse – rank- solving equations by matrices: Cramer’s Rule(not more than Three variables).

Module III : Sequence, Series and Progression : Concepts and differences – Arithmetic progression- n th term and sum of n terms of an AP - Insertion of Arithmetic means in AP - Geometric progression- ‘ n ’th term and sum of n terms of an GP - Insertion of Geometric Mean in GP - Harmonic progression.

Module IV: Interest and Time value : Concept of interest-Types of interest: Simple interest and compound interest – nominal, real and effective rate of interest. Future value and Present Value; Annuity and Perpetuity. Computing future and present values of annuity (regular and immediate) - multi and growing period perpetuity. Compound annual growth rate- computation of Equated Monthly Instalments (EMI).

Module V: Descriptive Statistics: Measures of Central Tendency – Mean : Arithmetic mean , Geometric mean and Harmonic Mean- Median , Mode and other position values. Measures of Dispersion: mean deviation,

quartile deviation, standard deviation and coefficient of variation. Measures of Skewness and Kurtosis.

Reference Books

1. Business Mathematics and Statistics- N G Das & J K Das (Tata McGraw Hill)
2. Basic Mathematics and its Application in Economics – S. Baruah (Macmillan)
3. Mathematics for Economics and Business – R. S. Bhardwaj (Excel Books)
4. Business Statistics – G. C. Beri (Tata McGraw Hill)
5. Fundamentals of Statistics – S.C.Gupta (Himalaya Publishing House)
6. SP Gupta ,Statistical Methods, Sultan Chand
7. Dinesh Khattar-The Pearson guide to quantitative aptitude for competitive examinations
8. Dr. Agarwal.R.S – Quantitative Aptitude for Competitive Examinations, S.Chand and Company Limite
9. Abhijit Guha, Quantitative Aptitude for Competitive Examinations, Tata Mcgraw Hill,

BBA3CO2 – Business Regulations

No. of sessions: 80

Course Objectives
This course aims to familiarize the students with major statutes affecting the operations of business organizations.
Course Outcomes
CO1: Understand basic legal concepts and the Indian legal environment for business
CO2: Acquire knowledge about the business regulatory framework of India and special contracts
CO3: Familiarize with statutes concerning contract acts, sale of good acts, and related matters
CO4: Understand the Consumer Protection Act and various redressal agencies for consumers
CO5: Understand competition and information laws, penalties, and the right to information

CO-PO/PSO Mapping

PSO →	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PO1	PO2	PO3	PO4	PO 5
CO ↓										
CO1	2	1	1	3	2	2	2	1	1	1

CO2	1	1	1	3	2	1	2	1	1	2
CO3	1	1	1	2	2	3	3	2	1	1
CO4	1	1	1	2	3	2	2	1	2	1
CO5	1	2	1	1	2	1	2	1	2	2

Module I

Business Laws: Introduction – Nature of Business Law – Meaning and definition -Indian Contract Act, 1872: Contract – Definition – Essentials of valid contract - Classification of contracts – Offer and acceptance – Consideration – Capacity to contract – Free consent –Coercion – Undue influence – Misrepresentation – Fraud – Mistake – Void agreements – Discharge of contract – Breach of contract and remedies – Contingent Contracts-Quasi Contract.

Module II

Special Contracts: Contract of Indemnity: Meaning - Nature – Right of indemnity holder and indemnifier – Contract of Guarantee : Meaning – Nature - Rights and liabilities of surety–Discharge of surety from liability – Contract of Bailment and Pledge: Rights and duties of bailor and bailee, pledger and pledgee – Contract of Agency : Creation of agency – Delegation of authority -Duties and liabilities of principal and agent – Termination of agency.

Module III

Sale of Goods Act 1930: Contract for sale of goods – Essentials of a contract of sale – Conditions and Warranties – Caveat emptor – Sale by non owners – Rules as to delivery of goods – Un paid seller and his rights.

Module IV

The Consumer Protection Act 1986: Objects and scope – Definition of consumer and consumer dispute – Complaint – Goods -Service - Unfair trade practices – Restrictive trade practices - Rights of consumers – Consumer Protection Council – Consumer Disputes Redressal Agencies: District Forum, State Commission, National Commission.

Module V

Competition and Information Laws: The Competition Act, 2002: Objectives of Competition Act, Features of Competition Act, Components of Competition Act, CCI, CAT, Offences and Penalties under the Act - Right to Information Act 2005: Objectives of the RTI Act, Scope, Suo-Moto disclosure, Method of seeking information, Eligibility to obtain information, Authorities under the Act.

Reference Books:

1. Singh Avtar: The Principles of Mercantile Law; Eastern Book Company, Lucknow.
2. Kuchal M.C: Business Law; Vikas Publishing House, New Delhi
3. Kapoor N.D: Business Law; Sultan Chand & Sons, New Delhi.
4. Chandha P.R: Business Law; Galgotia, New Delhi.

5. Desai T.R.: Indian Contract Act, Sale of Goods Act and.
6. VidhiMadaanChadda, Competition Act, 2002 Law and Practice, Bloomsbury.
7. Government of India: Right to Information Act, 2005.
8. P. K Das, Right to Information Act, 2005, Universal Law Publishing.
9. Relevant Bare Acts.

BBA3A12 Professional Business Skills

No. of sessions: 80

Course Objectives
To update and expand basic Informatics skills of the students
To equip the students to effectively utilize the digital knowledge resources for their study
Course Outcomes
CO1: Develop characteristics and quality of excellent professionals and build necessary professional skills.
CO2: Enhance learning and teaching quality, adapting to diverse learning styles and needs, improving efficiency, effectiveness, user accessibility, and time flexibility.
CO3: Uncover meaning in data for informed decision-making.
CO4: Learn to protect information and information infrastructure in cyberspace, prevent/respond to cyber threats, reduce vulnerabilities, and minimize damage from cyber incidents.
CO5: Gain a general understanding of digital marketing platforms, including web analytics, social media tools, search engine marketing, search engine optimization, mobile marketing, email marketing, Pay per click, digital display marketing, and content marketing.

CO-PO/PSO Mapping

PO →	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4	PS O5
CO ↓										

CO1	3	3	1	1	3	3	2	3	2	1
CO2	2	3	3	2	2	2	0	3	2	0
CO3	1	1	2	3	2	3	1	2	3	3
CO4	1	1	1	1	3	2	1	3	3	2
CO5	1	1	1	1	3	3	2	2	2	2

Module I

Professionalism: Meaning -Definition – Characteristics - Traits and Qualities of a good professional - Professionalism in business - Professional Skills: important soft skills for business success- Professionalism in Communication: Verbal Communication: Professional Presentation - Different Presentation Postures- Written Communication: Email - Significance of Email in business – Email etiquette: format - rules – dos and don'ts - Technical Documentation: Standards – Types

Module II

E-Learning :Introduction of electronic learning - benefits and drawbacks of e-Learning – Online education - Digital age learners - Knowledge resources on internet - E-books, Audio, Video and other means for e-learning- Introduction to e-content development and tools - Online libraries – MOOCs - The e-Learning as a service Industry - major technologies used in e-earning- different approaches for e-Learning delivery - E-learning in India

Module III

Business Data Analysis: Features of New Generation Computers – Concept of data analysis– Business Data Analysis – Data Analyst – Types of analysts - organization and source of data, importance of data quality, dealing with missing or incomplete data- Social Networking Analysis – Big Data Analysis - Role of Data Scientist in Business & Society - Role of Artificial Intelligence and Intelligent Agents in e-business - Ethical and Legal considerations in Business Analytics

Module IV

Socio - Cyber Informatics: IT and society - Digital Divide – Digital natives-Cyber space- New opportunities and threats - Cyber ethics - Cyber-crimes -Types - Cyber Laws – Organizations related with cyber laws-Cyber addictions - Information overload - Health issues - e-waste and Green Computing – Recent E-governance initiatives in India

Module V

Digital Marketing : Introduction to Digital marketing Environment –meaning & Concept – Need for digital marketing – Advantages and disadvantages of digital marketing -Trends in digital marketing- Types of digital marketing – Business models in digital marketing Business to Business (B2B), Business to Customer (B2C), Customer to Customer (C2C), Business to Employees (B2E), Business to Government (B2G) - Online advertising - types of online advertising - Top e-commerce websites around the world and

its scenario in India. PPC (Pay per Click) advertising – Search engine Analytics – search engine ads – social media channels and ads

Reference Books:

1. Professional Business Skills – Lee Pelitz 2nd Edition
2. Peter Norton, Introduction to Computers, Tata McGraw Hill Private Limited, New Delhi, 2009.
3. Alan Evans, IITL ESL, Leslie Lamport, Dolores Etter, Darren George, Kenneth C Laoudon, Gary Rogers, Rainer Handel, INFORMATICS -Technology in Action, Pearson Education, Delhi, 2009.
4. V.Rajaraman, Introduction To Information Technology, PHI Learning Private Limited, NeDelhi,2009.
5. Daniel Minoli&EmmaMinoli, Web Commerce Technology Hand Book, Tata McGraw Hill, New Delhi, 2009
6. Godfrey Parkin,DigitalMarketing:Strategies for online success,New Holland publishers Ltd,2009
7. Damian Ryan,Understanding Digital marketing:Marketing strategies for Engaging the Digital generation,Kogan page,3rd Edition,2014,Jonah Berger,Contagious Why things catch on,Simon&Schuster,2013
8. Turban E, Armson, JE, Liang, TP &Sharda, Decision support and Business Intelligence Systems, 8thEdition, John Wiley & Sons, 2007
9. Frank J. Ohlhorst, Big Data Analytics, 1st Edition, Wiley, 2012
10. Efraim Turban, Ramesh Sharda, Jay Aronson, David King, Decision Support and Business Intelligence Systems, 9th Edition, Pearson Education, 2009
11. Microsoft Office 2007 Business Intelligence - Reporting, Analysis, and Measurement from the Desktop, Doug Harts, TATA McGraw-Hill Edition, 2008
12. Data Mining for Business Intelligence: Concepts, Techniques, and Applications in Microsoft Office Excel with XLMiner, GalitShmueli, Nitin R. Patel, Peter C. Bruce, Wiley Publication, 2010
13. Data Mining: Concepts and Techniques, Morgan Kaufmann Publication, 3rd Edition, 2011 Data Science for Business – What you need to know about data mining and data-analytic thinking, Foster Provost, Tom Fawcelt, O’ Reilly Media Publication, 2013

BBA3BO4 Corporate Accounting

No. of sessions: 80

Course Objectives
The course acquaints the students with the knowledge about corporate accounting. The modules introduce the fundamentals Indian accounting standard and equip the students with skills for preparing corporate accounts.
Course Outcomes

CO1: Acquire conceptual knowledge of precautions and methods in financial reporting for corporate accounts.

CO2: Understand and apply fundamental Indian IFRS on inventories, PPE, provisions, income tax, borrowing costs, and intangible assets.

CO3: Gain comprehensive understanding in accounting transactions regarding redemption of preference shares and debentures.

CO4: Develop skills in preparing annual financial statements for corporate entities per the provisions of Companies Act, 2013.

CO5: Compute accounting ratios and interpret them for effective evaluation of companies

CO-PO/PSO Mapping

PO →	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO ↓										
CO1	3	3	3	2	3	3	3	2	2	3
CO2	3	3	2	3	3	2	3	3	2	2
CO3	3	2	3	3	3	3	2	3	3	1
CO4	2	3	3	2	3	3	2	2	2	3
CO5	3	2	3	3	3	2	3	3	3	2

Module I : Financial Reporting Standards: Concept of accounting standard - International Financial Reporting Standards (IFRS) and Indian Accounting Standards-IFRS convergence in India - List of IFRS and IndAS with objectives - Conceptual framework - Elements of financial statements - Recognition, Measurements, Presentation and Disclosure.

Module II: IFRS Converged Indian Accounting Standards: Concept of IndAS- Objective, Scope, Recognition and Measurement of: Inventories (Ind AS 2), Income tax (IndAS 12), Accounting for tangible non-current assets (IndAS 16), Borrowing costs (IndAS 23), Provisions, Contingent liabilities and Contingent assets (IndAS 37), Accounting for intangible assets (IndAS 38).(Basic problems only)

Module III: Redemption of Securities: Redemption of Preference Shares – Rules and Accounting - Redemption of Debentures – Important Provisions - Accounting for Redemption: by conversion, by lot, by purchase in the open market (cum- and ex-interest).

Module IV: Preparation of Financial Statements: Contents of financial statements of a joint stock company as per the Companies Act 2013 - Preparation of Statement of Profit & Loss, Statement of changes in equity, Balance Sheet (IndAS1) and Cash flow statement (IndAS7).

Module V : Accounting Ratios: Concept of ratio – Accounting ratio – Meaning, Uses and Limitations – Classification of Accounting Ratios - Computation of Profitability Ratios, Liquidity Ratios, Solvency Ratios and Activity Ratios.

Reference Books:

1. Chintan Patel, BhupendraMantri, Indian Accounting Standards, Taxmann Publications.
2. T. P, Ghosh , Illustrated Guide To Indian Accounting Standards, Taxmann Publications.
3. B. D, Chatterjee, Illustrated Guide To Indian Accounting Standards, Taxmann Publications.
4. M.C. Shukla, T.S. Grewal and S. C. Gupta, Advanced Accounts, S. Chand &Co., New Delhi.
5. S.N. Maheswari and S.K. Maheswari, Financial Accounting.
6. R.L. Gupta and Radhaswamy, Advanced Accounting, Sultan Chand & Sons, New Delhi.
7. Ashok Sehgal and Deepak Sehgal, Advanced Accounting, Volume2, Taxmann, New Delhi.
8. Jain and Narang, Financial Accounting, Kalyani Publishers.
9. P.C. Tulasian, Introduction to Accounting, Pearson Education.

BBA3B05 Financial Management

No. of sessions: 80

Course Objectives
1. This course aims to enable students to understand the basic concepts of financial management and make them aware of major decisional areas of financial management.
Course Outcomes
CO1: Comprehend basic concepts, tools, and practices of financial management.
CO2: Develop skills for effective financial, investment, and dividend decision making.
CO3: Analyze capital structure concepts and theories in financial decision-making.
CO4: Analyze the importance of working capital management, factors influencing it, and estimate working capital requirements.

CO5: Comprehend the relevance of dividend policy, factors influencing it, theories, and apply them in financial decision-making.

CO-PO/PSO Mapping

P O →	PO 1	PO2	PO3	PO 4	PO5	PS O1	PS O2	PSO 3	PSO 4	PS O5
C O ↓										
C O1	2	2	1	2	1	3	3	3	3	3
C O2	3	3	2	1	1	3	2	3	3	2
C O3	3	2	1	2	1	3	2	3	2	3
C O4	3	2	1	1	2	3	3	2	2	3
C O5	3	3	2	2	2	3	2	3	3	3

To reach the unreachable

Module I:

Introduction to Finance: Meaning of Finance – Business Finance – Finance Function – Organization Structure of Finance - Financial Management – Goals of Financial Management – Financial Decisions – Role of a Financial Manager.

Module II:

Financing Decision: Meaning, Importance and Classification of Capital Structure; Finance Structure and Capital Structure; Factors Influencing Capital Structure – Optimum Capital Structure; EBIT- EPS Analysis. Leverages: Operating, Financial and Combined Leverages. Cost of Capital: Concept and Importance; Types of Cost of Capital: Computation of Component and Composite Cost of Capital.

Module III:

Investment Decision: Meaning and Importance of Capital Budgeting – Features – Process – Techniques

of Capital Budgeting: Concept and Computation of Payback Period, Accounting Rate of Return, Net Present Value, Internal Rate of Return and Profitability Index.

