

BACHELOR OF BUSINESS ADMINISTRATION

Programme SYLLABUS



SREENARAYANAGURU
OPEN UNIVERSITY

SREENARAYANAGURU OPEN UNIVERSITY

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

SREENARAYANAGURU

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

**BACHELOR OF BUSINESS ADMINISTRATION,
PROGRAMME SYLLABUS
(Semester I, II, III, IV,V & VI)**

**2022 Admission Onwards
CBCS-UG Regulations 2021
June 2021**

SREENARAYANAGURU OPEN UNIVERSITY
Programme Structure Template -Bachelor of Business Administration
(BBA)

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

DC	: Discipline Core Course	AC-1	: Environmental Studies
DE	: Discipline Specific Elective Course	AC-2	: Communication Course (English or MIL)
GE-1	: General Electives from ENG and MIL	SC	: Humanism and Logic
GE-2	: General Electives from Other Disciplines	MIL	: Modern Indian Languages

SE	: Skill Enhancement Courses (Core)	PR	: Project
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Semester-wise Programme Details

First Semester			
Sl. No	Type of the course	Course Code	Course Name
1	Discipline Core	B21BB01DC	Principles of Management
2	Discipline Core	B21BB02DC	Accounting for Managers
3	Language Core Course 1	B21EG01LC	Reading and Writing English
4	Ability Enhancement Compulsory Course	B21ES01AC	Environmental Studies

Second Semester			
Sl. No	Type of the course	Course Code	Course Name
1	Discipline Core	B21BB03DC	Marketing Management
2	Discipline Core	B21BB04DC	Business Statistics
3	Ability Enhancement Compulsory Course	B21AR01AC	Communication in Arabic
		B21EG01AC	English for Communication
		B21HD01AC	रोजमर्रा हिंदी (Rozmara Hindi)

	(Learners can choose any one)	B21SN01AC	व्यावहारिकसंस्कृतम् (Vyavaharikasamskrutham)
		B21ML01AC	പ്രായോഗികമലയാളം (Prayogigamalayalam)
4	Modern Indian Languages I (MIL) (Learners can choose any one)	B21AR01LC	Functional Arabic
		B21HD01LC	हिंदी गद्य साहित्य और संरचना (Hindi Gadya Sahitya Aur Samrachana)
		B21SN01LC	गद्यं नाटकं च (Gadyam Natakam cha)
		B21ML01LC	മലയാളസാഹിത്യം : കവിത - കഥ - ഉപന്യാസം - നോവൽ (Malyalasaahithyam: Kavita-Kadha- Upanyasam-Novel)

Third Semester			
Sl. No	Type of the course	Course Code	Course Name
1	Discipline Core	B21BB05DC	Financial Management
2	Discipline Core	B21BB06DC	Human Resource Management
3	Language Core Course 2	B21EG02LC	Literature and the Contemporary World

4	Skill Enhancement Course	B21BB01SE	Organisational Behaviour
5	Skill Enhancement Compulsory Courses	B21HL01SC	Humanism and Logic

Fourth Semester			
Sl. No	Type of the course	Course Code	Course Name
1	Discipline Core	B21BB07DC	Business Environment and Law
2	Discipline Core	B21BB08DC	Logistics and Supply Chain Management
3	Skill Enhancement Course	B21BB02SE	IT for Business
4	Modern Indian Languages II (MIL) (Learners can choose any one. The same language should be chosen for MIL- II)	B21AR02LC	Literature in Arabic
		B21HD02LC	हिंदी पद्य साहित्य और अनुवाद (Hindi Padya Sahitya Aur Anuvad)
		B21SN02LC	महाकाव्यं गद्यकाव्यं च (Mahakavyam Gadyakavyam Cha)
		B21ML02LC	മലയാള സാഹിത്യ മാതൃകകൾ : ആത്മകഥ, ജീവചരിത്രം, യാത്രാവിവരണം, അനുഭവ സാഹിത്യം

			.(Malayala Sahithya Mathrukakal: Aathmakadha, Jeevacharitram, Yathravivaranam, Anubhavasahithyam)
5	Generic Electives - 1 (Learners can choose any one. General Electives from Core Discipline cannot be chosen)	B21AR01GE	Modern Standard Arabic
		B21EG01GE	Appreciating Literature
		B21HD01GE	व्यावहारिक हिन्दी (Vyavaharik Hindi)
		B21SN01GE	संस्कृतसोपानम् (Samskuthasopanam)
		B21ML01GE	ആധുനികമലയാള സാഹിത്യചരിത്രം (Aadhunika Malayala Sahithyacharithram)

Fifth Semester			
Sl. No	Type of the course	Course Code	Course Name
1	Discipline Core	B21BB09DC	Operations and Management Information System
2	Discipline Specific Elective Courses 1	B21BB01DE	Financial Services
		B21BB11DE	Consumer Behaviour
		B21BB21DE	Training and Development

		B21BB31DE	Distribution Management
3	Discipline Specific Elective Courses 2	B21BB02DE	Security Analysis and Portfolio Management
		B21BB12DE	Advertisement and Sales Management
		B21BB22DE	Human Resource Development and Organisational Culture
		B21BB32DE	Total Quality Management
4	Generic Electives - 2 (Learners can choose any one. General Electives from Core Discipline cannot be chosen)	B21CA01GE	Computer Systems and Internet Technologies
		B21CM01GE	Banking
		B21EC01GE	Economics for Everyday Life
		B21HS01GE	Modernization of Kerala
		B21PH01GE	Introduction to the Philosophy of Sreenarayana Guru
		B21SO01GE	Introduction to Sociology

Sixth Semester			
SINO	Type of the course	Course Code	Course Name

1	Discipline Specific Elective Courses 3	B21BB03DE	Banking
		B21BB13DE	Customer Relationship Management
		B21BB23DE	Labour Laws and Industrial Relations
		B21BB33DE	Materials and Warehouse Management
2	Discipline Specific Elective Courses 4	B21BB04DE	Income Tax
		B21BB14DE	Digital Marketing
		B21BB24DE	Talent and Knowledge Management
		B21BB34DE	Multi model Transportation
3	Discipline Specific Elective Courses 5	B21BB05DE	Financial Derivatives
		B21BB15DE	Service Marketing
		B21BB25DE	Strategic HRM
		B21BB35DE	Packing and Packaging
4	Project	B21BB01PR	Project

Discipline Specific Elective Courses in different specialisations

Finance	Marketing	Human Resource Management	Logistics Management
B21BB01DE Financial Services	B21BB11DE Consumer Behaviour	B21BB21DE Training and Development	B21BB31DE Distribution Management
B21BB02DE Security Analysis and Portfolio Management	B21BB12DE Advertisement and Sales Management	B21BB22DE Human Resource Development and Organisational Culture	B21BB32DE Total Quality Management
B21BB03DE Banking	B21BB13DE Customer Relationship Management	B21BB23DE Labour Laws and Industrial Relations	B21BB33DE Materials and Warehouse Management
B21BB04DE Income Tax	B21BB14DE Digital Marketing	B21BB24DE Talent and Knowledge Management	B21BB34DE Multi model Transportation
B21BB05DE Financial Derivatives	B21BB15DE Service Marketing	B21BB25DE Strategic HRM	B21BB35DE Packing and Packaging

Note: For 2023- 2024 admissions only two streams of specialisation i.e., Marketing and Human Resource Management are offered.