Module IV:

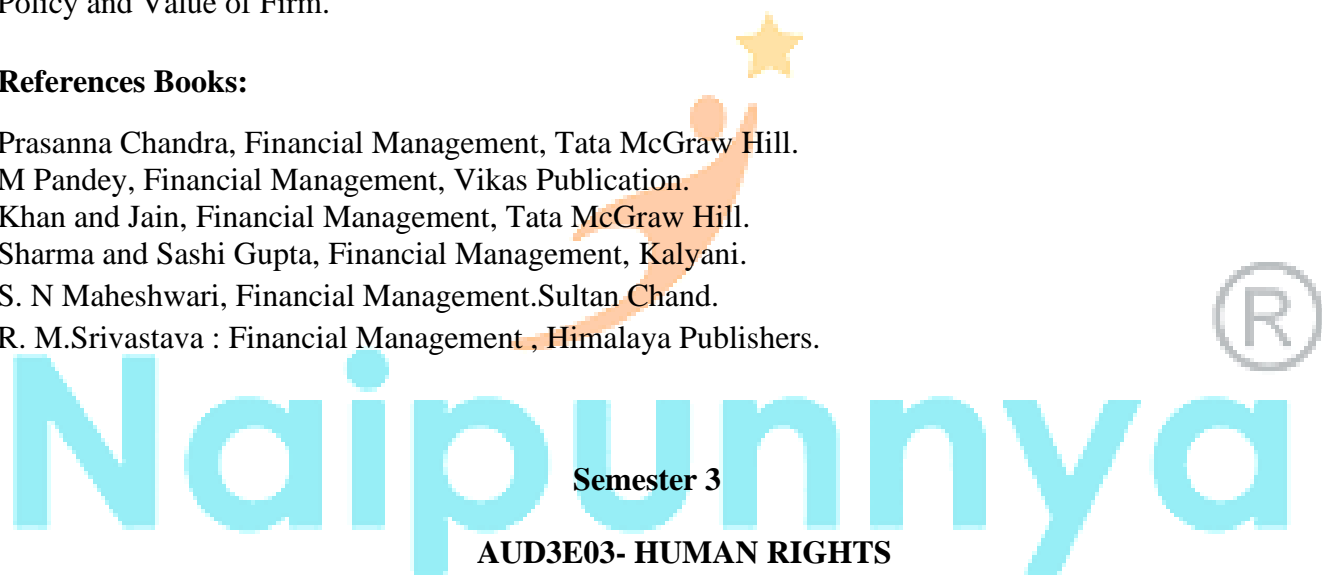
Working Capital Management-Concepts and Significance of Working Capital – Evils of Excess and Inadequate Working Capital – Determinants of Working Capital – Estimation of Working Capital - Sources of Working Capital -A Brief Overview of Cash Management – Receivables Management and Inventory Management.

Module V :

Dividend Decision: Dividend - Meaning and Types; Dividend policy : Meaning and Objectives- Issues Involved in Dividend Policy-Determinants of Dividend Policy – Types of Dividend Policy –Dividend Policy and Value of Firm.

References Books:

1. Prasanna Chandra, Financial Management, Tata McGraw Hill.
2. M Pandey, Financial Management, Vikas Publication.
3. Khan and Jain, Financial Management, Tata McGraw Hill.
4. Sharma and Sashi Gupta, Financial Management, Kalyani.
5. S. N Maheshwari, Financial Management.Sultan Chand.
6. R. M.Srivastava : Financial Management , Himalaya Publishers.



Semester 3
AUD3E03- HUMAN RIGHTS

Course Objective

In-depth insight into the constitutional, statutory and institutional aspects of human rights and special legislations dealing with protection of vulnerable and marginalized groups.

Course outcomes

1. Understand the importance and different approaches to Human rights
2. Understand the different mechanisms of United Nations to ensure and protect the Human Rights
3. Understand the different Constitutional provisions and legislations to protect Human Rights in India
4. Analyse the functions of NHRC, Judiciary and PIL for protecting Human Rights in India
5. Examine the challenges to Human Rights of different vulnerable sections

MODULE –I

HUMAN RIGHTS; Meaning, Evolution and ImportanceApproaches; Western, Marxian, Feminist and Third World

Pongam, Koratty East, Thrissur District, Kerala State, India. Pin-680308.

Phone +91 9605001987, 04802730340, 2730341, 2733573

www.naipunnya.ac.in, mail@naipunnya.ac.in

MODULE – II

U N O AND HUMAN RIGHTS

- (a) Universal Declaration of Human Rights
- (b) International Covenants on Civil and Political Rights (ICCPR),
International Covenant on Social Economic and Cultural Rights (ICESCR)
- (c) The Office of the United Nations High Commissioners for Human Rights (UNHCHR)

MODULE- III

HUMAN RIGHTS IN INDIA

- (a) Constitutional Provisions- Fundamental Rights, Directive Principles of State Policy
- (b) Some important Legislations
 - 1) Protection of Civil Rights Act-1955
 - 2) Prevention of Atrocities (SC and ST) Act 1989
 - 3) Sexual Harassment of Women at workplace (Prevention, Prohibition and Redressal) Act, 2013
 - 4) The Rights of Persons with Disabilities Act-2016
 - 5) Right to information Act 2005
- (c) Agencies Protecting Human Rights ; Judiciary, Public Interest Litigation, National Human Rights Commission and Media

MODULE- IV

CHALLENGES TO HUMAN RIGHTS

Human Rights Violations against Women, Children, Other marginalised sections like Minorities, Dalits, Adivasis and Women, Refugees

BOOKS AND REFERENCES

- 1 Andrew Clapham, Human Rights: A Very Short Introduction, Oxford University Press, New York, 2007
- 2 Darren J O Byrne, (ed), Human Rights: An Introduction, Pearson, New Delhi, 2004
- 3 Chiranjeevi Nirmal, Human Rights in India, Oxford University Press, New Delhi, 1997.
- 4 Pavithran K S, (ed), Human Rights in India: Discourse and Contentions, Gyan books, New Delhi, 2018
- 5 Ujwal Kumar Singh, (ed), Human Rights and peace: Ideas, Laws, Institutions and Movements, Sage, New Delhi, 2009
- 6 Upendra Bax, : The RIGHT to be Human Lasncer International New Delhi, 1987.
- 7 Johari J.C Human Rights and New World Order Anmol Publications , New Delhi, 0998

Skill Enrichment Program (SEP)

Course syllabus for Certificate Program Intermediate Skills Enrichment SEMESTER III

One session: One hour

Subject Name: Intermediate Skills Enrichment

Syllabus Code: ISE

Subject Code: SEP 02

Total: 15 Hours

Program Objective:

To make the students aware of their career choices and competencies required to be successful in their domain and equip them with the required skills.

MODULE 1: Session 1- 3

3Hrs

- Self-Introduction (With slides, properties etc.)

MODULE 2: Session 4 - 5

2Hrs

- Role Plays (Domain based topics)

1. Carrying out a Retail transaction

2. Hiring an employee

3. E-Commerce Customer Support

4. Customer Service Resolution

5. Marketing a product

6. Business Plan presentation

7. Employee Conflict resolution

8. Financial Analysis Consultation

MODULE 3: Session 6 - 9

4 Hrs

- Telephone Etiquette
- E-mail Etiquette

MODULE 4: Session 10 - 15

6 Hrs

- Product Launch
- Ad zap (Making an Ad of the product chosen)

MOOC Online Courses(Add on courses)

BHC-011: Basics of Event Management

By Prof. Heena K. Bijli | Indira Gandhi National Open University

This Course is meant for beginners who are keen to work in the field of event management or for those who want to start their own entrepreneurship. It provides a basic understanding of event management in the context of events and activations, that are rapidly increasing across the world. It presents the importance of event management as a growing profession and a million-dollar industry. The Course takes you through the types, characteristics, advantages and scope of events, and the opportunities in the event industry based on the diversity of events such as Intellectual Properties; Social and Cultural events (weddings, festivals, personal events etc); Managed events like Promotional campaigns/ Activations; MICE; Fairs; Sports; Rural; Digital; Government events and much more.

Entrepreneurial competencies for an event manager are covered in this Course along with the necessary soft skills and other skills, to fulfill the role requirements for delivering a successful event. The Course provides knowledge on how to establish and run the events business and takes you through the process of business opportunity assessment and developing a good business plan. It further provides insights on the successful running of an event management company.

Course Credit	4
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Summary

Course Status :	Upcoming
Course Type :	Core
Duration :	12 weeks
Start Date :	01 Sep 2021
End Date :	
Exam Date :	
Category :	Multidisciplinary
Credit Points :	4
Level :	Undergraduate

Course layout

Week	Topics
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Week-1	Unit 1: Introduction and Scope of Events
Week-2	Unit 2: Types of Events
Week-3	Unit 3: Characteristics of Events
Week-4	Unit 4: Growth of Event Industry in India
Week-5	Unit 5: Entrepreneurial Competencies for Event Management
Week-6	Unit 6: Event Manager as a Professional Leader
Week-7	Unit 7: Communication Skills and Methods
Week-8	Unit 8: Building Portfolios
Week-9	Unit 9: Business Opportunity Search
Week-10	Unit 10: Business Plan Preparation
Week-11	Unit 11: Managing an Event Management Company
Week-12	Unit 12: Financial Management

Books and references

IGNOU SLM for Basics of Event Management (BHC-011)

TS-3: Management in Tourism

By Dr. Sonia Sharma | Indira Gandhi National Open University

This course on Management in Tourism attempts to make the learners aware of Management concepts and principals as applicable in diverse operations of the tourism Industry. The aim is to familiarize our learners with managerial skills needed in this area.

Summary

Course Status :	Upcoming
Course Type :	Core
Duration :	16 weeks
Start Date :	01 Sep 2021
End Date :	
Exam Date :	
Category :	Multidisciplinary
Credit Points :	8
Level :	Undergraduate

Pongam, Koratty East, Thrissur District, Kerala State, India. Pin-680308.

Phone +91 9605001987, 04802730340, 2730341, 2733573

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Course layout

WEEK	TOPICS
Week-1	Unit 1: Management: Concepts and functions
	Unit 2: Entrepreneurship: Concept and Functions
Week-2	Unit 3: Corporate Forms in Tourism
	Unit 4: Management Issues In Tourism
Week-3	Unit 5: Understanding Organizations
	Unit 6: Planning and Decision Making
Week-4	Unit 7: Organizing
	Unit 8: Controlling
Week-5	Unit 9: Small Group Behavior
	Unit 10: Interpersonal Behavior
Week-6	Unit 11: Inter-Group Behavior
	Unit 12: Supervisory Behavior
Week-7	Unit 13: Human resource Management
	Unit 14: Financial Management
Week-8	Unit 15: Operations Management
	Unit 16: Marketing Management

Week-9	Unit 17: Information, Technology and management
	Unit 18: Understanding Profit and Loss Statement
Week-10	Unit 19: Understanding Balance Sheet
	Unit 20: Profitability Analysis
Week-11	Unit 21: Project formulation and appraisal
	Unit 22: Tour Operators
Week-12	Unit 23: Travel Agencies
	Unit 24: Hotels
Week-13	Unit 25: Public Relations
	Unit 26: Food Services
Week-14	Unit 27: Tourist Transport
	Unit 28: Airlines
Week-15	Unit 29: Airport
	Unit 30: Convention Industry
Week-16	Unit 31: Planning Conventions
	Unit 32: Management and Implementation of conventions

BCOS-183: Computer Application in Business

By Dr. Subodh Kesharwani | Indira Gandhi National Open University

Pongam, Koratty East, Thrissur District, Kerala State, India. Pin-680308.

Phone +91 9605001987, 04802730340, 2730341, 2733573

www.naipunnya.ac.in, mail@naipunnya.ac.in

This is one of the skill enhancement (4 credits) elective courses in 3rd Semester B.Com / BBA programme under CBCS scheme. The main objective of this course is to familiarize the students with the application of computer in business and how it facilitates in business decision making. The entire 20 units have been bifurcated into two parts, Part-A and Part-B. This Part-A consists of three blocks 1, 2 & 3 and in total have 12 units. Part-B consists of two blocks 4 & 5 and has 8 units in total.

Summary

Course Status :	Upcoming
Course Type :	Not Applicable
Duration :	12 weeks
Start Date :	01 Sep 2021
End Date :	
Exam Date :	
Category :	Commerce
Credit Points :	4 
Level :	Undergraduate

Course layout

Weeks	Video No.	Videos Title	Units
Week-1	Video-1	Introduction to Computers	Unit-1
	Video-2	Application in Computers	Unit-2
	Video-3	Web Application	Unit-3
	Video-4	Basic of Computer Software	Unit-4
Week-2	Video-5	Business Information System-	Unit-5
	Video-6	Database Management System	Unit-5
	Video-7	Business Process & Enterprises Application	Unit-5
	Video-8	GDPR	Unit-5

Week-3	Video-9	IT Securities Measures in Business	Unit-6
	Video-10	Internet Services and Email	Unit-7
	Video-11	Plastic Money, E-Wallet and Online Pay	Unit-8
Week-4	Video-12	Basics of Word Processing	Unit-9 & Unit-10
	Video-13	Tools using Word	Unit-11
	Video-14	Advance Tool using Word Processing	Unit-11
	Video-15	Making Business Documentation using word	Unit-12
Week-5	Video-16	Working with PowerPoint	Unit-13
	Video-17	PPT usages in Business and Corporate	Unit-13
Week-6	Video-18	Meaning of Multimedia	Unit-14
	Video-19	Animation & Presentation	Unit-14
	Video-20	Implementing multimedia tool in business	Unit-14
	Video-21	Meaning and Role of You Tube in Business	Unit-15
	Video-22	Video Impact in Excelling Business	Unit-15
Week-7	Video-23	Curtain raiser to Spreadsheet & its Utility in Business World	Unit-16
	Video-24	Spreadsheet concepts-1	Unit-16
	Video-25	Spreadsheet concepts-II	Unit-16

Week-8	Video-26	Formulas & Functions-I	Unit-17
	Video-27	Formulas & Functions-II	Unit-17
	Video-28	Formulas & Functions-III	Unit-17
	Video-29	Formulas & Functions-IV	Unit-17
	Video-30	Formulas & Functions-V	Unit-17
Week-9	Video-31	Graphical Presentation of Data Meaning and Intro	Unit-18
	Video-32	Graphical Presentation of Data using Spreadsheet	Unit-18
Week-10	Video-33	Advance Option in Spreadsheet-I	Unit-19
	Video-34	Advance Option in Spreadsheet-II	Unit-19
	Video-35	Advance Option in Spreadsheet-III	Unit-19
Week-11	Video-36	Google Workspace and Cloud	All Blocks (Unit 1-20)
	Video-37	Burgeoning & Contemporary Thought In business and Computers	All Blocks (Unit 1-20)
Week-12	Video-38	FAQ-I Computer application	All Blocks (Unit 1-20)
	Video-39	FAQ-II Business Application	All Blocks (Unit 1-20)

	Video-40	Terminology used in Computer Application in Business	All Blocks (Unit 1-20)
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Semester IV

BBA4A13 Entrepreneurship Development

No. of sessions: 80

Course Objectives
To familiarize the students with the concept of entrepreneurship
To identify and develop the entrepreneurial talents of the students
To generate innovative business ideas in the emerging industrial scenario
Course Outcomes
CO1: At the end of the course, the students will be able to understand the basic concepts of entrepreneurship
CO2: At the end of the course, the students will be equipped with the knowledge on institutional support and incentives provided to entrepreneurs from different avenues.
CO3: At the end of the course, the students will gain knowledge about Micro, Small and Medium Enterprises
CO4: At the end of the course, the students will understand procedure involved in setting up of a industrial unit
CO5: At the end of the course, the students will be equipped with the knowledge for creation of project reports.

CO-PO/PSO Mapping

PO →	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO ↓										
CO1	2	2	1	1	3	2	2	2	1	2
CO2	3	2	2	1	3	2	1	3	1	2
CO3	2	2	1	1	3	2	1	3	1	2
CO4	3	2	2	1	3	2	2	3	1	2

CO5	3	3	2	2	3	2	3	2	0	2
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Module I

Concepts of entrepreneur: Entrepreneur- Definitions - Characteristics of entrepreneur- Classification of entrepreneur-Entrepreneurial traits -Entrepreneurial functions - role of entrepreneurs in the economic development - Factor effecting entrepreneurial growth – Entrepreneurship – Meaning- definition - Entrepreneur vs Intrapreneur - Women Entrepreneurs - Recent development – Problems - Entrepreneurial Development Programmes - Objectives of EDP - Methods of training - Phases of EDP.

Module II

Institutional support and incentives to entrepreneurs- Functions of Department of Industries and Commerce (DIC) - Activities of Small Industrial Development Corporation (SIDCO)- Functions of National Small Industries Corporation(NSIC)- Functions of Small Industries Development Bank of India (SIDBI) - Khadi Village Industry Commission (KVIC)-Small Industries Service Institute (SISI)- Functions and services of Kerala Industrial Technical Consultancy Organisation (KITCO)-Activities of Science and Technology Entrepreneurship Development Project (STEDP)-Strategies of National entrepreneurship Development Board (NEDB) -Objectives of National Institute for entrepreneurship and small business development (NIESBUD) - Techno park- Functions of techno park Incentives- Importance- Classification of incentives – Subsidy - Types of Subsidy

Module III

Micro Small and Medium Enterprises- Features- Objectives- Importance- Role of SME in the economic development- MSME Act 2006- Salient features- Credit Guarantee Fund Trust Scheme for MSMEs - Industrial estates-Classification-Benefits- Green channel- Bridge capital- Seed capital assistance-Margin money schemes –Single Window System- Sickness- Causes –Remedies- Registration of SSI

Module IV

Setting up of Industrial unit-(Only Basic study) Environment for Entrepreneurship – Criteria for selecting particular project- Generating project ideas-Market and demand analysis- Feasibility study- Scope of technical feasibility- Financial feasibility- Social cost benefit analysis- Government regulations for project clearance-Import of capital goods- approval of foreign collaboration-Pollution control clearances- Setting up of micro small and medium enterprises- Location decision- Significance.

Module V

Project Report - Meaning-Definition - Purpose of project reports-Requirements of good report - Methods of reporting - General principles of a good reporting system - Performa of a project report - Sample project report. (The preparation of sample project report shall be treated as an assignment of this course).

Reference Books:

1. Shukla M.B. Entrepreneurship and small Business Management, KitabMahal Allahabad.
2. SangramKeshariMohanty, Fundamentals of entrepreneurship, PHI, New Delhi.
3. Nandan H. Fundamentals of Entrepreneurship, PHI, NewDelhi.
4. Small-Scale Industries and Entrepreneurship, Himalaya Publishing ,Delhi
5. C.N.Sontakki, Project Management, Kalyani Publishers, Ludhiana.
6. SangamKeshariMohanty. Fundamentals of Entrepreneurship, PHI, NewDelhi
7. Peter F. Drucker- Innovation and Entrepreneurship.
8. Vasanth Desai, Small Business Entrepreneurship, Himalaya Publications.
9. MSME Act 2006.

Semester IV

BBA4A14 Banking and Insurance

Number of sessions: 64

Course Objectives
1. To enable the students to acquire knowledge about basics of Banking and Insurance.
2. To familiarize the students with the modern trends in banking.
Course Outcomes
CO1: Understand basic concepts about banking
CO2: Apply various instruments in banking
CO3: Understand electronic banking
CO4: Gain basic knowledge about insurance.
CO5: Analyze major insurance policies.

CO-PO/PSO Mapping

PO →	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO ↓										
CO1	2	1	1	2	3	3	3	3	3	3
CO2	2	1	1	2	3	3	3	3	3	3

CO3	2	2	2	3	3	2	2	3	3	2
CO4	2	2	2	2	3	2	3	2	2	2
CO5	2	2	3	2	3	2	3	3	3	2

Module I: Introduction to Banking : Meaning and definition - Origin and development of banking – Customer of a bank - Structure of banking in India - Banks and economic development - Functions of commercial banks (conventional and innovative functions) - Central bank –RBI-Functions - Emerging trends in banking.

Module II: Negotiable Instruments: Definition - Characteristics - Types - Parties to negotiable instruments -Cheques - Types of cheques - Crossing of cheques - Drafts - Cheque vs. Draft - Endorsement -Significance - Regularity of endorsement - Liability of endorser -Electronic payments.

Module III: E-Banking-centralized online real time electronic banking (CORE)-Electronic Clearing service (ECS) - Electronic Fund Transfer - Real Time Gross settlement (RTGS)—National Electronic Fund transfer(NEFT)-society for worldwide interbank financial telecommunication(SWIFT) - E-cheque - Any Time Money - ATM.s- Credit card - Debit card-smart card - Internet banking - mobile banking - Tele-banking - financial inclusion - recent initiatives in financial inclusion.

Module IV: Introduction to insurance: Concept - need of insurance-insurance as a social security tool - insurance and economic development-principles of insurance - various kinds of insurance - life and general insurance (fire, marine, medical, personal accident, property and motor vehicle insurance) - features-life insurance Vs. general insurance.

Module V: Life insurance-law relating to life insurance-general principles of life insurance contract, proposal and policy—Assignment and nomination - title and claims - general insurance - law relating to general Insurance - IRDA - powers and functions - insurance business in India.

References:

1. Sheldon H.P : Practice and Law of Banking.
2. Bedi. H.L : Theory and Practice of Banking.
3. Maheshwari. S.N. : Banking Law and Practice.
4. Shekar. K.C : Banking Theory Law and Practice.
5. Pannandikar & Mithami': Banking in India.
6. Radhaswamy & Vasudevan: Text Book of Banking.
7. Indian Institute of Bankers (Pub) Commercial Banking Vol-I/Vol-II (part I& II)Vol- III.
8. Varshaney: Banking Law and Practice.

9. Dr. P. Periasamy: Principles and Practice of Insurance Himalaya Publishing House, Delhi.
10. M.N. Mishra: Insurance Principles and Practice, S. Chand & Company Ltd, Delhi.
11. G. Krishnaswamy : Principles & Practice of Life Insurance
12. Kothari & Bahl: Principles and Practices of Insurance
13. B.S. Khubchandani, "Practice and Law of Banking", Mac Millan India Ltd
14. K.C. Nanda, " Credit Banking", Response Book, Sage Publication, 1999

BBA4BO6 Cost & Management Accounting

No. of sessions: 80

Course Objectives	
The objective of the course is to acquaint the students with the basic concepts and tools of Cost and Management Accounting.	
Course Outcomes	
CO1: Comprehend basic cost accounting methods and apply them in daily situations.	
CO2: Understand costing concepts for business applications.	
CO3: Develop logical thinking, reasoning ability, and problem-solving skills in cost and management accounting.	
CO4: Use different methods for overhead apportionment.	
CO5: Utilize cost accounting tools for analysis in various situations.	

CO-PO/PSO Mapping

PO →	PO1	PO2	PO3	PO4	PO5	PS O1	PS O2	PSO 3	PS O4	PSO 5
CO ↓										
CO1	1	2	3	2	3	2	2	2	2	1
CO2	1	2	2	2	2	2	2	2	3	2
CO3	3	3	2	2	2	2	1	3	2	1
CO4	2	3	2	1	2	2	3	3	2	2
CO5	3	3	3	3	3	2	1	2	3	2

Module I: Cost Accounting: Definition - Meaning and scope - Objectives - Cost classification - Elements of cost - Cost units –Cost center - Types - Methods and Techniques of Costing - Management Accounting:

Pongam, Koratty East, Thrissur District, Kerala State, India. Pin-680308.

Phone +91 9605001987, 04802730340, 2730341, 2733573

www.naipunnya.ac.in, mail@naipunnya.ac.in

Meaning and scope - Objectives - Difference between cost Accounting, Financial accounting and Management accounting.

Module II: Material and Labour: Material- Meaning and types. Computation of: Stock levels- EOQ - Pricing of Issue of materials - FIFO, LIFO, Simple and Weighted Average methods. Computation of Labour cost - Time rate and piece rate system.

Module III: Overheads and Preparation of Cost Sheet: Overhead- Meaning and Definition – concepts of overhead Allocation, Apportionment and Absorption of overheads. (Simple problems only) Preparation of Cost sheet-Format – objects and methods of cost sheet preparation.

Module IV: Methods of Costing: Job order costing: Meaning – Features – preparation of job cost sheet - Process Costing: Meaning – Features- normal and abnormal loss.

Module V: Marginal Costing & Budgetary Control: Marginal costing- Concept-Meaning and computation of contribution, PV ratio and BEP - Construction of Break Even Chart - Profit planning. Budgetary Control: Concepts of Budget and Budgetary Control- preparation of cash and flexible budget

Reference Books:

- 1.Ravi M Kishore: Cost and Management accounting, Taxmann’s Publications
- 2.Debarshi Bhattacharyya, Cost and Management, Pearson
- 3.Dr. S.N. Maheswari : Management Accounting, Vikas Publishing
- 4.S.P.JAIN, K.L.NARANG : Cost Accounting, Kalyani Publishers
- 5.Sharma and ShahiK Gupta : Management Accounting, Kalyani Publishers.
- 6.N.K. Prasad : Cost Accounting
- 7.Horngren : Cost Accounting : A Managerial Emphasis.

BBA4C03 – Corporate Regulations

No. of sessions: 80

Course Objectives
To familiarize the students with corporate law and to make them aware of the applications of importance of company law in the management of organizations.
Course Outcomes
CO1: Understand the Companies Act 2013.
CO2: Comprehend basic concepts relating to the formation of companies.

CO3: Understand the concept of shares and formalities of share issuance.

CO4: Understand company management

CO5: Understand types of company meetings, procedures, and consequences of winding up

CO-PO/PSO Mapping

PO →	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO ↓										
CO1	2	1	1	1	1	3	2	3	1	1
CO2	1	1	1	2	1	3	1	3	1	1
CO3	1	1	1	1	1	3	1	3	1	1
CO4	1	2	2	2	1	3	1	3	2	2
CO5	1	1	1	1	2	3	1	3	1	1

Module I

Introduction to Companies Act 2013: Objects of the Act - Salient features of the Act - Meaning and definition of company - Features - Kinds of companies - Private Company - Public company - Associate Company - Dormant Company - One person company - Small Company - Government Company - Lifting of corporate veil.

Module II

Formation of Companies: Promotion - Role of promoters - Incorporation - Capital subscription - Commencement of business - Pre-incorporation and provisional contracts. Document of companies: Memorandum of Association - Definition - Contents and alteration- Doctrine of Ultravires - Articles of Association - Definition - Contents and alteration - Distinction between Memorandum and Articles - Constructive notice of Memorandum and Articles - Doctrine of Indoor management - Prospectus - Contents -Statement in lieu of prospectus - Liabilities for misstatement.

Module III

Share Capital : Shares - Kinds of shares - Public issue of shares - Book building -Allotment of shares - Irregular allotment - Issue prices of shares - Listing of shares -Employees stock option scheme - Sweat equity shares - Right shares - Bonus shares -Shares with differential rights - Share certificate and share warrant - Calls - Forfeiture -Surrender of shares - Buyback of shares - De materialization and re materialization of shares - Transfer and transmission of shares - Transfer under Depository system.

Module IV

Management of Companies : Board and Governance - Directors: Appointment - Position – Powers Rights - Duties and liabilities - Qualification - Disqualification - Removal of directors- Key Managerial Personnel - Introduction to Corporate Governance - Need and importance of Corporate Governance - Corporate social responsibility. Securities and Exchange Board of India Act 1992 – Objects – Establishment and management of SEBI – Powers and functions of SEBI– Securities Appellate Tribunal (SAT)

Module V

Company Meetings and Winding up : Requisites of a valid meeting - Statutory meeting - Annual general body meeting - Extra ordinary meeting - Board meetings - Resolutions - Types - Company Secretary : Qualification - appointment - duties - Winding up : Meaning - Modes of winding up - Winding up by Tribunal - Members' voluntary winding up - Creditors' voluntary winding up - Liquidator: Powers - Duties and liabilities -Consequences of winding up

Reference Books:

1. M.C. Shukla&Gulshan :Principles of Company Law, S. Chand and Co., New Delhi.
2. N.D. Kapoor : Company Law and Secretarial Practice, Sultan Chand & Sons, New Delhi.
3. Mannual of Companies Act, Corporate Laws and SEBI Guidelines”, Bharat Law House, New Delhi.
4. M.C. Bhandari : Guide to Company Law Procedures, Lexis NexisInia, New Delhi.

5. Tuteja :Company Administration and Meetings, S. Chand, New Delhi.
6. M.C. Kuchal :Company Law and Secretarial Practice, Vikas Publishing House, New Delhi.
7. Dr. P.N. Reddy and H.R. Appanaiah : Essentials of Company Law and Secretarial Practice, Himalaya Publishers, Mumbai.
8. M.C. Kuchal : Secretarial Practice, Vikas Publishing House, New Delhi.
9. AshokBagrial : Secretarial Practice, Vikas Publishing House, New Delhi.
10. .Relevant Bare Act.

BBA4CO4 Quantitative Techniques for Business

No. of sessions: 80

Course Objectives
To familiarize students with the use of quantitative techniques in managerial decision making.
Course Outcomes
CO1: Understand various concepts of QT.
CO2: Develop skills to analyze and apply QT in decision-making.
CO3: Develop and implement statistical tools for analysis.
CO4: Apply probability theory in business problems.
CO5: Analyze data in different situations

CO-PO/PSO Mapping

PO →	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO ↓										
CO1	3	1	1	1	2	3	1	3	3	2

CO2	3	2	1	2	3	3	2	2	3	2
CO3	3	2	1	1	3	3	3	3	3	2
CO4	3	1	1	1	3	2	2	2	2	2
CO5	3	2	2	1	2	3	3	3	2	3

Module I

Quantitative Techniques: Introduction - Meaning and definition - Classification of Q.T - QT and other disciplines - Application of QT in business - Limitations.

Module II

Time Series and Index Numbers: Meaning and Significance – Utility, Components of Time Series- Measurement of Trend: Method of Least Squares, Parabolic Trend and Logarithmic Trend- Index Numbers: Meaning and Significance, Problems in Construction of Index Numbers, Methods of Constructing Index Numbers – Weighted and Unweighted, Test of Adequacy of Index Numbers, Chain Index Numbers.

Module III

Correlation and Regression Analysis: Meaning, significance and types; Methods of Simple correlation - Karl Pearson's coefficient of correlation, Spearman's Rank correlation - Regression - Meaning and significance; Regression vs. Correlation - Linear Regression, Regression lines (X on Y, Y on X) and Standard error of estimate.

Module IV

Probability: Concept of Probability—Meaning and Definition— Approaches to Probability Theorems of Probability—Addition Theorem— Multiplication Theorem—Conditional Probability—Inverse Probability—Bayes' Theorem - Sets Theory: Meaning of Set - Set Operation – Venn Diagrams.

Module V

Theoretical Distribution: Binomial Distribution – Basic Assumptions and Characteristics – Fitting of Binomial Distribution – Poisson Distribution – Characteristics - Fitting of Poisson Distribution – Normal Distribution – Features and Properties – Standard Normal Curve.

Reference Books:

1. Richard I. Levin and David S. Rubin, Statistics for Management, Prentice Hall of India, latest edition.
2. S.P.Gupta, Statistical Methods, Sultan Chand.
3. Sanchetti and Kapoor, Statistics, Sultan Chand.
4. G.C.Beri, Statistics For Managemet, Tata McGraw Hill.
5. J.K. Sharma, Business Statstics: Pearson.

Pongam, Koratty East, Thrissur District, Kerala State, India. Pin-680308.

Phone +91 9605001987, 04802730340, 2730341, 2733573

www.naipunnya.ac.in, mail@naipunnya.ac.in

6. Anderson Sweeney Williams, Statistics for Business and Economics, Thomson.
7. Levine Krebiel & Bevenson, Business Statistics, Pearson edition, Delhi.
8. N.D Vohra, Quantitative techniques in Management, McGraw Hill

Semester 4

AUD4E06-Gender Studies

Course Objectives

- To provide the relevance and significance of the ideas of gender equality and gender justice in our society
- To develop an understanding about the basic concepts of gender studies
- To provide a historical background of women's movements and its relevance
- To understand the major debates around gendered ways of violence and to introduce gender perspectives on popular culture

Course - Outcomes

1. It helps the student to acquire knowledge about the importance of gender equality and women's rights
2. It helps the student to develop gender sensitivity through an analysis of contemporary social issues at the global, national and local levels
3. It helps the student to familiarize with analyzing the popular culture and media with a gender perspective
4. It equips the student to acquire knowledge about the various organs, conventions, constitutional provisions and redressal systems to combat gender discrimination

Module I

Introducing the concepts of sex and gender, gender division of labour, patriarchy, sexualities and sexual orientations, gender stereotypes, masculinities, intersectionalities of race, class, caste and gender in family and society

Suggested Readings

1. 50 Key concepts in Gender Studies, Jane Pilcher and Imelda Whelehan, Sage Publications, 2005
2. Understanding Gender: Kamala Bhasin, Women Unlimited, New Delhi, 2003.
3. What is Patriarchy? Kamala Bhasin, Women Unlimited, New Delhi, 2003.
4. Exploring Masculinity, Kamala Bhasin, Women Unlimited, New Delhi, 2003.