Evaluation:

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

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

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

First Semester

Discipline Core Course

B21BB01DC - Principles of Management

(Number of Credits:6)

Objectives:

Provide basic knowledge to the learner about Principles of Management. An understanding of the subject will also help to formulate problems from situations and recommending effective solution.

Course Outcomes

- 1 Understand the basic principles and evolution of management
- 2 Demonstrate the roles, skills and functions of Management
- 3 Analyse effective application of practical knowledge to diagnose and solve organizational problems and develop optimal managerial decisions
- 4 Discuss motivation, leadership and communication skills
- 5 Developing skills to evaluate the overall performance of different functions of the organization.

Course Outline

Block 1: Introduction to Management

Block 2: Functions of Management

Block 3: Motivation and Leadership

Block 4: Supervision and Communication

Block 5: Controlling

Block 1: Introduction to Management

Introduction, Meaning and Definition of Management, Features of Management, Functions of Management, Mintzberg's managerial roles, Levels of Management, Evolution of Management Thought – Classical- Scientific Management, Bureaucratic, General Administrative, Neo Classical-Human Relations, Behavioural Science, Contemporary – Quantitative approach, System approach and Contingency approach.

Block 2: Functions of Management

Planning- Meaning, Definition and Objectives of planning; Steps in planning, Organizing: Meaning and Definition, Process, Principles of Organizing, Organisation Structure, Organisation charts and

manuals, Authority, Responsibility and Accountability, Delegation and Decentralization, Staffing-Meaning, Process of staffing- Manpower Planning, Job Analysis, Recruitment and Selection, Training, Performance Appraisal, Directing- Meaning, Definition, Characteristics, Importance, Principles of Directing.

Block 3: Motivation and Leadership

Motivation- Meaning, Significance, Types of Motivation, Theories of Motivation- Maslow's Hierarchy of Human Needs, Alderfer's ERG theory, McGregor's theory X and theory Y, Herzberg's motivation-hygiene theory, Leadership- Introduction, Importance of Leadership, Theories of Leadership- Trait theory, Behavioural theory, Situational theory, Managerial Grid, Qualities of a good leader.

Block 4: Supervision and Communication

Supervision- Meaning, Functions and Responsibilities of a supervisor, Communication- Objectives of Communication, Elements of Communication, Types of Communication- Verbal- Oral, Written, Non-Verbal, Formal and Informal Communication, Barriers to Communication, Principles of Effective Communication

Block 5: Controlling

Controlling- Meaning and Definition, Need of Controlling, Steps in control Process, Techniques of Controlling - Traditional and Modern Techniques

References

1. Meenakshi Gupta, *Principles of Management*, PHI Learning Private Ltd. (Block – I, II and III)
2. Joseph.L.Massie, *Essentials of Management*, Prentice Hall of India Pvt Ltd. (Block -I)
3. Koontz & O'Donnel, *Management*, Mc Graw Hill (Block – I, II and III)
4. T.Ramaswamy, *Principles of Management*, Himalaya Publishing House (Block – I and II)
5. H R Appannaiah, H R Ramanath, D.M.Gujarathi. *Principles of Management*, HP (Block –II)
6. R.K.Sharma, Shashi.K.Gupta, *Business Management* –Kalyani Publishers(Block -III)
7. L.M.Prasad, *Principles and practice of Management*, Sultan chand & sons (Block – III, IV and V)

Discipline Core Course

B21BB02DC - Accounting for Managers

(Number of Credits:6)

Objectives:

1. Introducing the accounting process and system with emphasis on understanding sound concepts and their managerial implications.
2. Familiarize them with financial statements and principles underlying them and to develop their skills in reading Annual Reports.
3. Lay a foundation for developing their skills in interpreting financial statements and in decision making.

Course Outcomes

- 1 Ability to understand the fundamental accounting principles, concepts, accounting conventions, accounting standards and the concepts such as double entry book-keeping, accounting process, financial statements, and analysis and interpretation of financial statements.
- 2 Understanding the preparation of Day Books, Ledger, Trial Balance, Financial statements and related accounting statements.
- 3 Developing the basic skills to cross check and locate errors in accounting statements with the help of suitable illustrations and cases.
- 4 Develop the capacity to analyse the financial statements, profitability, liquidity and solvency of business undertakings with the help of the accounting skill sets acquired.
- 5 To understand the basics of Cost accounting concepts, classification of cost, marginal costing, and break even analysis.

Course Outline

Block 1: Accounting Process and System

Block 2: Final Accounts

Block 3: Fund Flow and Cash Flow Statements

Block 4: Ratio Analysis

Block 5: Introduction to Cost accounting

Block 1: Accounting Process and System

Accounting Process, GAAP, Accounting Terms, Bookkeeping, Concept of Double Entry System, Types of Accounts, Journal – Preparation of journal, Subsidiary Books, Ledger – Preparation of Ledger, Trial Balance – Preparation of Trail Balance.

Block 2: Final Accounts

Preparation of Financial Statements of Sole Proprietors – Trading and P&L account - Balance Sheet – Final accounts with adjustments – closing Stock, outstanding and prepaid expenses, accrued income, income received in advance, depreciation, bad debts and provision for doubtful debts, Interest on capital and on drawings, transfer to general reserve. (Simple problems)

Block 3: Fund Flow and Cash Flow Statements

Fund Flow and Cash Flow Statements – Meaning, and Preparation (Simple problems)

Block 4: Ratio Analysis

Accounting Ratios – Meaning – Advantages and limitations – Liquidity Ratios (Current Ratio, Acid Test Ratio and Absolute Liquid ratio) – Profitability Ratios (Gross Profit Ratio, Net Profit Ratio, Operating Ratio) – Turnover ratios (Stock turnover ratio, Debtors turnover ratio, Creditors turnover ratio) – Solvency Ratios (Debt-Equity ratio, Interest Coverage Ratio)

Block 5: Introduction to Cost accounting

Cost, Classification of Cost- Direct and Indirect - Variable Cost and Fixed Cost, Cost Accounting, Differences among Cost accounting, Financial accounting and Management accounting, Marginal Costing – Contribution - Profit-Volume Ratio (P-V Ratio), Break Even Point - Margin of safety-Application of Marginal costing in decision making. (Concepts only)

References

1. Miller-Nobles, Tracie L., Mattison, Brenda L., and Matsumura, Ella Mae (2016). *Hornsgren's Financial and Managerial Accounting: The Financial Chapters* (Block 1 , 2 and 5)
2. Atrill, Peter and McLaney, Eddie (2013). *Financial Accounting for Decision Makers*. (seventh edition). Pearson. (Block 3,4 and 5)
3. Shukla, M. C., Grewal, T. S.: *Advanced Accounts*, New Delhi: S. Chand & Company Ltd. (All Blocks)
4. Jain, S. P. & Narang, K. L. *Advanced Accountancy*, New Delhi: Kalyani Publishers. (All Blocks)
5. Gupta, R. L., Radhaswamy M.: *Advanced Accountancy*, New Delhi: Sultan Chand & Sons. (All Blocks)

LANGUAGE CORE COURSE
B21EG01LC
READING AND WRITING ENGLISH
CREDITS: 6

Course Objectives

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

Course Outcomes

Upon completing the course, learners will,

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

COURSE DETAILS

BLOCK 1: Glimpses of Communication

UNIT 1	Introduction to Communication
UNIT 2	Different Forms and Techniques of Communication

UNIT 3 Barriers and Guidelines for Effective Communication

BLOCK 2: Reading- The Effective Skill

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

BLOCK 3: Language Development

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

BLOCK 4: Basics of Writing in Communication

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

BLOCK 5: Summary, Essays, and Reports

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

BLOCK 6: Practice, Practice, Practice

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

References

- Denison, Michaela and George. *English Language & Communication Skills*. SLWS, 2020. Hegarty, Carol. *English in Context Class Set*. Saddleback, 2000.
- Nida, Eugene A. *Words and Thoughts*. Sage, 1974.