Module II

Women's Experiences in family & work, community, public sphere kinship structures, various forms of violence against women – female foeticide, infanticide, dowry, domestic violence, sexual assaults, rape, sexual harassment at workplace, honour killings – Government mechanisms to combat Violence against women in India

1. An overview of the status of women in India: Neera Desai and Maithreyi Krishnaraj,

P 296-319, Class, Caste, Gender- Readings in Indian Government and Politics-5, Ed. Manoranjan Mohanty, Sage Publications, New Delhi, 2004

2. 'Towards Equality', Report of the Committee on the Status of Women in India, 1975

Module III

Historical Roots of Women's Movements in India and global – Right to vote – Women's Question and social reform in 19th early 20th Century in India and Kerala – Women in National Movement – Left Movement- The Contemporary Women's Movements in India – Queer movements – International human rights instruments & UN conventions on gender rights, Indian Constitutional guarantees of equality and citizenship rights – gender in higher Education

1. History of Doing, Radha Kumar, Kali for Women, New Delhi

2. Mapping of Women's Movement, Threfall. M. (Ed.). Verso, London

3. Women, Ecology and Culture: Gabriele Dietrich, P. 72- 95, Gender and Politics in India, Kali for Women

4. Saksham Report on Measures for Ensuring the Safety of Women and Programmes for Gender Sensitisation on Campuses, 2013,

https://www.ugc.ac.in/pdfnews/5873997_saksham-book.pdf

Module IV

Gender perspectives on popular culture, discourse and practices of cinema, television, popular music, magazines and advertisements, representations of women and gender/sexual minorities in media, gendered dimensions of social media – analysis of gender in news – print, television, web and women's media initiatives

Suggested Readings

1. Whose News: The Media and Women's Issues, Ammu Joseph & Kalpana Sharma (Ed), Sage Publishing, 2006

2. Films and Feminism - Essays in Indian Cinema - Jasbir Jain and Sudha Rai (Ed.), Rawat Publications.

Suggested Activities

1. Analysis of popular films – films for analysis: (1) The Great Indian Kitchen (Malayalam), Thappad (Hindi)

2. Analysis of (1) commercial television advertisements (2) Matrimonial Classifieds in Malayalam News papers.

References

3. Understanding Gender: Kamala Bhasin, Women Unlimited, New Delhi

4. What is Patriarchy? Kamala Bhasin, Women Unlimited, New Delhi

5. Exploring Masculinity, Kamala Bhasin, Women Unlimited, New Delhi

6. History of Doing, Radha Kumar, Kali for Women, New Delhi

7. Gendering caste through a feminist lens, Uma Chakravarti, Sage Publications

8. Feminism in India, Maitreyi Chaudhuri (Ed.), Women Unlimited, New Delhi 2005
9. 50 Key concepts in Gender Studies, Jane Pilcher and Imelda Whelehan, Sage Publications
10. Feminism, Jane Freedman, Buckingham Open University Press, Buckingham, 2001,
11. Mapping of Women's Movement, Threfall. M. (Ed.). Verso, London
12. Anila Agarwal, Human Rights for survival of civilization, Kalinga Publication, Delhi (2004).
13. V.N. Shukla's Constitution of India, Eastern Book Company, 13thedn.
14. Who's News? Ammu Joseph and Kalpana Sharma, Sage Publications, New Delhi, 1994

Link for Syllabus and Question Bank:

Syllabus: [Audit Course Syllabus](#)

Question Bank: [Audit Course Question Bank](#)

Skill Enrichment Program (SEP) Course syllabus for Certificate Program Intermediate Skills Enrichment

Includes domain specific activities

MODULE 1: Session 1- 4

4 Hrs

- Meet the Entrepreneur
- Interview with local entrepreneur(Video)
- Questions preparation

MODULE 2: Session 5- 6

2Hrs

- Hot Topic Collage

1. Impact of E-commerce on Traditional Retail
2. Sustainable Business Practises
3. Financial Technology (Fintech) Innovations
4. Social Entrepreneurship
5. Data Analytics in Business Decision-making
6. Environment Management
7. Digital Marketing Strategies
8. Corporate Social Responsibility (CSR)

MODULE 3: Session 7 - 10

4 Hrs

- Mock Press (Names suggestion)

1. Mukesh Ambani
2. Ratan Tata
3. Nirmala Sitharaman
4. Aditya Puri

5. Kiran Mazumdar-Shaw

6. Uday Kotak

7. Nandan Nilekani

8. Deepak Parekh

(When a person from a group presents, two members from other groups will represent the press and be well prepared to ask questions)

MODULE 4: Session 11 - 15

5 Hrs

- Aptitude Training

(External training for logical reasoning and quantitative aptitude)

Semester V

BBA5B07 Human resources Management

No. of sessions: 64

Course Objectives
1. To give a conceptual understanding of human resource practices in organizations.
Course Outcomes
CO1: Develop insights on various concepts and functions of Human Resource Management. CO2: Plan human resources and implement job design techniques.
CO3: Recruit and train employees effectively.
CO4: Appraise employee performance competently
CO5: Familiarize with recent trends in Human Resource Management and gain conceptual understanding of HR practices in organizations

CO-PO/PSO Mapping

PO->	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO ↓										
CO1	2	3	2	2	3	3	0	3	3	3
CO2	3	1	2	2	3	3	1	3	3	3
CO3	2	2	3	2	3	3	1	2	3	2
CO4	1	2	2	3	2	3	0	2	3	2
CO5	2	1	2	2	3	3	1	3	3	2

Module I

Introduction to Human Resource Management: Meaning, definition, importance, scope and objectives of HRM; Evolution and development of HRM; Approaches to HRM- Personal management Vs Human Resource Management; HRM and competitive advantage. HR department- organizational composition, role, functions

Module II

Procurement of HR: Meaning and Importance of HR planning; Job analysis---process of job analysis, job description, job specification, methods of job analysis; Conventional Vs strategic planning; Recruitment – concept, sources; Selection – concept, Difference between recruitment and selection, process- test, interview, placement, induction and socialization; retention.

Module III

Training and Development: Concepts; importance; Training and development methods – Apprenticeship, understudy, job rotation, vestibule training, case study, role playing, sensitivity training, In-basket, management games, conferences and seminars, coaching and mentoring; Management Development Programs; Training process outsourcing.

Module IV

Performance Appraisal, and Compensation: Performance appraisal -need and Importance, objectives, process and methods. Compensation- Objective, Principles, classification, factors Influencing Employee Compensation.

Module V

Overview of HRM Trends and Challenges: Strategic HRM, Electronic HRM, Green HRM, Human Resource Information System, HR Audit, workforce diversity, downsizing, work life balance, Labour localisation.

Reference Books:

1. Dessler, Human Resource Management, Prentice Hall of India.
2. D.A. DeCenzo and S. P. Robbins, S.L. Verhulst, Human Resource Management, Wiley.
3. Gray Desler, Biju Varkkey, Human Resource Management, Pearson Education.
4. K. Aswathappa, Human Resource Management Text and Cases, McGraw Hill Education.
5. VSP Rao, Human Resource Management, Excel Books. 6. Khanka, Human Resource Management, S.Chand
6. P.R.N. Sinha, S.P. Shekhar, et al., Human Resource Management, S.Chand
7. Raymond Noe; John R. Hollenbeck; Barry Gerhart; Patrick M. Wright, Fundamentals of Human Resource Management, McGraw Hill

BBA5 B08 Business Research Methods

No. of sessions: 64

Course Objectives

To provide an insight into the fundamentals of business research and to acquire practical knowledge and required skills in carrying out research which they are expected to possess when they enter the industry as practitioners

Course Outcomes

CO1: Understand the importance of research in business situations.

CO2: Understand the steps involved in the research process.

CO3: Gain knowledge for data collection.

CO4: Gain knowledge for data analysis.

CO5: Gain confidence in conducting future research.

CO-PO/PSO Mapping

PO →	PO1	PO2	PO3	PO4	PO5	PS O1	PS O2	PS O3	PS O4	PSO5
CO ↓										
CO1	1	2	1	1	2	3	3	2	2	2
CO2	2	2	1	2	2	3	2	2	2	2
CO3	2	2	2	3	2	2	1	3	3	3
CO4	2	2	1	3	3	3	2	3	3	1
CO5	1	1	1	3	3	2	2	2	2	2

Module I : Business Research: Meaning and Definition - Features of Business Research – Phases of Business Research .Theory Building -Induction and Deduction Theory - Concept - Operational Definition - Variable – Proposition. Hypothesis – Types of Hypothesis. Types of Business Research: Basic and Applied – Exploratory - Descriptive and Causal.

Module II : Research Design: Research Design - Research Problem Identification – Identifying Research Gap – Setting Of Objectives And Hypotheses – Identifying The Variables - Dependent - Independent And Intervening Variables – Sampling Plan – Sample Size – Sampling Methods –Steps In Developing A Research Design.

Module III: Data and Method of Research:Typesof Data – Primary Data: Meaning – Sources. Secondary Data- Meaning - Sources of Secondary Data- Limitation of Secondary Data. Exploratory Research: Objectives - Methods - Experience Survey - Secondary Data Analysis - Case Study - Pilot Study by Focus Group Interview. Method of Primary Data Collection: Survey- Types of Survey- Measurement and Scaling: Nominal - Ordinal – Interval and Ratio Scale – Criteria for Good Measurement – Reliability and Validity. Survey Instrument: Questionnaire and Schedule- Essentials of a Good Survey Instrument.

Module IV : Data Processing and Analysis: Processing Stages - Editing - Coding and Data Entry – Descriptive Analysis under Different Types of Measurements - Percentages - Frequency Table - Contingency Table - Graphs - Measures of Central Tendency ,dispersion and Index Number - Interpretation.

Module V : Report Writing and Presentation: Research Report - Types of Reports – Content of Report – Style of Reporting – Steps in Drafting Reports – Qualities of a Good Report – Documentation – Citation – Footnotes – References – Bibliography – APA and MLA - Formats in Writing References and Bibliography.

References:

1. Donald R.CooperAndPamela S, Schindler: Business Research Methods. Latest Edition, Irwin Mcgraw-Hill International Editions, New Delhi.
2. John Adams, Hafiz T.A. Khan Robert Raeside, David White: Research Methods for Graduate Business and Social Science Students, Response Books. New Delhi.
3. Kothari C. R., Research Methodology: Methods And Techniques, New Age International Publishers,New Delhi.
4. Neresh K. Malhotra: Marketing Research, Latest Edition. Pearson Education.
5. William G. Zikmund, Business Research Methods, Thomson.
6. Wilkinson T.S. and Bhandarkar P.L, Methodology and Techniques of Social Research, Himalaya Publishers.
7. John W. Best And James V. Khan, Research in Education.
8. Singh A. K., Tests, Measurements and Research Methods In Behavioral Scienc,Bharathi Bhavan Publishers
9. Srivastava , T N and Shailaja Rego,Business Research methodology Mcgraw- Hill
10. Alan Bryman ,Social Research Methods , Oxford University Press
11. Howard Lune , Bruce L. berg ,Qualitative Research Methods for Social Sciences

BBA5B09 Operations Management

No. of sessions: 64

Course Objectives
To familiarize the students with the concepts, tools and practices of operations management and to learn about the decisions and processes of operations management in a business firm.
Course Outcomes
CO1: Understand different concepts of Operations Management.
CO2: Make operational level plans in industries.

CO3: Study maintenance and various work measurement techniques.

CO4: Understand material requirement planning, inventory models, and EOQ.

CO5: Learn quality planning and various tools for analysis

CO-PO/PSO Mapping

PO →	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO ↓										
CO1	2	2	2	1	2	3	1	2	3	2
CO2	3	1	2	2	2	3	0	2	2	1
CO3	2	2	2	3	2	3	1	1	3	2
CO4	2	2	2	1	1	3	1	2	3	2
CO5	3	2	2	1	2	3	1	2	2	2

Module I: Operations Management: meaning, scope and objectives— OM decisions—historical evolution of OM - interaction of operations management with other areas—manufacturing and non manufacturing operations and their characteristics.

Module II: Facilities Planning: plant location—factors determining plant location—Product design & Process selection- Types of Processes- Plant layout— Product layout, Process layout, Cellular layout & Fixed position layout—Assembly line balancing- materials handling equipment's.

Module III : Capacity Planning: Types of capacity—maintenance management—types of maintenance -work study—method study & work measurement, work measurement techniques – Time & Motion Study- Components of Time Study.

Module IV: Aggregate Planning: Master production schedule (MPS) – Material requirement planning (MRP) - Objectives. Elements of MRP- Inputs, outputs- Inventory management – opposing views of inventory, reorder point, safety stock, lead time, Basic EOQ model, Inventory classification models.

Module V : Quality Control—Concept of quality—quality planning—statistical quality control—control charts(X chart and R chart Only)— Seven Tools of Analysis –Control Chart, Pareto Diagram, Ishikawa Diagram, Histogram, Flow Charts, Scatter Diagram, and Stratification- Concept of quality circles.

References:

1. Russell, Roberta S, and Bernard W.Taylor III, Operations Management, Pearson Education.
2. Chase:Operations Management for Competitive Advantage, Tata McGraw Hill.
3. Buffa, E.S., ‘Modern Production Management’, New York, John Wiley.
4. Adam, E.E. and Ebert, R.J., ’Production and Operations Management’ Prentice Hall of India,
5. Chary, S,.N., Production and Operations Management’, Tata McGraw Hill
6. Norman Gaither, Greg Fraizer, Operations Management, CENGAGE Learning.
KanishkaBedi, Production & Operations Management, Oxford University Press

BBA 5B10 Consumer Behaviour

No. Of Sessions: 80

Course Objectives	
To understand the basics of consumer decision-making processes	
To understand the information needs for helping the consumer in decision making.	
Course Outcomes	
CO1: Understand the consumer decision-making process.	
CO2: Recognize the role of information collection in consumer decision-making.	CO3: Understand the influence of attitude and perception on consumer behavior.
O4: Recognize the importance of consumer satisfaction for organizational success.	
CO5: Understand cultural variations in consumer buying behavior in local, national, and international markets.	

CO-PO/PSO Mapping

PO →	PO1	PO2	PO3	PO4	PO5	PSO	PSO	PSO	PSO	PS
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CO ↓						1	2	4	4	O5
CO1	3	1	2	1	3	2	1	2	2	1
CO2	3	1	2	1	2	2	0	2	2	1
CO3	3	2	3	2	2	2	1	3	3	1
CO4	2	2	3	1	1	2	1	3	3	1
CO5	2	1	3	2	2	2	0	2	2	2

Module I : Consumer Behaviour – concepts; nature, scope and applications of consumer behaviour; Types of consumer behaviour ; Consumer behaviour and marketing strategy; profiling consumers and their needs; Market segmentation and consumer research; psychographics and lifestyle; Consumer behaviour audit.

Module II

The Buying Process: Roles in consumer decision making. Levels of consumer decision making ; Buyer decision making process : Need recognition, information search behaviour; information processing; alternative evaluation; Purchase process and post purchase behavior

Module III

Individual Influences on Buying Behaviour; Consumer as an individual; Theories of personality; personality and market segmentation; consumer perception; consumer needs and motivation. Personal influences and attitude formation. Learning and consumer involvement; Communication and consumer behaviour. Reference group influence in buying decisions; opinion leadership. Family life cycle and decision-making; Social class concept and measurement.

Module IV

Consumer Behaviour & Research: Concepts of Consumer expectation and Satisfaction; Working towards enhancing consumer satisfaction; sources of consumer dissatisfaction; Market research in assessing consumer behaviour ; Relevance of marketing information system.

Module V

Culture and Consumer Behaviour: Core culture and sub cultures. Role of culture in consumer buying behaviour. Profile of Indian consumers; Behavioural patterns of Indian consumers; Problems faced by Indian consumers; Reasons for growth of consumerism in India Consumer protection in India.

Reference Books:

1. Hawkins, Best and Coney: Consumer Behaviour, Tata McGraw Hill, New Delhi .

2. Schiffman, L.G. and Kanuk, L.L.: Consumer Behaviour, Prentice Hall of India,
3. Laudon, David L and Bitta Albert J Della: Consumer Behaviour, Tata McGraw Hill, New .
4. Mowen, John C: Consumer Behaviour, Macmillan, New York .
5. Assael, H: Consumer Behaviour and Marketing Action, South Western, Ohio .

BBA 5B11 Product and Brand Management

No. Of Sessions: 80

Course Objectives
The aim of the paper is to acquaint the students with concepts and techniques of brand management and new product development.
To give experience in the application of concepts in modern business world.
Course Outcomes
CO1: Apply concepts for developing effective advertising programs and new products.CO2:
Understand information collection for new product development.
CO3: Understand the influence of packaging and labeling on consumer perception.
CO4: Recognize the importance of branding in product sales.
CO5: Understand the concept of brand loyalty in contemporary marketing

CO-PO/PSO Mapping

PO →	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 4	PSO 4	PSO 5
CO ↓										
CO1	3	2	1	0	1	2	1	2	2	0
CO2	3	2	3	1	1	2	0	2	2	1
CO3	2	2	2	0	2	2	1	3	3	1
CO4	3	2	3	1	2	2	1	3	3	1
CO5	2	2	1	1	1	2	0	2	2	2

Module I

Product: Basic concept of product, levels, Product-Life-Cycle: Concept, strategies related to different stages of PLC. Product Portfolio: Concept, Importance, Competition & Product Strategy. Product portfolio: Concept, benefits of Product portfolio management.

Module II

New Product Development: Meaning and Importance of new product – Types of new product. Stages of new product development-Reasons for failure of a new product.

Module III

Packaging: Meaning - Importance – types – Features- Factors influencing packaging decision. . Packaging Strategies: Meaning Legal and Ethical aspects of packaging: Green packaging: Concept and importance. Product labelling: Meaning, types and importance.

Module IV

Brand Management: Brand: - Meaning, functions and significance - types of brands – concept of branding. Branding strategies: Concept and types of branding strategies. Steps in brand development strategies. Brand switching

Module V

Brand Communication: concept- need and advantage of brand communication. Brand loyalty and equity- factors affecting brand loyalty. Benefits of brand loyalty- Types of brand loyalty. Building brand loyalty - Brand Positioning and Brand Associations.

Reference Books:

1. Philip Kotler ; Principles of Marketing, , Armstrong, Pearson Education.
2. Marc Annacchino, New Product Development: From Initial Idea to Product Management, Elsevier Publishers
3. K Rajeshwari, New product development –A FMCG perspective, Notion Press publishers.
4. S Ramesh Kumar: Marketing and branding. Pearson
5. Sangeeta Trott and Vinod V. Sople, Brand Equity ,An Indian Perspective, PHI
6. Rajan Saxena, Marketing ,Management, Mc-Graw Hill

Open Courses

BCS5D01 - Introduction to Computers and Office Automation

Course Objective	
1.	Understand the terms hardware, software, I/O devices, Networks - LAN, MAN & WAN
2.	Understand the features of MS Word
3.	Understand the features of MS Excel
4.	Understand the features of MS PowerPoint
Course Outcome	
CO1: Understand different types of computers and networks, hardware units, system software.	
CO2: Learn documentation using Word processing software such as MS word, Open Office Writer.	
CO3: Learn calculations using spreadsheet MS Excel and Open Office Writer.	
CO4: Learn presentations using Open Office Impress/MS-PowerPoint.	
CO5: Able to work documents using various office automation tools.	

PO-CO Mapping

PO→	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
CO ↓									
CO1	0	1	0	3	3	3	3	3	3

CO2	1	3	2	3	3	3	3	3	3
CO3	3	3	2	3	3	3	3	3	3
CO4	2	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3

Course Description

Unit I

Introduction to Computers: Types of Computers - DeskTop, Laptop, Notebook and Netbook. Hardware: CPU, Input / Output Devices, Storage Devices – System - Software - Operating Systems, Programming Languages, Application Software - Networks - LAN, WAN - Client - Server.

Unit II

Documentation Using a Word Processor (OpenOffice Writer / M.S. Word) - Introduction to Office Automation, Creating & Editing Document, Formatting Document, Auto-text, Autocorrect, Spelling and Grammar Tool, Document Dictionary, Page Formatting, Bookmark, Advance Features - Mail Merge, Macros, Tables, File Management, Printing, Styles, linking and embedding object, Template.

Unit III

Electronic SpreadSheet (Open Office Calc/MS-Excel) - Introduction to SpreadSheet, Creating & Editing Worksheet, Formatting and Essential Operations, Formulas and Functions, Charts, Advanced features – Pivot table & Pivot Chart, Linking and Consolidation.

Unit IV

Presentation using (OpenOffice Impress/MS-Power Point): Presentations, Creating, Manipulating & Enhancing Slides, Organizational Charts, Charts, Word Art, Layering art Objects, Animations and Sounds, Inserting Animated Pictures or Accessing through Object, Inserting Recorded Sound Effect or In-Built Sound Effect.

References:

1. Michael Miller, Absolute Beginner's Guide to Computer Basics, Prentice Hall.

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2. Russell A. Stultz, Learn Microsoft Office, BPB Publication.
3. H.M.Deitel, P. J. Deitel, et al., Internet & World Wide Web - How to program, Prentice Hall.

BCA5D02 - Web Designing

Course Objective
<ol style="list-style-type: none"> 1. To learn Web designing. 2. To introduce the fundamentals of the Internet, and the principles of web design. 3. To construct basic websites using HTML and Cascading Style Sheets. 4. To build dynamic web pages with validation using Java Script objects and by applying different event handling mechanisms. 5. To develop modern interactive web applications and familiarize with HTML editing.
Course Outcome
CO1: Enable students to understand internet and develop web page creation using basic HTML Tags
CO2: Understand the concept of DHTML, HTML editors and write server side scripting programs using java script
CO3: Enable students to create web pages with different styles and formats.
CO4: Develop the students to create programs using basic JavaScript, Decision making statements, branching statements, looping statements and functions.
CO5: Develop the students to create programs using Java script and HTML.

PO-CO Mapping

PO→	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4
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CO ↓									
CO1	1	1	0	2	2	1	2	2	1
CO2	2	1	1	3	2	2	2	3	2
CO3	1	2	1	3	1	1	3	2	1
CO4	2	1	1	2	2	1	2★	2	3
CO5	3	2	1	2	1	1	2	2	1

Course description

Unit I

HTML: Introduction - history of html, sgml - structure of html document, web page layout, html tags and types - font type, paragraph formatting, meta data, blockquote, hyperlinks, linking, comments, white space, horizontal ruler, images, ordered and unordered lists, frames, tables, forms

Unit II

DHTML: Introduction, DHTML technologies, elements of DHTML, document object model, events - window events, form events, keyboard events, mouse events, style sheets, properties used in style sheets - background properties, positioning properties.

Unit III

Javascript: Introduction and advantages of javascript, java script syntax, writing javascript in html, javascript operators, arrays and expressions, programming constructs - for .. in loop, while loop - dialog boxes and prompts - alert, prompt, confirm methods - functions - built-in functions and userdefined

functions, scope of variables, handling events, using event handlers and event methods, form object, properties, methods, form element's properties and methods.

Unit IV

HTML Editor: Introduction, advantages, creating, opening, saving a web page, building forms, formatting and aligning

text and paragraph, adding lists, styles and themes, linking pages, working with images, frames.

Reference Book:

1. H. M. Dietel, Internet and World Wide Web, Pearson.

ENG5D03– APPRECIATING LITERATURE


No. of sessions: 54

Course Objectives
1. To teach students how to appreciate literature through simple and popular literary works.
2. To familiarize the students with the different genres and different varieties of English literature through the selected pieces without formal introduction.
3. To teach students how literature can function as a reflection of life in its varied forms.
4. To teach students how literature is philosophical and social.
Course Outcomes
CO1: Recognize and appreciate literary themes through simple and popular literary works.
CO2: Identify and differentiate various genres and English literary varieties through selected pieces without formal introduction.
CO3: Understand the reflective nature of literature, representing diverse aspects of life.
CO4: Analyze the philosophical and social dimensions inherent in literature.

CO-PO/PSO Mapping

PO→	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO ↓											
CO1	3	2	1	1	2	1	2	2	3	3	3
CO2	2	1	2	1	1	1	3	2	3	3	3
CO3	3	2	3	1	2	1	2	3	3	2	3
CO4	3	1	2	1	1	2	2	3	3	2	3

Module-CO Mapping



	Module 1	Module 2	Module 3	Module 4
CO1	3	1	2	1
CO2	2	2	2	1
CO3	3	1	2	1
CO4	2	1	1	2

COURSE DESCRIPTION:

Course Summary

Module 1: 10 hrs

Module 2: 10 hrs

Module 3: 14hrs

Module4: 10 hrs

Evaluation: 10 hrs

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Total: 36 hrs

Course Details

Module 1: Poetry

1. The Waking: Theodore Roethke.
2. The Enchanted Shirt: John Hay.
3. Peacock and Nightingale: Robert Finch.
4. Ozymandias: PB Shelley.
5. Night of the Scorpion: Nissim Ezekiel.

Module 2: Prose

1. On Doors: Christopher Darlington Morley.
2. On running After One's Hat: G.K. Chesterton.

Module 3: Short Stories.

2. Mark of Vishnu: Khushwant Singh.
3. Happy Prince: Oscar Wilde.

Module 4: Drama

1. The Monkey's Paw. W.W. Jacobs.

READING LIST:

CORE TEXT: A text containing the above lessons will be made available

FURTHER READING:

Thomas, C.T. *Twentieth Century Verse*. Macmillan India Limited: 1979.

Wilde, Oskar. *The Happy Prince and Other short stories*. www.ibiblio.org/gutenberg

PE5D03: Physical Activity, Health and Wellness

No of sessions : 48

Course Objectives

- | |
|--|
| 1.To introduce the fundamental concepts of Physical Education Health and Fitness. |
| 2.To provide a general understanding on nutrition, First aid ,Yoga and stress management |
| 3.To create awareness regarding hypo-kinetic diseases and Postural deformities |

COURSE OUTCOMES

1. Understand the foundational principles of physical education, health, and wellness, integrating knowledge of anatomy, physiology, and nutrition to promote holistic well-being.
2. Evaluate and apply various fitness methodologies to enhance physical performance, demonstrating an understanding of the relationship between exercise and overall health.
3. Assess and analyze the components of physical fitness, including strength, flexibility, endurance, and body composition, in order to design personalized fitness plans.
4. Apply the scientific principles of yoga to improve physical, mental, and emotional health, recognizing its benefits in promoting relaxation, flexibility, and mindfulness.
5. Develop strategies for preventing and managing sports injuries, demonstrating proficiency in administering first aid and understanding the importance of prompt intervention in maintaining athlete well-being.

CO-PO MAPPING

Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	3	2	3	1	3
CO2	3	2	3	1	3
CO3	3	2	3	1	3
CO4	2	2	3	1	3
CO5	2	2	3	1	3

Course description

Total Hours : 48;

Credits: 3;

Hours/Week: 3;

Total Marks 75 (Internal 15 & External 60)

Module I:

Introduction to physical education, Health and Wellness (5 hrs) Definition, aim, objectives and importance of physical education. Definition and Importance of Health. Meaning and concept of wellness.

Module II: Concept of Fitness (12 hours)

Types of fitness. Definition of Physical fitness. Types of physical fitness Health related physical fitness, Performance related physical fitness and Cosmetic fitness. Components of physical fitness %u2013 speed, strength, endurance, flexibility and coordinative abilities. Assessment of physical fitness components. Fitness balance.

Module III: Exercise principles, (5 hrs)

Principles of exercise programme, Types of Exercise. Benefits of Exercise, Exercise and heart rate zone.

Module IV:

Vital signs, Lifestyle/Hypo kinetic diseases and its management (10 hours) Vital signs- Pulse rate, Respiratory rate, Blood pressure, Body temperature, Diseases- Diabetes, Hypertension, Obesity, Osteoporosis, CHD, arthritis. Fitness assessment- Body mass index, Waist to Hip Ratio,

Module V:

First Aid. Nutrition. Postural deformities (8 hrs) Definition of First Aid, Aim of First Aid, Principles of First Aid.

RICE, ABC of First Aid, First Aid for sprain, strain, Fracture, Bleeding,

Drowning and Snake Bite. Nutritional balance, Nutritional deficiency diseases. BMR Meaning of good posture, causes of poor posture, importance of good posture Postural deformities and corrective measures - Kyphosis, Lordosis, Scoliosis, Bow leg, Knock knee, Flat foot

Module VI:

Science of Yoga, Emotional control, stress management (8 hrs)

Definition and meaning of Yoga, Asana, and Pranayama. Eight limbs of Ashtanga Yoga %u2013 Yama, Niyama, Asana, Pranayama, Pratyahara, Dharana, Dhyana, Samadhi. Asanas and its effects : 1. Standing (Balancing) %u2013 Vrikshasana, Padahasthasana, Ardha Chakrasana. 2. Sitting (Meditative) - Vajrasana, Padmasana, 3. Prone lying - Bhujangasana, Salabhasa. 4. Supine - Uttitha padasana, Naukasana. 5. Relaxative - Savasana Pranayamas and its effects- 1) Surya Bedhana (Heating), 2) Chandra bedhana (Cooling) 3) Nadisudhi (Balancing) Stress - Definition of stress, causes of stress and stress management.

References:

1. Brown, F. Y. (2000). How to use yoga. Delhi: Sports Publication.
2. Gharote, M. L. & Ganguly, H. (1988). Teaching methods for yogic practices. Lonawala: Kaixy dahmoe
3. Giam, C.K & The, K.C. (1994). Sport medicine exercise and fitness. Singapore: P.G. Medical Book.
4. McGlynn, G., (1993). Dynamics of fitness. Madison: W.C.B Brown.

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5. Butryn, M.L., Phelan, S., & Hill, J. O. (2007). Consistent self-monitoring of weight: a key component of successful weight loss maintenance. *Obesity* (Silver Spring). 15(12), 3091-3096.
6. Singh, H. (1984). *Sports training, general theory and methods*. Patials: NSNIS.
7. Uppal, A.K., (1999). *Sports Training*. New Delhi: Friends Publication.
8. Ball, D. W. & Loy, J. W. (1975). *Sport and social order; Contribution to the sociology of sport*. London: Addison Wesley Publishing Co., Inc.
9. Blair, J. & Simpson, R. (1962). *Educational psychology*, New York: McMillan Co

Add on Courses

1. Diploma in Indian & International Finance and Accounts (DIIFA)

No. of sessions: 40

Course Objective
1. To provide quality and value based education to the students and to promote them to an enriched career.
Course Outcomes
CO1: The students will be able to understand the basic overview of accounting concepts and the Ind AS.
CO2: The students will be able to analyze the terminologies of GST and the assessment of GST.
CO3: The students will be able to identify the difference between IAS and IFRS
CO4: The students will be able to know and handle the various tools used in Excel.

To reach the unreachable

CO-PSO Mapping

PO →	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO4	PSO4	PSO5
CO ↓										
CO1	3	2	3	1	2	3	2	2	2	3
CO2	3	2	3	1	2	3	2	2	2	2
CO3	3	2	2	1	2	2	2	2	3	2
CO4	3	2	3	1	3	2	2	2	3	2

Course Description:

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Module 1 - Indian Accounting Standards

- Basic Over view of Accounting principles / Concepts.
- Introduction of Indian Accounting Standards (Ind AS)

Module 2 - Different Tax Modules

- GST / Income tax Treatment (Theoretical & Practical)
- Concepts in Direct / GST Tax treatment / Issue of Statutory Documents
- Assessment / Concept / Need / Benefits of GST
- GST Registration / Filing / Maintaining Accounts and Records, Income Returns.

Module 3 - International Accounting Standards (IAS) & IFRS

- Treating various accounts under International Accounting standards.
- IFRS – International finance and reporting standards.
- Difference B/W IAS & IFRS.
- International standards on Auditing.
- International Taxation.
- Foreign Currency Transactions / Exchange.

Module 4 - Microsoft Excel

- Handling of Excel Tools (Theoretical & Practical)
- Covers all aspects of Excel.
- Tools used in Microsoft Excel.
- Covering the topics with job Oriented techs.

2. Microsoft Excel

No. of sessions: 40

Course Objective
1. To get the students to qualify and certify as a Microsoft Office Specialist in Excel.
Course Outcomes
CO1: The students will be able to understand the fundamentals of creating and managing worksheets and workbooks in excel.
CO2: The students will be able to analyze how to manage the data cells and ranges in excel.

CO3: The students will be able to know how to create tables and manage the table data in excel.
CO4: The students will gain knowledge to perform operations using the functions and formulas in excel.
CO5: The students will be able to create and format charts in excel.