- Side, R. and G. Wellman. *Grammar and Vocabulary*. Logman, 1999..

**ABILITY ENHANCEMENT COMPULSORY COURSE (AC-1)
B21ES01AC**

ENVIRONMENTAL STUDIES

CREDITS: 4

Course Objectives:

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

Course Outcomes:

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

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

Course Outline:

Block 1: Environment and Natural Resources
Block 2: Ecosystems, Biodiversity and Conservation
Block 3: Social Issues and Sustainable Development
Block 4: Environmental Ethics and Contemporary Environmental Issues

COURSE DETAILS

BLOCK 1: Environment and Natural Resources

Unit 1:	Definition, scope and multidisciplinary nature of environmental studies
Unit 2:	Natural resources
Unit 3:	Forest resources

- Unit 4:** Water resources
- Unit 5:** Land and Mineral resources
- Unit 6:** Energy resources

BLOCK 2: Ecosystems, Biodiversity and Conservation

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

BLOCK 3: Social Issues and Sustainable Development

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

BLOCK 4: Environmental Ethics and Contemporary Environmental Issues

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

References:

1. Agarwal, K.C. 2001 *Environmental Biology*, Nidi Publ. Ltd. Bikaner.
2. Agarwal, S.K. 2005. *Green Management*, APH Publishing Corporation, New Delhi.
3. Barceló, Damià, Kostianoy, Andrey, G., 2020. *The Handbook of Environmental Chemistry*, Book series. Springer (Pub).
4. Bharucha Erach, *The Biodiversity of India*, Mapin Publishing Pvt. Ltd., Ahmedabad –380 013, India.
5. Boero.G. and A.Silberston. 1995. *Environmental Economics*. St.Martin's Press, Inc., New York.
6. Carla Montgomery, 2020. *Environmental Geology* (11th Edition). McGraw Hill. ISBN 13: 9780078022951
7. Chatterji, M., Munasinghe, M. and Ganguly, R. , 1998. *Environment and Health in Developing Countries*. A.P.H. Publishing House, New Delhi.
8. Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, *Environmental Encyclopedia*, Jaico Publ. House, Mumbai, 1196p
9. Daly, H.E. 1997. Beyond Growth: *The Economics of Sustainable Development*. Beacon Press.
10. Daniel, D. Chiras and Reganold, John, P. 2009. *Natural Resource Conservation: Management for a Sustainable Future*, Addison Wesley, Boston.
11. Divan, Sand Rosencranz.A. 2001. *Environmental Law and Policy in India*. Oxford University Press, New Delhi.
12. Erach Barucha, 2021. Text Book for Environmental Studies, for undergraduate courses of all branches of higher education for University Grants Commission, New Delhi and Bharati Vidyapeeth Institute of Environmental Education and Research, Pune p. 288.

13. Heywood, V.H &Waston, R.T. 1995. *Global Biodiversity Assessment*. Cambridge Univ. Press 1140p.
14. Jadhav, H & Bhosale, V.M. 1995. *Environmental Protection and Laws*. Himalaya Pub. House, Delhi 284 p.
15. Mckinney, M.L. & School, R.M. 1996. *Environmental Science Systems & Solutions*, Web-enhanced edition. 639p.
16. Odum, E.P. 1971. *Fundamentals of Ecology*. W.B. Saunders Co. USA, 574p.
17. Poonia and Sharma, 2018. *Environmental Engineering*, Khanna Books, ISBN: 9789386173577, 9386173573
18. Prashant K. Srivastava, Sudhir Kumar Singh, U. C. Mohanty, Tad Murty, 2020. *Techniques for Disaster Risk Management and Mitigation*. Wiley. P 352. ISBN: 978-1-119-35919-7.
19. Sharma B.K., 2001. *Environmental Chemistry*. Geol Publ. House, Meerut.
20. Townsend C., Harper J, and Michael Begon, *Essentials of Ecology*, Blackwell Science.
21. Trivedi R.K., *Handbook of Environmental Laws, Rules Guidelines, Compliances and Standards*, Vol I and II, Enviro Media (R).
22. Wagner K.D., 1998. *Environmental Management*. W.B. Saunders Co. Philadelphia, USA.

Second Semester

Discipline Core Course

B21BB03DC - Marketing Management

(Number of Credits:6)

Objectives:

1. To introduce the basic concepts of Marketing and to familiarise the learners with micro and macro environment of marketing
2. To create an awareness about the behavior of consumers and segmentation of markets
3. To enhance the marketing abilities in learners with respect to various promotional strategies

Course Outcomes

- 1 Develop knowledge on the concept of modern marketing
- 2 Apply the concept of Consumer behaviour and Segmentation
- 3 Enhance knowledge on product decision and pricing Strategies
- 4 Identify the promotional and Place Strategies for the Product
- 5 Understand the emerging marketing concepts

Course Outline

Block 1: Introduction to marketing:

Block 2: Product and Pricing Decisions:

Block 3: Promotion and Place Decisions:

Block 4: Consumer Behaviour and Segmentation:

Block 5: Emerging Concepts in Marketing:

Block 1: Introduction to marketing

Introduction to Marketing, Meaning, Nature, Scope, Importance- Functions of Marketing-Production concept, Product concept, Selling Concept, Marketing Concept, Societal Marketing Concept- Marketing Vs Selling- Marketing Environment- Micro Environment and Macro environment, Marketing Mix.

Block 2: Product and Pricing Decisions

Product- Concept and Classification, Product line and product Diversification, Product Life Cycle Stages, New Product Development, Packaging, Branding, -Concept of Pricing, Objectives of Pricing,

Factors influencing Price Determination, Pricing Strategies, Pricing Strategies for new Products.

Block 3: Promotion and Place Decisions:

Concept of Promotion and Promotion Mix, Advertising, Personal Selling, Publicity and Public Relations, Sales Promotion, Advertising Vs Sales Promotion, Physical Distribution, Functions of Physical Distribution, Channels of Distribution.

Block 4: Consumer Behaviour and Segmentation

Consumer Behaviour, Determinants of Consumer Behaviour, Consumer Decision Making Process, Market Segmentation, Targeting, Positioning (STP).

Block 5: Emerging Concepts in Marketing:

Global Marketing, Social Marketing, Online Marketing, Direct Marketing, Service Marketing, Green Marketing, Meta Marketing, Viral Marketing, Synchro Marketing, Tele Marketing - De-marketing, Remarketing- Guerilla marketing, Ambush Marketing, Relationship Marketing (concepts only).