CO-PO/PSO Mapping

PO →	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO4	PSO4	PSO5
CO ↓										
CO1	3	3	3	1	1	2	2	2	2	3
CO2	3	3	3	1	1	2	2	2	2	3
CO3	2	2	2	1	2	2	2	3	3	3
CO4	3	2	3	1	2	2	2	3	3	3
CO5	3	2	3	1	3	2	3	2	3	3

Course Description:

Module 1 - Manage Worksheets and Workbooks

- Import data into workbooks
- Navigate within workbooks
- Customize options and views
- Customize options and views
- Configure content for collaboration

Module 2 - Manage data cells and ranges

- Manipulate data in worksheets
- Format cells and ranges
- Define and reference named ranges
- Summarize data visually

Module 3 - Manage tables and table data

- Create and format tables
- Modify tables
- Filter and sort table data

Module 4 - Perform operations by using formulas and functions

- Insert references
- Calculate and transform data
- Format and modify text

Module 5 - Manage charts

- Create charts
- Modify charts
- Format charts

3. TALLY

No. of sessions: 40

Course Objective	
1. To provide basic knowledge about the fundamentals of accounting and its application in Tally software.	
Course Outcomes	
CO1: The student will be able to understand the basics of accounting and Tally software.	
CO2: The student will be able to know how to record inventory related transactions and vouchers in Tally.	
CO3: The student will be able to analyze bill wise details and generate reports in Tally.	
CO4: The student will be able to identify the application of GST and TDS in the transactions in Tally.	

CO-PO/PSO Mapping

PO → CO ↓	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO4	PSO4
CO1	3	2	1	1	2	2	2	2	2
CO2	3	2	3	1	2	2	2	2	2
CO3	2	2	2	1	2	2	2	3	3
CO4	3	2	3	1	2	2	1	3	2

Course Description:

Module 1 - Fundamentals of Accounting - Introduction, Accounting Terms, Accounting Assumptions, Concepts and Principles, Double Entry System of Accounting, Types of Accounts, The Golden Rules of Accounting, The Accounting Equation, Recording of Transactions in Books of Original Entry/Journal, Ledger, Trial Balance, Subsidiary Books & Control Accounts, Financial

Statements **Maintaining Chart of Accounts in Tally. ERP 9** - Introduction, Getting Started with Tally. ERP 9, Company Creation, Company Features and Configurations, Chart of Accounts, Ledger Creation, Group Creation, Displaying Groups and Ledgers, Deletion of Groups and Ledgers, Shortcut Keys

Module 2 - Maintaining Stock Keeping Units (SKU) - Introduction, Inventory Masters in Tally. ERP 9, Creating Inventory Masters, Defining of Stock Opening Balance in Tally. ERP 9, Stock Category, Reports, Shortcut Keys **Recording Day-to-day Transactions in Tally. ERP 9** - Introduction, Business Transactions, Accounting Vouchers, Key Takeaways, Shortcut Keys, Practice Exercises

Module 3 - Accounts Receivable and Payable Management - Introduction, Accounts Payables and Receivables, Maintaining Bill wise Details, Changing the Financial Year in Tally. ERP 9 (while continuing to work in the same Company), Shortcut Keys **MIS Reports** - Introduction, Advantages of Management Information Systems, MIS Reports in Tally. ERP 9

Module 4 - Getting Started with GST - Introduction, Enabling GST and Defining Tax Details, Transferring Input Tax credit to GST, Intrastate Supply of Goods, Interstate Supply, Return of Goods, Supplies Inclusive of Tax, Defining Tax Rates at Master and Transaction Levels, GST Reports, Input Tax Credit Set Off, GST Tax Payment, Accounting of Supply of Services, Accounting Exempted Services, Practice Exercises **Recording Vouchers with TDS (Tax Deducted at Source)** - Introduction, Basic Concepts of TDS, TDS Process, TDS in Tally. ERP 9, Activation of TDS Feature in Tally. ERP 9, TDS Statutory Masters, Recording Transactions

4.NCM/AOP/11 Tally With Indirect Taxation

Course Objective
1. To provide basic knowledge about the fundamentals of accounting and its application in Tally software.
Course Outcomes
CO1: The student will be able to understand the basics of accounting and Tally software.
CO2: The student will be able to know how to record inventory related transactions and vouchers in Tally.
CO3: The student will be able to analyze bill wise details and generate reports in Tally.
CO4: The student will be able to identify the application of GST and TDS in the transactions in Tally.

CO-PO/PSO Mapping

PO → CO ↓	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO4	PSO4	PSO5
CO1	3	2	3	1	2	3	2	2	2	3
CO2	3	2	3	1	2	3	2	2	2	2
CO3	3	2	2	1	2	2	2	2	3	2
CO4	3	2	3	1	3	2	2	2	3	2

Topic covered	
I	Fundamental of Accounting
	Meaning of Accounting, Terms, Concepts and types of Accounting
	Rules of accounting
	Recording of transactions & journal
	Ledger
	Trial Balance
	Financial Statements
II	Maintaining Chart of Accounts in Tally.ERP9
	Company Creation, Features, Configuration
	Chart of accounts
	Ledger Creation
	Group Creation, Alteration, Deletion
III	Maintaining Stock Keeping Units
	Inventory Masters
	Stock Group
	Stock Masters
	Units of Measure
	Defining of stock opening balance in Tally
IV	Recording day to day transactions using Tally
	Daily Transactions
	Accounting vouchers
	Daybook
	Recording of Provisions
V	Accounts Receivable and Payable Management
	Creating References
	Tracking References
	Closing Bills with Partial/Full Payment

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VI	MIS Reports
	Financial Statements (Balance Sheet, P & L, Trial Balance, Cash Flow Statement, Ratio Analysis)
	Books & Reports (Daybook, Receipt & Payments, Receivables & Payables etc)
VII	Getting Started with Indirect tax
	Enabling GST and defining Tax details
	Transferring Input Tax Credit to GST
	Intrastate supply of goods
	Interstate supply of goods
	Return of goods
	Supplies Inclusive of Tax
	Defining Tax rates at Master and transaction levels
	GST reports
	Input Tax credit set off
VIII	Recording Vouchers with TDS
	Basic concepts in TDS
	TDS in Tally
	Configuring Tax rates
	Recording transactions with statutory details
	TDS reports

5.US CERTIFIED MANAGEMENT ACCOUNTANT (CMA)

Course Objectives

1. Develop expertise in cost accounting methodologies, including job costing, process costing, and activity-based costing.
2. Gain proficiency in financial accounting principles and practices, including preparation and interpretation of financial statements.

Course Outcomes

CO1: At the end of the course, the students will be able to understand the principles of financial accounting and reporting

CO2: At the end of the course, the students will be able to apply management accounting concepts and techniques for decision-making, cost control, and performance evaluation

CO3: At the end of the course, the students will be able to understand the role of management accountants in supporting strategic planning and performance management

CO4: At the end of the course, the students will be able to demonstrate proficiency in risk management techniques, including identifying, assessing, and mitigating financial risks.

CO-PO/ PSO Mapping

PSO →	PSO1	PSO2	PSO3	PSO4	PSO5	PO1	PO2	PO3	PO4	PO5
CO ↓										
CO1	3	2	1	2	1	2	1	1	1	1
CO2	2	3	2	3	3	2	1	1	2	1
CO3	2	3	1	2	2	2	1	1	1	2
CO4	1	2	1	1	1	2	1	2	1	1

SYLLABUS

SEMESTER I FINANCIAL PLANNING & PERFORMANCE

Module I: Strategic Planning & Performance 12 Hrs.

Analysis of external and internal factors affecting strategy - Long-term mission and goals – Alignment of tactics with long-term strategic goals - Strategic planning models and analytical techniques - Characteristics of successful strategic planning process

Module II: Budgeting Methodologies 14 Hrs.

Operations and performance goals - Characteristics of a successful budget process – Resource allocation - Annual business plans (master budgets) - Project budgeting - Activity-based budgeting - Zero-based budgeting - Continuous (rolling) budgets - Flexible budgeting - Annual profit plan and supporting schedules - Operational budgets - Financial budgets - Capital budgets - Pro forma income - Financial statement projections - Cash flow projections.

Module III: Forecasting Techniques 12 Hrs.

Simple Regression Equation – Multiple Regression Equation and use in forecasting – Calculation of result of simple regression equation - Learning curve analysis – Cumulative average time learning model – Benefits and Shortcomings of Regression analysis and Learning Curve Analysis – Expected Value of Random Variables – Benefits and Shortcomings of Expect value techniques – Probability values to estimate future cash flows

Module IV: Cost and Variance Measures 14 Hrs.

Comparison of actual to planned results - Use of flexible budgets to analyse performance - Management by exception - Use of standard cost systems - Analysis of variation from standard cost expectations

Module V: Performance Measures and Responsibility centres 8 Hrs.

Types of responsibility centres - Transfer pricing - Reporting of organizational segments – Product profitability analysis - Business unit profitability analysis - Customer profitability analysis - Return on investment - Residual income - Investment base issues – Key performance indicators (KPIs) -Balanced scorecard

SEMESTER – II - FINANCIAL ANALYTICS AND CONTROL

Module I: Information systems and Data Governance 12 Hrs.

Accounting information systems - Enterprise resource planning systems - Enterprise performance management systems - Data policies and procedures - Life cycle of data - Controls against security breaches

Module II: Technology-enabled finance transformation and Data Analytics 12 Hrs.

Systems Development Life Cycle – Process automation - Innovative applications - Business intelligence -Data mining - Analytic tools - Data visualization

Module III: Cost Measurement Concepts 14 Hrs.

Cost behaviour and cost objects - Actual and normal costs - Standard costs - Absorption (full) costing Variable (direct) costing - Joint and by-product costing- Job order costing - Process costing - Activity-based costing - Life-cycle costing - Fixed and variable overhead expenses - Plant-wide versus departmental overhead - Determination of allocation base - Allocation of service department costs

Module IV: Supply chain management and Business process improvement 12 Hrs.

Lean manufacturing - Enterprise resource planning (ERP) - Theory of constraints and throughput costing Capacity management and analysis - Value chain analysis - Value-added concepts - Process analysis - Activity-based management - Continuous improvement concepts - Best practice analysis - Cost of quality analysis - Efficient accounting processes

Module V: Internal Controls 10 Hrs.

Internal control structure and management philosophy - Internal control policies for safeguarding and assurance - Internal control risk - COSO Control Components – ERM Policies and Procedures – Corporate governance & Responsibilities - Audit Risk - External audit requirements - General accounting systems controls – Application and transaction controls – Network Controls – Backup Controls – Business Continuity planning

SEMESTER III - FINANCIAL REPORTING

Module I: Basic Financial Statements 14 Hrs.

Balance sheet - Income statement – Statement of Comprehensive Income - Statement of changes in equity - Statement of cash flows - Integrated Reporting (IR) – Purpose of IR – Six Capitals under IR – Value Creation Process – Reporting Format – Benefits and Challenges of Adopting IR -Differences between US GAAP and IFRS - 5-Step approach to Revenue Recognition – Certain Customer’s Rights & Obligations - Specific Arrangements - Matching principle, Accruals & Deferrals, Adjusting Journal Entries

Module II: Current Assets and Current Liabilities 12 Hrs.

Cash & Cash Equivalents - Accounts Receivable - Notes Receivable - Transfers & Servicing of Financial Assets - Accounts Payable - Employee-related Expenses Payable - Determining Inventory & Cost of Goods Sold - Inventory Valuation - Inventory Estimation Methods

Module III: Asset Valuation 10 Hrs.

Acquisition of Fixed Assets - Capitalization of Interest - Costs Incurred After Acquisition - Depreciation - Impairment - Asset Retirement Obligation - Disposal & Involuntary Conversions - Knowledge-based intangibles (R&D, software) - Legal rights based intangibles (patent, copyright, trademark, franchise, license, leasehold improvements) – Goodwill

Module IV: Valuation of Liabilities 12 Hrs.

Inter-period tax allocation/deferred income taxes – deferred tax assets and deferred tax liabilities - temporary and permanent differences – Operating and Finance Leases – Financial statement presentation of operating and finance leases

Module V: Equity transactions 12 Hrs.

Paid-in capital - Retained earnings - Accumulated other comprehensive income - Stock dividends and stock splits - Stock options – Business Combinations & Consolidations

SEMESTER III STRATEGIC FINANCIAL MANAGEMENT – I

Module I:

Financial Statement Analysis and Profitability Analysis 12 Hrs.

Common size financial statements - Common base year financial statements – ROA and ROE – Return on Total Assets – Factors in measuring income – Source, stability and trends of sales and revenue – Relationship between revenue and receivables and revenue and inventory – Effect on revenue due to changes in revenue recognition and measurement methods – Cost of sales analysis – Variation analysis – Calculation and Interpretation of sustainable equity growth

Module II: Financial Ratios and Special Issues 14 Hrs.

Liquidity (current, quick, cash, cash flow, net working capital) – Leverage (solvency, operating, finance, debt to equity, debt to total assets, fixed charge coverage, interest coverage, cash flow to fixed charge), Activity (receivable turnover, inventory turnover, A/P turnover, days sales outstanding, days inventory outstanding, days purchases, asset turnover. Cash cycle) – Profitability (gross profit, net profit, EBITDA, ROA, ROE), Market (market/book, P/E, book value per share, basic and diluted earnings per share,

earnings yield, dividend yield, dividend payout ratio) – Special Issues (Impact of foreign operations, Effects of changing prices and inflation, Impact of changes in accounting treatment, Accounting and economic concept of value and income, Earning Quality)

Module III: Long-term Financial Management and Raising Capital 14 Hrs.

Calculating return - Types of risk - Relationship between risk and return - Term structure of interest rates - Types of financial instruments - Cost of capital - Valuation of financial instruments – Raising Capital: Financial markets and regulation - Market efficiency - Financial institutions - Initial and secondary public offerings - Dividend policy and share repurchases - Lease financing

Module IV: Working Capital Management 12 Hrs.

Working capital management: Working capital terminology - Cash management - Marketable securities management - Accounts receivable management - Inventory management - Types of short-term credit - Short-term credit management

Module V: Corporate Restructuring and International Finance 8 Hrs.

Mergers and acquisitions - Bankruptcy - Other forms of restructuring - Fixed, flexible, and floating exchange rates - Managing transaction exposure - Financing international trade

SEMESTER IV

STRATEGIC FINANCIAL MANAGEMENT – II

Module I: Decision Analysis & Marginal Analysis 12 Hrs.

Cost/volume/profit analysis - Breakeven analysis - Profit performance and alternative operating levels - Analysis of multiple products - Sunk costs, opportunity costs and other related concepts - Marginal costs and marginal revenue- Special orders and pricing - Make versus buy - Sell or process further- Add or drop a segment - Capacity considerations

Module II: Pricing 10 Hrs.

Pricing methodologies - Target costing - Elasticity of demand - Product life cycle considerations -Market structure considerations

Module III: Enterprise risk management 12 Hrs.

Types of risk - Risk identification and assessment - Risk mitigation strategies - Managing risk

Module IV: Investment Decisions 14 Hrs.

Capital budgeting process: Stages of capital budgeting - Incremental cash flows - Income tax

considerations - Net present value, internal rate of return, comparison of NPV and IRR - Payback and discounted payback - Risk analysis in capital investment

Module V: Professional Ethics 12 Hrs.

Skill Enrichment Program (SEP)

SEMESTER V

Module 1: Acing the Interview

Session 1: Placement Readiness Test

Session 2-4: Resume preparation tips, practices, submission and correction

Session 5-6: Interview skills; interview types- tips, practical sessions

Session 7-8: Frequently asked Interview questions practice sessions

Session 9 -10: GD session

Session 11-15: Aptitude Test , Mock interview(includes Self-introduction evaluation)

Skill Enrichment Program (SEP)

Course syllabus for Certificate Program

Advanced Skills Enrichment SEMESTER V

One session: One hour

Subject Name: Advanced Skills Enrichment

Syllabus Code: ASE

Subject Code: SEP 03

Total: 30 Hours

Program Objective:

To enhance the employability skills of students by providing interview skills training.

Course Outcome:

To equip the students with the skills required to excel in their career.

MODULE 1

(10 Hrs)

Expectation Setting

SWOT Analysis

Self-Introduction

Organizational structure Case Study

Corporate Jargons

MODULE 2

(10 Hrs)

Pongam, Koratty East, Thrissur District, Kerala State, India. Pin-680308.

Phone +91 9605001987, 04802730340, 2730341, 2733573

www.naipunnnya.ac.in, mail@naipunnnya.ac.in

Extempore
Interview Etiquettes
Grooming & Body Language
Presentation Skills

MODULE 3

(10 Hrs)

Group Discussion
Resume Preparation
Mock Interview

SEMESTER VI

BBA6B12 ORGANIZATIONAL BEHAVIOR

No. of sessions: 80

Course Objectives
1. To familiarize the students with the basic concepts of individual behavior and organizational behavior
2. To enable the students to catch an idea about interpersonal and group behavior
3. To acquire knowledge regarding the organizational change and organizational development
Course Outcomes
CO1: Comprehend basic assumptions of Organizational Behavior, major disciplines, and their contributions.
CO2: Understand factors affecting individual behavior, personality, perception, and learning theories.
CO3: Understand groups, group dynamics, types of groups, and teams.
CO4: Identify motivation theories and leadership styles.
CO5: Learn stress management, types of conflicts, and organizational development.