References

1. Kotler, Philip: Prentice Hall, *Marketing Management*, New Jersey. (Block 1)
2. K S Chandrasekar, *Marketing Management-Text and cases*, Vijay Nicole Imprints with McGraw Hill Education (Block 1)
3. Richard Pettiger. *Introduction to Management*, New York, Palgrave Macmillan. (Block 1)
4. Miniard& Engel, *Consumer Behaviour*, Blackwell. (Block 2)
5. Mehta &Subhas, *Consumer Behaviour* (Block 2)
6. Stanton W.J., Etzel Michael J and Walter Bruce J; *Fundamentals of Marketing*; New York, McGraw Hill. (Block 3)
7. Karanakaran, *Marketing Management*, Himalaya Publishers. (Block 3)
8. Aaker, David and Myers Johan G, et. al,; *Advertising Management*; New Delhi, Prentice Hall of India. (Block 4)
9. Rorsiter Johan R, Percy Larry, *Advertising and Promotion Management*; New York: McGraw Hill. (Block 4)
10. Rakesh Kumar S, Vivek S A. *Business Analytics, An Introduction*. Kollam S S Book Series (Block 5)
11. Philip RCaterop. *International marketing*, Tata McGraw Hill Publications. (Block 5)
12. S.M. Jha, *Services Marketing*. Himalaya Publishing House. 2017 (Block 5)
13. Alok Kumar Rai, *Customer Relationship Management-Concepts and Cases*, PHI Learning Pvt. Ltd, 2012. (Block 5)

Discipline Core Course

B21BB04DC - Business Statistics

(Number of Credits:6)

Course Objectives:

1. To introduce various concepts of statistics in general and various measures of central tendency and measures of dispersion, in particular.
2. To get familiarize the learners with the application of correlation and regression analysis.
3. Provide basic knowledge on time series analysis and its application in the business.
4. Build a foundation on various aspects of index numbers and its application in business and management.

Course Outcomes

- 1 The learners can understand the fundamental concept, meaning, definition, importance, and functions of statistics. Become an expert in the statistical investigation process, calculation of various measure of central tendency and various measures of dispersion.
- 2 The learners can get basic knowledge in correlation analysis and the interpretation of its results.
- 3 Be able to develop the basic skills in Regression analysis and forecasting based on the Regression analysis.
- 4 Possible to build up the aptitude among the learners to analyze the trend and time series and its use in business decision making process.
- 5 Can create a fundamental knowledge about the construction and use of index numbers in business.

Course Outline

Block 1: Introduction to business statistics

Block 2: Statistical Measures

Block 3: Correlation and Regression Analysis

Block 4: Time Series

Block 5: Index numbers

Block 1: Introduction to business statistics

Meaning, definition, importance, and functions of statistics. Statistical investigation – Census and Sampling methods, Collection of data – Primary and secondary data – Methods of data collection.

Block 2: Statistical Measures

Measures of Central Tendency - mean, median, mode, Characteristics of an ideal average – Application in Business decisions – Measures of Dispersion – Absolute and relative measures of dispersion – Range, Quartile Deviation, Mean Deviation, Standard Deviation, Co-efficient of Variation

Block 3: Correlation and Regression analysis

Meaning and Significance – Correlation, various types of Correlation, Methods of studying Correlation – Scatter diagram, Karl Pearson's Coefficient of Correlation, Spearman's Rank Correlation co-efficient and concurrent deviation methods – Probable error. Regression: Meaning, definition and types - Regression lines - Linear Regression, Regression equations and their applications in business, Regression Vs Correlation.

Block 4: Time Series

Meaning, definition – utility, components of Time series - Measurement of long-term trend – Moving average method - Method of least squares, Application of time series in business and management.

Block 5: Index numbers

Meaning and importance, Problems in construction of index numbers, Methods of constructing index numbers – Simple and Weighted index, Laspeyre's method, Passche's Method, Fisher's ideal index number, Bowley's and Dorbish Method, Marshal Edgeworth Method, Test of adequacy of index numbers – Time Reversal and Factor Reversal tests - Cost of living Index numbers.

References

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2. Elhance.D.L. *Fundamentals of Statistics*, Allahabad. Kitab Mahal. (Block I)
3. Gupta.B.N. *Statistics - Theory and Practice*, Agra. SahityaBhawan Publications.

(Block II)

4. Sanchetti D.C and Kapoor V.K .*Statistics - Theory, Methods and Application*, New Delhi. Sultan Chand & Sons. (Block II)

5. Nabendu Pal and HadedSarkarS.A .*Statistics - Concept and Application*, NewDelhi. PHI. (Block III)

6. Agarwal.B.M. *Business Mathematics and Statistics*, New Delhi. Ane Books Pvt.Ltd.

(Block III)

7. Richard I.Levin and David S. Rubin, *Statistics for Management*, Prentice Hall of India, latest edition. (Block IV)

8. Gupta.S.P. *Statistical Methods*, New Delhi. Sultan Chand & Sons. (Block IV)

9. Richard Levin & David Rubin, (1998). *Statistics for Management*, New Jersey. Prentice Hall. (Block V)

10. Elhance.D.L .*Fundamentals of Statistics*, Allahabad. Kitab Mahal. (Block V)

11. Gupta.S.P. *Statistical Methods*, New Delhi. Sultan Chand & Sons. (All Blocks)

12. Elhance.D.L .*Fundamentals of Statistics*, Allahabad. Kitab Mahal. (All Blocks)

13.Andrew F. Siegel, *Practical Business Statistics*, VIth Edition, Department of Information system (E-Edition - <https://www.pdfdrive.com/business-statistics-books.html>) (All Blocks)

ABILITY ENHANCEMENT COMPULSORY COURSE

(Learners can choose any one out of 5 Courses)

B21AR01AC

COMMUNICATION IN ARABIC

CREDITS: 4

Course Objectives

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

Course Outcomes

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

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

COURSE DETAILS

BLOCK 1: Greetings and Introduction in Arabic – التحيات والتعارف

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

BLOCK 2: Conversations and Interviews – لقاء ومقابلات

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

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

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

BLOCK 4: Time- التوقيت.

- UNIT 1 في مكتب الطيران في المط – conversation – In a travel agency in the Airport
- UNIT 2 استقبال – conversation – Reception
- UNIT 3 بين الطالبين – conversation – Between two students

BLOCK 5: Arabian Food – الطعام العربي.

- UNIT 1 الطعام العربي – conversation – Arabian Food
- UNIT 2 في مطعم – conversation – In a hotel
- UNIT 3 غداء – conversation – Lunch
- UNIT 4 . الأسماء الموصولة

Book for study:

العربية للحياة: منهج متكامل في تعليم العربية لغير الناطقين بها، (الكتاب الأول)، تأليف: ناصيف مصطفى عبد العزيز ومحي الدين صالح، الناشر: عمادة شؤون المكتبات، جامعة الملك سعود، الرياض، المملكة العربية السعودية، ط3، 1994 (Al Arabiyya Li l-Hayath – Book 1, by Nasif Musthafa Abdul Aziz and Muhyudhin Swalih, Published by: Kind Saud University, Riyadh, Ed:3, 1994)

References.

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

ABILITY ENHANCEMENT COMPULSORY COURSE

B21EG01AC

ENGLISH FOR COMMUNICATION

CREDITS - 4

Course Objectives

1. To reinforce the importance of English as a tool for global communication.
2. To develop the linguistic and communicative competence of learners.
3. To initiate the learner to explore practical applications of language in real life contexts.
4. To make learners understand the nuances of communication and its effective usage by enhancing their LSRW and cultural skills.
5. To enhance the skills of the learner to be an effective communicator in a digitally interconnected world.