CO-PO/PSO Mapping

PO →	PO1	PO2	PO3	PO4	PO5			PSO3		PSO5
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CO ↓						PSO 1	PSO 2		PSO 4	
CO1	2	2	3	2	3	3	0	2	3	2
CO2	2	2	2	2	3	2	0	3	3	2
CO3	1	1	2	2	2	2	0	3	3	2
CO4	1	2	1	1	2	2	0	3	3	2
CO5	1	2	1	2	2	3	0	2	3	2

Module I :

Organizational Behaviour(OB): Meaning-Features-Nature and Scope of OB-The Basic Assumptions of OB, Major Disciplines and their Contributions to OB; Concepts of Strategic Organisational Behaviour and International Organisational Behaviour.

15Hours

ModuleII :

Individual Behaviour: Factors Affecting Individual Behaviour-Basic Psychological Process—Personality, Determinants Of Personality—Personality Traits—Perception,Perceptual Process-Factors Affecting Perception—Learning, Theories of Learning—Social LearningLearningCurve. **15 Hours**

Module III :

Group: Concept of Group Dynamics—Features of Group—Types of Group Behaviour—Formal and Informal Group Behaviour—Group Norms—Group Cohesiveness. Teamwork- Types of Teams-Team Building-Team Roles- Team Norms- Team Cohesiveness.

15 Hours

Module IV :

Motivation and Leadership: Motivation- Concept, Theories-Maslow's, Hertzberg's and McGregor's, X and Y theories); Financial and Non Financial Motivation. Leadership- Types—Theories (Trait theory, Michigan Studies and Fiedler'sContingency Model);Modern Approach to Leadership Theories—Leadership Styles.

20 Hours

Module V :

Stress Management—Meaning, Types of Stress— Causes of Stress Consequences of Work Stress-Conflict, Types of Conflicts— Levels of Conflict, Conflict Resolution-Organisational Development— Meaning, Need, Benefits and Limitations -Steps in OD - Organizational Changes.

15 Hours

Reference books:

1. Fred Luthans: Organisational behaviour, McGraw hill Education.
2. Danial C. Fieldman and Hugh Arnold: Managing individual and group behaviour in organization, McGraw hill.
3. Henry Mintzberg: The structure of organization, Prentice Hall.
4. Edwin Gerlof: Organization Theory and Design, McGraw hill.
5. Robin. S. P: Organizational Behaviour, Pearson Education India.
6. Aswathappa: Organizational Behaviour, Himalaya Publishing house.
7. Jai B. Sunhat: Culture and Organisational Behaviour, Sage Texts.

BBA6B13 Management Science

No. of Sessions 80

1. To provide a basic knowledge about operations research and to acquaint the students some common operations research tools for various business decision marketing situations.
CO1: Learn different OR techniques useful in managerial decisions.
CO2: Formulate mathematical models for Linear Programming Problems (LPP) and various applications.
CO3: Acquire knowledge about Network Analysis and its managerial applications.
CO4: Make decisions under uncertainty and risk.
CO5: Analyze solutions for Transportation Problems.

CO-PO/PSO Mapping

PO →	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO5
CO ↓										

CO1	2	1	1	1	2	2	2	2	2	3
CO2	2	1	1	1	2	2	2	3	2	3
CO3	1	2	2	2	2	2	2	1	2	1
CO4	2	2	1	2	2	2	2	2	2	1
CO5	2	2	1	2	2	2	2	2	2	2

Module I : Operations Research: Concept - Meaning and Definition – Development of OR – Characteristics of OR – Scope & Objectives of OR – Phases of OR – Techniques of OR – OR and Modern Business Management.

Module II : Linear Programming Problem: Meaning & Objective of LP – Applications of LP – Formulation of Mathematical Model to a LPP – Objective function – Constraints – Solution to LPP (Graphical solution only) – Advantages & Disadvantages of LPP.

Module III : Network Analysis: Meaning and Objectives – Network Techniques – Managerial applications of Network Techniques – PERT & CPM – Network diagram – activity – Event – Dummy Activity – Construction of Network diagram – Numbering of events – Activity & Event times – Float & Slack – Steps in the application of CPM – Critical activity – Finding of critical path & Estimated Duration – Time estimates in PERT – Steps involved in PERT calculations – Difference between PERT & CPM (only simple problems are expected – Crashing of activity timing not expected)

Module IV : Decision Theory: Decision making situations – Decision making under certainty - Decision making under uncertainty : Payoff, Regret (Opportunity loss), Maximax criterion – Minimax criterion, Laplace criterion & Hurwics alpha criterion – Decision making under risk : Expected Monetary Value (EMV) , Expected Opportunity Loss (EOL) , Expected Value of perfect information (EVPI) – Decision making under competition – Game Theory (Theory only) – Decision Tree.

Module V : Transportation Model: Structure of Transportation problem – solution for Transportation problem – North West Corner Method (NWCM) – Least Cost Method (LCM) – Vogl’s Approximation method (VOM) (Simple problems only).

Reference Books:

Pongam, Koratty East, Thrissur District, Kerala State, India. Pin-680308.

Phone +91 9605001987, 04802730340, 2730341, 2733573

www.naipunnya.ac.in, mail@naipunnya.ac.in

- 1)– V.K Kapoor, Operation research Techniques for Management Sulthan Chand & Sons.
- 2)Taha, Operations Research - An Introduction Prentice hall.
- 3)J.K. Sharma. Operations Research Theory and Application
- 4) J.K. Sharma, Operations Research Problems and Solutions Macmillan. 5)– Paneerselvam, Operations Research Prentice hall of India

BBA6B 14 Project Management

No. of sessions: 60

Course Objectives	
1. To enable the students to acquire basic knowledge of different facets of Project Management.	
Course Outcomes	
CO1: Understand different concepts of managing a project.	
CO2: Analyze the viability of a project.	
CO3: Gain an understanding of project financing	

PO →	PO1	PO2	PO3	PO4	PO5	PSO 1	PS O2	PSO 3	PSO4	PSO5
CO ↓										
CO1	1	2	2	1	2	3	2	2	3	2
CO2	1	1	2	1	2	2	1	3	2	2
CO3	2	2	2	1	2	2	1	3	3	2

Module I:

Project Management ;Meaning, Characteristics and importance projectmanagement;Classification of Projects, Project Life Cycle and its Phases- identification, formulation and implementation . Appraisal of Projects – Market feasibility, technical feasibility, financial feasibility – feasibility report. . Financial Appraisal of a Project – Project Evaluation Techniques – traditional and modern (theory only).

Module II:

Pongam, Koratty East, Thrissur District, Kerala State, India. Pin-680308.

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Project Financing; Project Financing Capital structure, sources of finance Margin money, promoter's contribution, consortium lending and local syndication by banks, financing through markets and public issues, Term loans and debentures

Module III:

Project Implementation and Control: Organizing human resources, systems and procedure for project implementation. Working of systems, Design of systems, project work system design, work breakdown structure, project execution plan, project control system, project diary, project control –scope/progress control, performance control, schedule control and cost control

Reference Books

1. Clifford F Gray, Erik W Larson, "Project Management-The Managerial Process McGraw-Hill
2. Prasanna Chandra, Projects Planning Analysis selection, financing, Implementation, McGraw Hill
3. S.Choudhury, Project Management Tata McGraw Hill publishing.,
4. Vasanth Desai, Project Management, Himalaya Publishing House
5. Goel B.B. Project Management, Deep & Deep Publications Pvt. Ltd
6. Bhavesh M Patel . Project Management: Strategic Financial Planning, Evaluation, and Control, ,Vikas Publishing House

To reach the unreachable

BBA6B16 Supply Chain and Logistics Management

No. of sessions: 80

Course Objectives
1. To impart knowledge and understanding to students on Supply Chain Management and its relevance to today's business decision making.
2. To gain the knowledge of possibilities of efficient optimization and management of operation in Logistics Management and also the ability to apply them in the enterprise reality.
Course Outcomes
CO1: Understand fundamental principles and concepts in supply chain management.
CO2: Assess and manage the efficiency of supply chains.
CO3: Understand logistics' foundational role in transportation and warehouse operations
CO4: Align supply chains with corporate objectives and strategies
CO5: Analyze and improve supply chain processes for continuous improvement.

CO-PO/PSO Mapping

PO →	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO ↓										
CO1	1	1	0	1	1	0	0	1	2	3
CO2	1	1	1	1	2	0	0	1	1	3
CO3	1	1	0	1	1	0	0	0	2	3
CO4	1	1	1	1	1	3	2	1	1	3
CO5		1	1	1	2	2	1	1	3	3

Course Description

Module I

Supply Chain: definition – Objectives –Key benefits of SCM– SCM process- SCM process flows– Material flow, information and money flow– Major components of flow of supply chain- Transport, warehouse, sourcing and procurement, returns, post sales service – SCM decisions and skills – Strategy formulation in SCM – Value in Supply Chain.

Module II

Strategic Sourcing: Meaning – Steps in strategic sourcing – Supply chain collaboration – Meaning, Types and benefit of Supply chain collaboration – Role of inventory in SCM- Inventory management techniques in supply chain: Stock review, just in time and ABC analysis

Module III

Transportation Selection – Tradeoff – modes of transportation – models for transportation and distribution – factors affecting network effectiveness – 3 PL advantages – Indian transport infrastructure – IT solutions – EDI, e-Commerce, e-Procurement – Bar Coding and RFID technology

Module IV

Logistics Management: The Logistics of Business – The Logistical Value Proposition – The Work of Logistics – Logistical Operating Arrangements – Flexible Structure – Supply Chain Synchronization.. Transport Functionality, Principles and Participants – Transportation Service – Transportation Economics and Pricing – Transport Administration – Documentation

Module V

International Logistics and Supply Chain Management: Meaning and objectives – importance in global economy– Characteristics of global supply chains– Global Supply Chain Integration – Supply Chain Security – International Sourcing – Role of Government in controlling international trade and its impact on Logistics and Supply Chain.

Reference Books:

1. Sahay B.S, Supply Chain Management for Global Competitiveness, Macmillan India Ltd., N
2. Reguram G, Rangaraj N, Logistics and Supply Chain Management Cases and Concepts, Macmillan India Ltd., New Delhi.

3. Bowersox, Logistical Management, Mc-Graw Hill
4. D K Agrawal, 'Distribution and Logistics Management: A Strategic Marketing Approach', Macmillan
5. Chopra/Kalra Supply Chain Management, Pearson
6. Janat Shah, Supply Chain Management, Pearson

BBA6B15 Advertising and Sales Promotion

No. of sessions: 80

Course Objectives
1. To provide basic knowledge about the advertisement and sales promotion activities.
Course Outcomes
CO1: Understand the advertisement process.
CO2: Develop effective advertisement copies.
CO3: Examine various sales promotion strategies
CO4: Understand sales promotion strategies for traders and consumers.
CO5: Understand sales promotion planning and control

CO-PO/PSO Mapping

PO →	PO1	PO2	PO3	PO4	PO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO ↓										
CO1	1	1	1	1	2	2	3	1	2	3
CO2	1	1	1	1	1	3	2	1	1	3
CO3	2	2	2	1	2	3	3	3	2	3
CO4	1	2	2	2	2	3	2	1	1	3
CO5	2	2	2	2	2	2	1	1	3	3

Module I

Advertisement Process and agency: Meaning, nature and evolution of advertising; Advertising purposes and functions; classification of advertising; Advertising process -Major players in Advertising process. Advertising Agency: Concept, evolution and types of Advertising agencies; Functions & structure of modern advertising agency. Advertising Agencies in India

Module II

Advertisement Budget: Approach and procedures for determining the size of the budget, Administration and control of budget. Regulation of Advertising: Self-Regulation by advertising Media (ASCI), Economic, social & ethical aspects of advertising-advertising.

Module III

Advertisement Copy & Media: Advertisement Copy: Meaning and types - Copy layout. Role of media in advertising –Types of media –Broadcasting & Print media advertising –Internet Advertising-Mobile advertising –Impact of social media in advertising.

Module IV

Sales Promotion: Meaning, nature and objectives of sales promotion; Major limitations of sales promotion; Consumer sales promotion: Objectives and tools. Benefits of sales promotion to customers. Trade Promotion: Meaning, objectives and importance; Major trade promotion schemes.

Module V

Sales Promotion Planning and Control: Planning process of advertisement Establishing objectives of sales promotion and selecting consumers for sales promotion; Developing, pre-testing, implementing, controlling and evaluating the -sales promotion program

Reference Books:

1. Philip Kotler ; Principles of Marketing, , Armstrong, Pearson Education
2. Clow, Kenneth Integrated Advertising, Promotion and Marketing Communications, Pearson .
3. Wells, William, John Burnet and Sandra Mriarty, Advertising Principles and Practices, Pearson Education.
4. Chunnawala, SA, Advertising, Sales and Promotion Management, Himalaya
5. S.L.Gupta, Advertising and Sales Promotion Management – Sultan Chand & Sons
6. V. S. Ramaswamy and S. Namakumari Marketing Management, Indian Context Global Perspective
7. Bhatia Puneet, Fundamentals of Digital Marketing ,Pearson .

BCM6B16 Core - Project and Viva

Course Objective

To apply theoretical knowledge to real world challenges.

To enhance problem solving skill through Literature review, data analysis, interpretation and to communicate the results in the form of project report.

Course Outcome

To articulate project goals and methodology, and develop effective presentation skills.

To Gain hands-on experience in data collection and analysis, and interpretation using relevant techniques.

To organize their findings in a clear and understandable manner, demonstrating their skill in written communication.

To present the findings in the form of final report.

Co-Po Mapping

PO→										
CO↓	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	3	1	3	1	2	2	3	2	2
CO2	2	2	1	2	1	2	3	2	2	2
CO3	2	2	1	2	1	1	2	1	2	2
CO4	2	2	1	1	1	1	1	2	1	1

Project work:

Every student of a UG degree programme shall have to work on a project of 2 credits under the supervision of a faculty member. For doing the project, the student may choose any topic areas from the subjects he/she has studied. The candidate shall prepare and submit a project report to the Department. The report shall be in English with not less than 30 pages, printed or typed (A4 size paper, 1.5 line spacing, Times New Roman font, font size 14 and spiral bound. The project report should be submitted to the Head of the Department one week before the last working day of the sixth semester, duly certified by the Guide.

Project work shall have the following stages:

- Project proposal presentation
- Field work and data analysis
- Report writing
- Draft project report presentation
- Final project report submission

The project can be done individually or as a group of three students (maximum) on the same topic and present the report. However, the project supervisor should make sure that each student constructively contributes to the completion of the project. For this purpose, the supervisor shall keep a diary in which the chronological record of the students visit to the supervisor for the project discussions shall be maintained. The work of each student shall be guided by one Faculty member.

The candidate shall prepare at least two copies of the report; one copy for submission to the Department and another copy for the student which he/she has to bring with him/her at the time of viva voce. More copies may be prepared if the organization or the guide or both ask for.

Duration of project work: The duration of the project work shall be 3 weeks.

A certificate showing the duration of the project work shall be obtained from the supervising teacher or from the organization for which the project work was done and it shall be included in the project report.

Structure of the report.

1. Title page
2. Declaration of the student
3. Certificate from the supervising teacher / organization (for having done the project work)
4. Acknowledgements
5. Contents: -
 - a. Chapter I : Introduction (Organization profile, Research problem, Objectives of the study, Research methodology etc.)
 - b. Chapter II : Review of Literature
 - c. Chapter III : Theoretical Framework
 - d. Chapter IV : Data Analysis
 - e. Chapter V : Findings, Suggestions and Conclusion.
6. Appendix : (Questionnaire, specimen copies of forms, other exhibits etc.)
7. Bibliography : (books, journal article, etc. used for the project work).