Course Outcomes

Upon completing the course, learners will,

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

COURSE DETAILS

BLOCK 1: Communication and Language

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

BLOCK 2: Receptive or Passive Skills

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

BLOCK 3: Productive or Active Skills

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

BLOCK 4: Communication and Technology

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

References

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

ABILITY ENHANCEMENT COMPULSORY COURSE

B21HD01AC

रोजमर्रा हिंदी

ROZMARA HINDI

Credits: 4

पाठ्यक्रम उद्देश्य (Course Objectives):

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

पाठ्यक्रम परिणाम (Course Outcomes):

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

COURSE DETAILS

ब्लॉक 1: भाषा की बुनियादी संरचना और दैनिक गतिविधियाँ

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

इकाई 2: 'क्या' और 'कहां' जोड़कर प्रश्न पूछना। वाक्य संरचना समझें और 'होना' क्रिया का प्रयोग समझें। वहाँ 'क्या है' और 'क्या नहीं' के बारे में समझना। 'प्रत्यय जैसे मैं, पर, के पास, से दूर और निश्चयवाचक

सर्वनाम जैसे ये, वे, यह, वह का प्रयोग करें। विशेषणों का प्रयोग करें: जैसे बड़ा, छोटा, गंदा, साफ, थोड़ा, ज्यादा, कम, बहुत आदि।

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

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

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

ब्लॉक 2: शुभकामनाएँ, अभिलाषाएँ एवं कहानी।

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

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

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

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

ब्लॉक:3 मेरी छुट्टी, दोस्त और यात्रा

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

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

इकाई3: एक यात्रा कार्यक्रम की पहचान करें कारण बताएं कि कोई स्थान देखने लायक क्यों है? मौसम के अनुसार क्या अच्छा है क्या बुरा है इस बारे में प्रश्न पूछें और उत्तर दें | जितना-उतना, जैसे-वैसे, जहां-वहां, जिधर-उधर , जब तक –तब तक आदि का प्रयोग समझना |

ब्लॉक4: पशु-पक्षी, त्यौहार-मेले, पेशा-धंधा , मनपसंद फिल्म आदि |

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

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

इकाई 3: अगर-तो, ताकि का प्रयोग समझना |

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

सन्दर्भ ग्रंथ सूची

1. रोजमर्याद हिंदी: प्रोफ. डी .पी .वनामामलाइ।
2. Every day Hindi : डॉ:सुंगोक होंग ।
- 3 .सरल सामान्य हिंदी: रजीत कुमार त्रिपाठी ।

ABILITY ENHANCEMENT COMPULSORY COURSE

(Learners can choose any one)

B21ML01AC

പ്രായോഗികമലയാളം

(Prayogikamalayalam)

Credits 4

Objectives

മാതൃഭാഷയിലുള്ള ആശയവിനിമയശേഷി മെച്ചപ്പെടുത്തുകയും ഫലപ്രദമാക്കുകയും ചെയ്യുക

മാതൃഭാഷയിൽ പ്രാവീണ്യം നേടുന്നതിനാവശ്യമായ പരിശീലനം നേടുക

മലയാളഭാഷയുടെ വ്യത്യസ്തങ്ങളായ പ്രയോഗമേഖലകളെ പരിചയപ്പെടുക

വ്യത്യസ്തങ്ങളായ നാല് പ്രയോഗമേഖലകളിലൂടെ ഭാഷ തെറ്റുകൂടാതെ

പ്രയോഗിക്കാനുള്ള ശേഷി ആർജ്ജിക്കുക

മലയാളഭാഷയെ കൂടുതൽ അടുത്തറിയാനും പഠിക്കാനും പ്രയോഗിക്കാനും സാധിക്കുക

Course Outcome

1. മാതൃഭാഷയിൽ ഫലപ്രദമായും സംവേദനപരമായും ആശയവിനിമയം നടത്താനുള്ള ശേഷി ആർജ്ജിക്കുന്നു
2. മാതൃഭാഷയുടെ വ്യത്യസ്ത പ്രയോഗമേഖലകളെ പരിചയപ്പെടുന്നു
3. മാതൃഭാഷയിലെ സാഹിത്യസമ്പത്തുകളെക്കുറിച്ച് അറിവുനേടുന്നു
4. മാതൃഭാഷയുടെ പ്രയോഗത്തിൽ പ്രാവീണ്യം നേടുന്നു.
5. മാതൃഭാഷയുടെ വിജ്ഞാന നിർമ്മാണ പ്രക്രിയയിൽ പങ്കാളിയാവുന്നു

COURSE DETAILS

ബ്ലോക്ക് 1 - എഴുത്ത്

വിശദപഠനം

മലയാളശൈലി (മൂന്നാം അദ്ധ്യായം) - കുട്ടികൃഷ്ണമാരാർ

ശൈലിയെപ്പറ്റി ചില ചിന്തകൾ (സമാലോചന) - എസ്. ഗുപ്തൻ നായർ

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

ബ്ലോക്ക് 2 - പ്രഭാഷണം

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

വിശദപഠനം

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

ബ്ലോക്ക് 3 - മാധ്യമങ്ങൾക്കുവേണ്ടിയുള്ള രചന

വിശദപഠനം

വാർത്താമൂലകങ്ങൾ, വാർത്താഘടന (വാർത്ത വോളം 2) - ജോയി തിരുമൂലപുരം

പംക്തിയെഴുത്തിന്റെ രാഷ്ട്രീയം (പത്രാനന്തര വാർത്തയും ജനാധിപത്യവും) - എൻ. പി. രാജേന്ദ്രൻ

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

ബ്ലോക്ക് 4 - വിവർത്തനം

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

വിശദപഠനം

വിവർത്തനം എന്ന ഗ്രന്ഥത്തിന്റെ അവതാരിക- എൻ. വി. കൃഷ്ണവാര്യർ

തർജ്ജമപഠനത്തിലെ പുത്തൻ പുതുമകൾ (തർജ്ജമ സിദ്ധാന്തവും പ്രയോഗവും

മലയാളത്തിൽ പുസ്തകത്തിന്റെ ആമുഖപഠനം)- ഡോ. സ്കറിയ സക്കറിയ

ഇംഗ്ലീഷിൽ നിന്നും മലയാളത്തിലേക്കുള്ള വിവർത്തനപരിശീലനം.

റഫറൻസ്

1.പ്രൊഫ. പത്മന രാമചന്ദ്രൻനായർ, നല്ല ഭാഷ, ഡി സി ബുക്സ്, കോട്ടയം.

2.സ്കറിയ സക്കറിയ, ജയ സുകുമാരൻ, തർജ്ജമ, സിദ്ധാന്തവും പ്രയോഗവും മലയാളത്തിൽ - താപസം, ചങ്ങനാശ്ശേരി.

3.പി. കെ രാജശേഖരൻ, മലയാളിയുടെ മാധ്യമജീവിതം, കേരള ഭാഷാ ഇൻസ്റ്റിറ്റ്യൂട്ട്, തിരുവനന്തപുരം.

4. രാമകൃഷ്ണപിള്ള. കെ, വൃത്താന്ത പത്രപ്രവർത്തനം, മാളബെൻ, തിരുവനന്തപുരം.

5.പി. കെ അനിൽകുമാർ, പ്രഭാഷണകലയിലെ വചനവഴികൾ, സൈന്ധവ ബുക്സ്, കൊല്ലം.