7.Semester wise Activities

Sem	Sl No	Activity Code	Activity Type	Objective

1	1	NCMACT01	Ability test	To assess the knowledge of first year students in commerce.
	2	NCMACT02	Industrial interaction	To get an exposure to students as to what is happening in reality in industrial sector.
	3	NCMACT03	Observing days of National/International importance	Help the students to know the importance of the day in the real life.
	4	NCMACT04	El Comercio	Give an opportunity to the students to enhance their talents in writing and publication.
	5	NCMACT05	CSS	Give an opportunity to the students for social work and realize its need
	6	NCMACT06	Friday Market	Give an opportunity to the students for doing a real trading business
	7	NCMACT07	Book distribution	Help the students to get textbooks at a reduced price
2	1	NCMACT08	WWS	
	2	NCMACT05	CSS	Give an opportunity to the students for social work and realize its need
	3	NCMACT03	Observing days of National/International	Help the students to know the importance of the day in the real life.
	4	NCMACT04	El Comercio	Give an opportunity to the students to enhance their talents in writing and publication.
	5	NCMACT02	Industrial interaction	To get an exposure to students as to what is happening in reality in industrial sector.
	6	NCMACT09	Webinar	Help the students to get knowledge in the topics of current importance
	7	NCMACT07	Book distribution	Help the students to get textbooks at a reduced price

3	1	NCMACT05	CSS	Give an opportunity to the students for social work and realize its need
	2	NCMACT04	EI Comercio	Give an opportunity to the students to enhance their talents in writing and publication.
	3	NCMACT03	Observing days of National/International	Help the students to know the importance of the day in the real life.
	4	NCMACT09	Webinar	Help the students to get knowledge in the topics of current importance
	5	NCMACT07	Book distribution	Help the students to get textbooks at a reduced price
	6	NCMACT02	Industrial interaction	To get an exposure to students as to what is happening in reality in industrial sector.
4	1	NCMACT08	WWS	Helps the students to know about Research Paper writing
	2	NCMACT04	EI Comercio	Give an opportunity to the students to enhance their talents in writing and publication.
	3	NCMACT06	Friday Market	Give an opportunity to the students for doing a real trading business
	5	NCMACT10	Internship	Give an opportunity to work with companies
	6	NCMACT02	Industrial interaction	To get an exposure to students as to what is happening in reality in industrial sector.
	7	NCMACT03	Observing days of National/International	Help the students to know the importance of the day in the real life.
	8	NCMACT05	CSS	Give an opportunity to the students for social work and realize its need
	9	NCMACT07	Book distribution	Help the students to get textbooks at a reduced price

5	1	NCMACT06	Friday Market	Give an opportunity to the students for doing a real trading business
	2	NCMACT11	Resonance	National Intercollegiate fest giving an opportunity to students to showcase their talents
	3	NCMACT04	El Comercio	Give an opportunity to the students to enhance their talents in writing and publication.
	4	NCMACT02	Industrial interaction	To get an exposure to students as to what is happening in reality in industrial sector.
	5	NCMACT03	Observing days of National/International	Help the students to know the importance of the day in the real life.
	6	NCMACT12	Career Guidance	Help the students to know the career opportunities in commerce
	7	NCMACT13	Taglio session for career guidance	Placement related session for guiding them to choose career
	8	NCMACT14	Industrial Visit	To help the students to get a practical knowledge about things happening in industries
	9	NCMACT07	Book distribution	Help the students to get textbooks at a reduced price
6	1	NCMACT08	WWS	To help students identify their strengths and key skills and to develop those in a holistic and integrated manner.
	2	NCMACT06	Friday Market	Give an opportunity to the students for doing a real trading business
	3	NCMACT04	El Comercio	Give an opportunity to the students to enhance their talents in writing and publication.

4	NCMACT03	Observing days of National/International	Help the students to know the importance of the day in the real life.
5	NCMACT02	Industrial interaction	To get an exposure to students as to what is happening in reality in industrial sector.
6	NCMACT09	Webinar	Help the students to get knowledge in the topics of current importance
7	NCMACT15	National Conference	Give an opportunity to students for an interaction with academicians and researchers
8	NCMACT16	Study Tour	Focus on self-awareness in a personal as well as a professional context
9	NCMACT07	Book distribution	Help the students to get textbooks at a reduced price

PROGRAMME STRUCTURE IN NIMIT

The Bachelor of Business Administration programme will equip the students with the necessary knowledge and skills to cross existing and emerging challenges and to build a career in Marketing.

In addition, it prepares graduates to show high quality of independent thought, flexibility and maturity based on a sound technical knowledge of the field.

The BBA programme aims to provide graduates with the skills and methods needed to thrive in the present scenario and to face future challenges along with accounting and management skills.

The emphasis throughout is on a thorough understanding of the foundations on which modern development rests, on the Marketing, latest management concepts with technological assistance.

After the successful completion of first year, the students will develop basic problem-solving skills, techniques and skills that can be applied to finance and business and analytical skills which can be used

in their subsequent course work and professional development. Students will learn in detail about the decision-making process and develop an in-depth idea about the business.

In addition to the university syllabus, students will also learn “Basic Communication skills”. Students those who have not studied commerce in their plus two are also provided with a three months bridge course in the first semester itself to have basic knowledge about the finance and accounting practices.

After the successful completion of second year, the students will be familiar with advanced account and also about the rules and regulations regarding business and organizations. Will also learn about the professional ethics in business and etiquettes in online practices. Students will learn in detail about the basic and advanced knowledge in the field of management and marketing and develop proficiency in Business administration.

In addition to the university syllabus, students are also encouraged to improve their knowledge through “SWAYAM” platform on various topics.

After the successful completion of third year, the students will be proficient in the matters related to Marketing. and management skills, Students will learn in detail about the basic and advanced knowledge in the field of marketing and accounting and develop proficiency in marketing and management.

In addition to the university syllabus, students will also learn, “MS Excel”, “Tally” through add on courses.

Regular training sessions are also included as a part of curriculum, which will help the students to develop their Aptitude and technical interview skills.

Students will also learn “Basics Industrial practices and Ethics” through Industrial visits and interactions.

Course Evaluation and CIE

Effective implementation of Continuous Internal Evaluation Systems mooted by the University is being strictly performed which has also seen reforms from time to time. The institution has taken many operative measures for the effective application of the evaluation reforms. The institute has an exam cell headed by

the Chief Examiner for the smooth conduct of all examinations. Examination Cell takes all precautions while preparing Examination Time table, Invigilation duty chart, seating plans for the students in the Examination halls. Examination cell takes necessary steps for handling Question paper (printing, counting, bundling, packing and sealing) and collecting back Answer sheets and distribution to concerned teachers after completion of the exam.

Continuous Internal Evaluation components contributing to the educational outcome attainment includes the following:

1. First internal Examination (Portion of module 1 and 2 i.e 40% of portion need to be covered from the course syllabus)
2. Assignment(Preferably including the Module 3)
3. Seminar (Preferably including the Module 4)
4. Second internal Examination - Model Examination(Full portions from the syllabus)
5. Comprehensive Viva- Voce(Will be held immediately after the model examinations are completed.The comprehensive Viva- Voce can be planned involving external members in the evaluation panel.)

Individual Assignments and Seminars for each course are planned and schedule by the respective course teachers during the semester based on the course syllabus. Question papers for the exams are auto generated through the vast question banks of the course by the examination cell. Answer sheets are evaluated and distributed within eight days of commencement of Exams. Students are free to discuss with the course- in- charge if they seek any clarification. The consolidated mark lists are displayed and a software generated progress report is brought to the notice of parents. All the data is stored in Linways. Internal marks sent to the University include the marks obtained in each Module, Internal exam , Model exam, Assignment, Seminar and Attendance which IS displayed in the notice board for the benefit of the students before sending to the University. The student can check his / her progression and internal marks through the Academic Management Software.

The academic projects are reviewed periodically during the semester. The course facilitator enters the marks and attendance of the students in the Linways periodically and the monthly attendance report is taken. The Faculty members participate in University exam of the affiliating University as Invigilators, paper setters, paper evaluator, practical examiners and members of BOS and BOE.

Evaluation and Grading

1. Mark system is followed instead of direct grading for each question. For each course in the semester the letter grade, grade point and % of marks are introduced in 7- point indirect grading system as per the guidelines of the University of Calicut CBCSSUG 2019

2. The evaluation scheme for each course shall contain two parts. 1) Internal Assessment 2) External Evaluation. 20% weight shall be given to the internal assessment. The remaining 80% weight shall be given for the external evaluation.
3. INTERNAL ASSESSMENT 20% of the total marks in each course is for internal examinations. The internal assessment shall be based on a system, involving written tests/assignments/seminars/ viva and attendance in respect of theory courses and lab involvements/ records and attendance in respect of practical courses. Internal assessment of the project will be based on its content, method of presentation, final conclusion and orientation to research aptitude. The components with the percentage of marks of internal evaluation of theory courses are: Attendance -25%, Assignment/ Seminar/ Viva- 25%, and Test paper-50%. (If a Fraction appears in internal marks, nearest whole number is to be taken). Attendance of each course (Including Practical) will be evaluated as below

Above 90% attendance	100 marks allotted for attendance.
85 to 89%	80
80 to 84%	60
76 to 79%	40
75%	20

External Evaluation: External evaluation carries 80% of marks. The external examination in theory courses is to be conducted with question papers set by experts. The evaluation of the answer scripts shall be done by examiners based on well-defined scheme of evaluation by the University. The project evaluation and viva can be conducted by the external examiners appointed by the university.

After external evaluation, only marks are to be entered in the answer scripts. All other calculations including grading are done by the University.

Revaluation: In the new system of grading, revaluation is permissible. The prevailing rules of revaluation are applicable to CBCSSUG 2019.

Question Paper: The pattern of question paper for 80 Marks as Maximum, should be as follows

Question Type	Total No of questions	No of questions to be answered	Marks for each question	Maximum Marks	Total Marks
Short Answer	15	---	2	25	25

Short Essay	8	---	5	35	35
Long Essay	4	2	10	---	20
				Grand Total	80

The pattern of question paper for 60 Marks as Maximum, should be as follows

Question Type	Total No of questions	No of questions to be answered	Marks for each question	Maximum Marks	Total Marks
Short Answer	12	---	2	20	20
Short Essay	5	---	5	20	20
Long Essay	4	2	10	--	20
			Grand Total		60

Award of Degree

The successful completion of the courses (Common, Core, Complimentary and Open courses) prescribed for this programme with E- grade (minimum 40% -for external and 40% for internal) shall be the minimum requirement for the award of degree.

Annexure-1

Method of Indirect Grading

Evaluation (both internal and external) is carried out using Mark system. The Grade on the basis of total internal and external marks will be indicated for each course, for each semester and for the entire programme.

Indirect Grading System in 10 -point scale is as below:

Ten Point Indirect Grading System

Percentage of Marks (Both Internal & External put together)	Grade	Interpretation	Grade point Average (G)	Range of grade points	Class
95 and above	O	Outstanding	10	9.5 -10	

85 to below 95	A+	Excellent	9	8.5 -9.49	First Class with Distinction
75 to below 85	A	Very good	8	7.5 -8.49	
65 to below 75	B+	Good	7	6.5 -7.49	First Class
55 to below 65	B	Satisfactory	6	5.5 -6.49	
45 to below 55	C	Average	5	4.5 -5.49	Second Class
35 to below 45	P	Pass	4	3.5 -4.49	Third Class
Below 35	F	Failure	0	0	Fail
Incomplete	I	Incomplete	0	0	Fail
Absent	Ab	Absent	0	0	Fail

Example – 1 SGPA Calculation

Semester I Course Code	Course Name	Grade Obtained	Grade point (G)	Credit (C)	Credit point (CXG)
xxxxxxx	xxxxxxx	A	8	4	32
xxxxxxx	xxxxxxxxx	C	5	3	15

xxxxxxx	xxxxxxxxx	A+	9	4	36
xxxxxxx	xxxxxxxxx	B+	7	3	21
xxxxxxx	xxxxxxxxx	P	4	3	12
xxxxxxx	xxxxxxxxx	C	5	4	20

SGPA =
$$\frac{\text{Sum of the Credit points of all courses in a semester}}{\text{Total Credits in that semester}}$$

$$\text{SGPA} = \frac{32+15+36+21+12+20}{21} =$$

$$136/21$$

$$\text{SGPA} = 6.476$$

Percentage of marks of semester I = $(\text{SGPA}/10) \times 100 = 64.76\%$

Note: The SGPA is corrected to three decimal points and the percentage of marks shall be approximated to two decimal points.

Example: 2

Semester II Course Code	Course Name	Grade Obtained	Grade point (G)	Credit (C)	Credit point (CXG)
xxxxxxx	Xxxxxxx	A	8	4	32
xxxxxxx	Xxxxxxxxx	C	5	3	15
xxxxxxx	Xxxxxxxxx	A+	9	4	36
xxxxxxx	Xxxxxxxxx	B+	7	3	21
xxxxxx*	Xxxxxxxxx	F	0	3	0
xxxxxxx	Xxxxxxxxx	C	5	4	20

*Failed course

Note: In the event a candidate failing to secure 'P' grade in any Course in a semester, consolidation of SGPA and CGPA will be made only after obtaining 'P' grade in the failed Course in the subsequent appearance.

CGPA Calculation

Total Credit points obtained in six semesters

CGPA = $\frac{\text{Total Credit points obtained in six semesters}}{\text{Total Credits acquired (120)}}$

Example

CGPA = $136 + 145 + 161 + 148 + 131 + 141 / 120 = 862/120$

CGPA = 7.183

Total percentage of marks = $(\text{CGPA}/10) * 100$ Total % of marks = $(7.183/10) * 100 = 71.83$

Total Credit points obtained for Core Courses

CGPA of Core Courses = $\frac{\text{Total Credit points obtained for Core Courses}}{\text{Total Credits acquired for Core Courses}}$

Total Credits acquired for Core Courses

Similarly CGPA of Complementary courses, Open courses, English Common courses and Additional Language Common courses may be calculated and the respective percentage may be calculated. All these must be recorded in the Final Grade Card.

ANNEXURE II

Guidelines for the Evaluation of Projects

1. PROJECT EVALUATION- Regular

- Evaluation of the Project Report shall be done under Mark System.
- The evaluation of the project will be done at two stages :
 - a) Internal Assessment (supervising teachers will assess the project and award internal Marks)
 - b) External evaluation (external examiner appointed by the University)

- c) Grade for the project will be awarded to candidates, combining the internal and external marks.

The internal to external component's is to be taken in the ratio 1:4. Assessment of different components may be taken as below.

Internal (20% of total)	Internal (80% of Total)		
Components	Percentage of internal Marks	Components	
Originality & Punctuality	20	Relevance of the Topic, Statement of Objectives, Research methodology	20
Use of data and Methodology	20	Quality of analysis, Tools used for analysis. Findings, Suggestions and conclusion Findings and Recommendations	30
Scheme/ Organisation of Report	30		
Viva – Voce	30	Viva – Voce	50
Total	100	Total	100

- External Examiners will be appointed by the University from the list of VI Semester Board of Examiners in consultation with the Chairperson of the Board.
- The Chairman of the VI semester examination should form and coordinate the evaluation teams and their work.
- Internal Assessment should be completed 2 weeks before the last working day of VI Semester.
- Internal Assessment marks should be published in the Department.
- The Chairman Board of Examinations, may at his discretion, on urgent requirements, make certain

exception in the guidelines for the smooth conduct of the evaluation of project.

PASS CONDITIONS

Submission of the Project Report and presence of the student for viva are compulsory for internal evaluation. No marks shall be awarded to a candidate if she/ he fail to submit the Project Report for external evaluation.

- The student should get a minimum P Grade in aggregate of External and Internal.
- There shall be no improvement chance for the Marks obtained in the Project Report.
- In the extent of student failing to obtain a minimum of Pass Grade, the project work may be re-done and a new internal mark may be submitted by the Parent Department. External examination may be conducted along with the subsequent batch.

Annexure-III

Scheme of Examinations:

The external QP with 80 marks and internal examination is of 20 marks. Duration of each external examination is 2.5 Hrs. The pattern of External Examination is as given below. The students can answer all the questions in Sections A & B. But there shall be Ceiling in each section.

Section A Short answer type	2 marks	15 questions	Ceiling – 25
Section B Paragraph/ Problem type	5 marks	8 questions	Ceiling - 35
Section C Essay type	10 marks	2 out of 4	2X10=20

Add on courses for Second year UG students

1. Logistics and supply chain management
2. Event Management
3. Digital Marketing

Addon courses for Third year UG students

1. DIIFA
2. Tally
3. MS Excel
4. Tally with Indirect Taxation



Naipunnya Institute of Management & Information Technology

Affiliated to the University of Calicut, ISO 9001-2015 Certified
Accredited by NAAC with B++ grade



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