- 6.പി. പവിത്രൻ, മാതൃഭാഷയ്ക്കു വേണ്ടിയുള്ള സമരം, മലയാള ഐക്യവേദി,ചെറുതുരുത്തി
7. Stephen E. Lucas, The Art of Public Speaking , McGraw Hill, New York.
8. K. Tim Wulfemeyer, Contemporary Media: Structures, Functions, Issues and Ethics, Kendall Hunt Publishing Company, Dubuque.
9. Douglas Robinson, Western Translation Theory from Herodotus to Nietzsche, Routledge, London.

ABILITY ENHANCEMENT COMPULSORY COURSE

B21SN01AC - Sanskrit

**व्यावहारिकसंस्कृतम्
(Vyavaharikasamskrutham)
CREDITS: 4**

लक्ष्यम् (Course Objectives:)

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

उद्देश्यानि (Course Outcomes:)

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

Course Details

खण्डः:1: श्रवणम्

- 1.1. वर्णानामुच्चारणम्

1. 2. शब्दसम्पत्तिः

1. 3. कथाश्रवणम्

1. 4. सम्भाषणकार्यशाला- प्राथमिका।

खण्डः 2: प्रसारमाध्यमानां भाषा

2. 1. वार्ता: एवं विक्कीपीडिया

i. DD News Vartah

ii. AIR News

iii. DD Vartavali

iv. Sanskrit Newspaper- Sudharma

v. Sanskrit Wikipedia

2. 2. संस्कृते विज्ञापनचित्राणि

i. Sanskrit songs

ii. Sanskrit films

2. 3. संस्कृतगानानि, चलच्चित्राणि च

2. 4. संस्कृते क्रीडा

खण्डः 3: भाषणम्

3. 1. अक्षराणां पदानां च मौखिकाभ्यासः।

3. 2. कथाकथनशिक्षणम्।

3. 3. वार्तावाचनशिक्षणम्।

3. 4. सम्भाषणशाला- द्वितीयस्तरीया।

खण्डः 4: सङ्गणकयुगे संस्कृताध्ययनम्।

4. 1. प्रत्याहिनकाः संस्कृतानुप्रयोगाः।

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

4. 2 सङ्गणकाधारिता: साम्प्रदायिककोशाः

- i. Amarakosha App
- ii. Shabdakalpadruma App

4. 3. भाषाध्ययने उपयुक्ताः संस्कृतानुप्रयोगाः

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

4. 4. सङ्गणकाधारिताः लेखागाराः।

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

References

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

Web Resources:

खण्डः 1: श्रवणम्

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

खण्डः 2: प्रसारणमाध्यमानां भाषा

a) वार्ता: एवं विकीपीडिया च।

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

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

- iv. Sanskrit Newspaper- Sudharma

(<http://epapersudharmasanskritdaily.in>)

v. Sanskrit Wikipedia

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

b) संस्कृते विज्ञापनचित्राणि

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

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

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

c) संस्कृतगानानि, चलच्चित्राणि च

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

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

d) संस्कृते क्रीडा

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

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

खण्डः 3: भाषणम् ।

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

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

खण्डः 4: सङ्गणकयुगे संस्कृताध्ययनम्।

1. प्रत्याहिनिकाः संस्कृतानुप्रयोगाः।

i. App for greetings in Sanskrit-

Sansgreet App, LiveSanskrit.

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

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

www.learnsanskrit.cc

2. साम्प्रदायिककोशाः

i. Amarakosha App

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

ii. Shabdakalpadruma App

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

Unit 3. भाषाध्ययने उपयुक्ताः संस्कृतानुप्रयोगाः- 2

i. Sanskrit Verb forms and roots-Sanskrit Dhatu 360° App

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

ii. Shabdroopmala App

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

Unit 3. लेखागाराः।

1. Sanskrit e- books App -

Sanskrit Pustakalaya

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

2. Internet archive

www.archive.org

MODERN INDIAN LANGUAGE COURSES (MIL - 1)

(Learners can choose any one out of 4 courses. The same language should be chosen for MIL- II)

B21AR01LC

FUNCTIONAL ARABIC

CREDITS:6

Course Objectives

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

Course Outcome

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

1. Communicate in Arabic in various situations
2. Express thoughts in oral and written form through simple sentences in Arabic.

3. Read and understand literary texts in Arabic
4. Analyze the literary texts in the light of theories of Arabic Grammar
5. Assimilate humanistic and moral values in his life

COURSE DETAILS

BLOCK 1: رمضان مبارك

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

BLOCK 2: ما رأيك في الواجب المنزلي؟

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

BLOCK 3: سعاد توفر

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

BLOCK 4: ما رأيك في مصروف الجيب؟

UNIT 1	ما رأيك في مصروف الجيب؟
UNIT 2	اسأل وابحث

UNIT 3 الكلمات المتقاطعة

BLOCK 5: القاهرة من فوق البرج

UNIT 1 القاهرة من فوق البرج

UNIT 2 ما رأيك في الزي المدرسي

UNIT 3 وداعا أيتها المدرسة

BLOCK 6: Tutorial

Practice sheets based on Blocks 1-5

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

References:

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

Modern Indian Languages I (MIL)

B21HD01LC

हिंदी गद्य साहित्य और संरचना

(Hindi Gadya Sahitya Aur Samrachana)

CREDITS: 6

पाठ्यक्रम उद्देश्य (Objectives):

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

पाठ्यक्रम परिणाम (Course Outcomes)

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

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

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

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

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

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

ब्लॉक : 1 हिन्दी कहानी का सामान्य परिचय।

इकाई 1: हिन्दी कहानी का विकास।

इकाई 2: हिन्दी के प्रमुख कहानीकार।

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

ब्लॉक : 2 हिन्दी की प्रमुख कथाएँ ।

इकाई 1: ईदगाह – प्रेमचंद

इकाई 2: वापसी – उषा प्रियंवदा

ब्लॉक : 3 गद्य का उदभव और विकास ।

इकाई 1: गद्य के प्रकार ।

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

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

ब्लॉक : 4 विविध गद्य रूपों का परिचय ।

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

इकाई 2: रज़िया – रामवृक्ष बेनीपुरी (रेखाचित्र)

ब्लॉक : 5 संरचनात्मक व्याकरण ।

इकाई 1: शब्द-विचार ।

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

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

ब्लॉक : 6 व्याकरण के व्यावहारिक प्रयोग ।

इकाई 1: शुद्ध कीजिए

इकाई 2: अभ्यासार्थ अनुच्छेद

इकाई 3: अभ्यास के लिए रचना ।

सन्दर्भ ग्रंथ सूची : **Reference**

- 1.स्वातंत्रयोत्तर हिंदी कहानी : सं .कमलेश्वर ।
- 2.हिंदी कथा साहित्य एक दृष्टि : सत्यकेतु सांस्कृत ।
- 3.हिंदी का गद्य साहित्य : डॉ. रामचन्द्र तिवारी ।
- 4.परिष्कृत हिंदी व्याकरण : बद्रिनाथ कपूर ।

Modern Indian Languages I (MIL)

B21ML01LC

മലയാളസാഹിത്യം : കവിത -കഥ - ഉപന്യാസം - നോവൽ

(Malayalasadhithyam: Kavita- Kadha- Upanyasam-Novel)

Credits: 6

Objectives

1. കവിത, കഥ, ഉപന്യാസം, നോവൽ എന്നീസാഹിത്യരൂപങ്ങളെപരിചയപ്പെടുക
2. പ്രമേയത്തിലും കലാരത്നത്തിലും ജീവിതദർശനത്തിലും സംഭവിക്കുന്ന കാലാനുക്രമമായ പരിവർത്തനങ്ങൾ മനസ്സിലാക്കുക
3. ആധുനിക കാലം മുതൽ വർത്തമാനകാലം വരെയുള്ള സാഹിത്യത്തെ പരിചയപ്പെടുക
4. സാഹിത്യരൂപം എന്നനിലയിൽ കഥ, കവിത, ഉപന്യാസം, നോവൽ എന്നിവയുടെ ചരിത്രത്തെ വിമർശനാത്മകമായി സമീപിക്കുക

Course Outcomes

1. നവോത്ഥാനകാല കാഥികരുടെ കാലം മുതൽ വർത്തമാനകാലം വരെയുള്ള കഥകളുടെ ചരിത്രത്തെ പരിചയപ്പെടുന്നു
2. പ്രമേയത്തിലും കലാരത്നത്തിലും ജീവിതദർശനത്തിലും സംഭവിക്കുന്ന കാലാനുക്രമമായ പരിവർത്തനങ്ങൾ മനസ്സിലാക്കുന്നു
3. ഉപന്യാസ സാഹിത്യത്തിന്റെ വൈവിധ്യം തിരിച്ചറിയുകയും പ്രതിപാദനരീതി പരിചയിക്കുകയും ചെയ്യുന്നു
4. മലയാള നോവലിന്റെ ചരിത്രവും പരിണാമവും മനസ്സിലാക്കുന്നു

COURSE DETAILS

ബ്ലോക്ക്1 :കവിത

ആധുനികതയുടെ കാലം മുതൽ വർത്തമാനകാലം വരെയുള്ള മലയാളകവിതാസാഹിത്യത്തെ പരിചയപ്പെടുക. മലയാളകവിതയുടെ പ്രമേയത്തിലും കലാരത്നത്തിലും ജീവിതദർശനത്തിലും സംഭവിക്കുന്ന കാലാനുക്രമമായ പരിവർത്തനങ്ങൾ മനസ്സിലാക്കുക.

വിശദപഠനം

1. വിഷ്ണുക്കുട്ടി- വൈലോപ്പിള്ളിശ്രീധരമേനോൻ
2. എനിക്കു മരണമില്ല- വയലാർ രാമവർമ്മ

3. അമ്പലമണി- സുഗതകുമാരി
4. നാടെവിടെമക്കളേ - അയ്യപ്പപ്പണിക്കർ
5. ആൾമറ - റഫീക്ക്അഹമ്മദ്
6. ഇൻസ്റ്റലേഷൻ - വീരാൻകുട്ടി

ബ്ലോക്ക് 2 : കഥകൾ

നവോത്ഥാനകാല കാഥികരുടെ കാലം മുതൽ വർത്തമാനകാലം വരെയുള്ള കഥകളുമായുള്ള പരിചയംനേടുക, പ്രമേയത്തിലും കലാതന്ത്രത്തിലും ജീവിതദർശനത്തിലും സംഭവിക്കുന്ന കാലാനുക്രമമായ പരിവർത്തനങ്ങൾ മനസ്സിലാക്കുക. കഥകൾ എല്ലാം വിശദപഠനത്തിനായി നിർദ്ദേശിക്കപ്പെട്ടവയാണ്.

വിശദപഠനം

1. ജന്മദിനം - വൈക്കംമുഹമ്മദ്ബഷീർ
2. വെള്ളപ്പൊക്കത്തിൽ - തകഴിശിവശങ്കരപ്പിള്ള
3. കോലാട് - മാധവിക്കുട്ടി
4. പാപത്തറ - സാരാജോസഫ്
5. ദൽഹി 1981 - എം. മുഹമ്മദ്
6. റെയിൽപ്പാളത്തിലിരുന്ന്ഒരു കുടുംബംധ്വനിക്കുന്നു - യു. കെ. കുമാരൻ

ബ്ലോക്ക് 3 : ഉപന്യാസം

ഉപന്യാസസാഹിത്യത്തിന്റെവൈവിധ്യംതിരിച്ചറിയുകയുംപ്രതിപാദനരീതിപരിചയപ്പെടുകയുംചെയ്യുക. ആശയാവതരണംഗ്രഹിക്കുക.

വിശദപഠനം

1. സത്യവംസൗന്ദര്യം - കുട്ടികൃഷ്ണമാരാർ (സാഹിത്യവിദ്യ)
2. കാളിദാസനുംകാലത്തിന്റെദാസൻ - ജോസഫ്ജേംസ്
3. ആദർശമാനവികതയുടെസംഗീതം - കെ. പി. അപ്പൻ (ചരിത്രത്തെഅശ്വാശ്വസിക്കുക)
4. സാമന്തസാഹിത്യം - വി. സി. ശ്രീജൻ

ബ്ലോക്ക് 4 : നോവൽ

വിശദപഠനം

1. എ മൈനസ്ബി- കോവിലൻ
2. കൊച്ചുരേത്തി- നാരായൻ

റഫറൻസ്

1. ഡോ. എം. ലീലാവതി, മലയാള കവിതാ സാഹിത്യ ചരിത്രം, കേരള സാഹിത്യ അക്കാദമി, തൃശ്ശൂർ
2. എം. അച്യുതൻ, ചെറുകഥ ഇന്നലെ ഇന്ന്, ഡിസി.ബുക്സ്, കോട്ടയം
3. സുകുമാർ അഴീക്കോട്, മലയാളസാഹിത്യ വിമർശനം, ഡിസി.ബുക്സ്, കോട്ടയം
4. കെ. എം. തരകൻ, മലയാളനോവൽ സാഹിത്യം, കേരളസാഹിത്യ അക്കാദമി, തൃശ്ശൂർ
5. ഡോ.എം.ലീലാവതി, വർണ്ണരാജി, എൻ.ബി.എസ്. കോട്ടയം
6. ഡോ.കെ.എം. ജോർജ്ജ്, ആധുനിക സാഹിത്യ ചരിത്രം പ്രസ്ഥാനങ്ങളിലൂടെ, ഡിസിബുക്സ്, കോട്ടയം
7. കെ.പി. അപ്പൻ, മാറ്റുന്ന മലയാള നോവൽ, ഡിസി.ബുക്സ്, കോട്ടയം
8. ഡോ. ഷാജിജേക്കബ്, ആധുനികാനന്തര മലയാള നോവൽ, വിപണി, കല, പ്രത്യയശാസ്ത്രം, കേരളഭാഷാ ഇൻസ്റ്റിറ്റ്യൂട്ട്, തിരുവനന്തപുരം
9. ഡോ.എം.എം.ബഷീർ, മലയാള ചെറുകഥാ സാഹിത്യചരിത്രം, കേരള സാഹിത്യ അക്കാദമി, തൃശ്ശൂർ
10. ഡോ.പി.കെ.രാജശേഖരൻ, അന്ധനായ ദൈവം, ഡിസി.ബുക്സ്, കോട്ടയം
11. പത്മനാഭൻ നായർ എഡി., മലയാള സാഹിത്യ നിരൂപണം, ഡിസി.ബുക്സ്, കോട്ടയം.
12. വി. രാജകൃഷ്ണൻ, ചെറുകഥയുടെ ഛന്ദസ്സ്, ഡിസിബുക്സ്, കോട്ടയം
13. പി. കെ. രാജശേഖരൻ, കഥാതന്ത്രങ്ങൾ, മാതൃഭൂമിബുക്സ്, കോഴിക്കോട്
14. എം. എൻ. വിജയൻ, കവിതയും മനശാസ്ത്രവും, ഡി.സി.ബുക്സ്, കോട്ടയം

Modern Indian Languages I (MIL)

B21SN01LC

गद्य नाटकं च

(Gadyam Natakam Cha)

CREDITS: 6

लक्ष्यम् (Course Objectives)

संस्कृतमण्डले गद्यकाव्यानां सामान्यपरिचयः ।

उद्देश्यानि (Course Outcomes)

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

Course Details

प्रथमखण्डः - कथासाहित्यमधिकृत्य सामान्यज्ञानम्।

1. 1. कथासाहित्यम् ।

1. 2. पञ्चतन्त्रकथाः ।

1.3. चन्द्रभूपतिकथा।

द्वितीयखण्डः - अपरीक्षितकारकाद् उद्धृताः कथाः।

2.1. मूर्खब्राह्मणकथा।

2. 2. भारुण्डपक्षिकथा ।

2. 3. मत्स्यमण्डूककथा ।

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

3. 1. रूपकविभागाः ।

3. 2. नाटकसाहित्यं विकासश्च।

3. 3. भासनाटकचक्रम्।

3. 4. नाटकान्तं कवित्वम्।

चतुर्थखण्डः - भासस्य मध्यमव्यायोगस्य सविशेषाध्ययनम् ।

4. 1. व्यायोगस्य सविशेषता।

4. 2. घटोत्कचप्रवेशः।

4. 3. मध्यमस्य रंगप्रवेशः ।

4. 4. भीम - हिटिम्बीसमागमः।

आधारग्रन्थाः Reference

1. पञ्चतन्त्रम् – विष्णुशर्मा।

2. मध्यमव्यायोगः – भासः।

सहायकग्रन्थाः

1. A Short History of Sanskrit literature - T.K Ramacandra Iyer, R.S Vadyar & Sons, Kalpathy

2. Pancatantra of Vishusarma, Chowkhambha Sanskrit series, Varanasi.

3. Sanskrit Drama- A.B. Keith

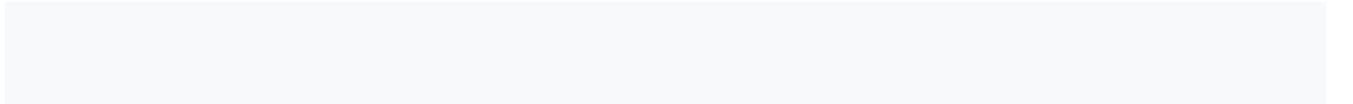
4. A History of Sanskrit Literature-A.A. Macdonel, Motilal banarsidas, Delhi

5. Indian Kavya Literature, Vol II, Motilal Banarsidas, Delhi.

6. Madhyamavyayoga of Bhasa with English translation -T.K Ramacandra Iyer, Vadyar & Sons Kalpathy.

अन्तर्जालसहायकसामग्र्यः

1. भासनाटकरङ्गावतरणम्- यूट्यूब्



Third Semester

Discipline Core Course

B21BB05DC - Financial Management

(Number of Credits:6)

Objectives:

1. To introduce the basic concept of Financial Management and to provide an in-depth view of the process in financial management of the firm.
2. Introducing the concept of Profit Maximisation and Wealth Maximisation.
3. This course will also explain financial tools and techniques, which can be used to help firms maximize value by improving decisions relating to capital budgeting, capital structure, and working capital management.

Course Outcomes

1. To make the learners understand the fundamental financial concepts, especially time value of money, profit maximization and Wealth Maximization.
2. Develop knowledge on the allocation, management and funding of financial resources.
3. To show managers how to interface with accounting and finance departments, help them to understand how firms meet their financial objectives utilizing financial decision-making.
4. Enhancing learner's ability in dealing with short-term finance, dealing with day-to-day working capital decision; and also, longer-term dealings, which involves major capital investment decisions and raising long-term finance.

Course Outline

Block 1: Introduction to Financial Management

Block 2: Investment Decision

Block 3: Working capital Decision

Block 4: Financing Decision

Block 5: Dividend decision

Block 1: Introduction to Financial Management

Financial Management – Meaning, Definition, Nature and Scope – Financial Goals – Profit Maximisation and Wealth Maximisation – Finance functions – investment, financing and dividend decisions - Role of Financial Management in business.

Block 2: Investment Decision

Nature of investment decisions; investment evaluation criteria-Pay Back Period, ARR, Net Present Value, Internal Rate of Return, Profitability Index, - NPV and IRR comparison; capital rationing

Block 3: Working capital Decision

Meaning, significance, and types of working capital; financing of working capital; sources of working capital – Dimensions of working capital management - Inventory, cash and receivables management - optimum credit policy; credit collection; factoring service; Regulation of Working Capital finance in India.

Block 4: Financing Decision

Capital structure planning, determining capital structure in practice; NI approach, NOI approach, Traditional and MM hypotheses; . Cost of capital: meaning and significance of cost of capital; calculation of cost of debt, preference capital, equity capital and retained earnings; Operating ,financial and combined leverages.

Block 5: Dividend decisions

Types of dividends- dividend models—principles of dividend policy—Legal and procedural aspects of payment of dividend.

References

1. Battacharya, Hrishikas, *Working Capital Management: Strategies and Techniques*; New Delhi, Prentice Hall of India. (Module 3)
2. Chandra, Prasanna, *Financial Management*; Delhi. Tata McGraw Hill. (Module 1,2,3,4,and 5)
3. Pandey, I.M, *Financial Management*, New Delhi, Prentice Hall of India. (Module 1,2,3,4,and 5)
4. Khan M.Y. and Jain P.k, *Financial Management*; Delhi, Tata McGraw Hill. (Module 1, 2 and 3)
5. Vanhorne, J.C, *Financial Management and Policy*; New Delhi, Prentice Hall of India. (Module 2,and 4)
6. Ravi M kishore, *Fundamentals of Financial Management (Tax man)* (Module 1 and 2)

Discipline Core Course

B21BB06DC - Human Resource Management

(Number of Credits:6)

Objectives:

1. To introduce various concepts and fundamentals of Human resource management in general.
2. To get familiarize the learners with the recent developments in Human Resource Management.
3. Provide basic knowledge on Human resource planning, job analysis, and recruitment process.
4. Create a foundation on training and development, performance appraisal and compensation.
5. To acquaint the learners with various development initiatives like team building, QWL etc.

Course Outcomes

- 1 Intents to understand the fundamental concept, meaning, definition, importance, and functions of HRM. Help the learners to acquire basic knowledge in HRM and its various approaches.
- 2 Obtain knowledge in the HR Planning, Job analysis, and recruitment process.
- 3 Expand the basic skills in Human resource planning, job analysis, and recruitment process.
- 4 Build up fundamental knowledge in training and development, performance appraisal and compensation.
- 5 Learners are aware of various development initiatives like team building, QWL etc. in business and management. The learners are also expecting to know the recent developments in Human Resource Management.

Course Outline

Block 1: Introduction to Human Resource Management

Block 2: Human Resource Planning (HRP)

Block 3: Training and Development

Block 4: Performance Appraisal and Compensation

Block 5: Grievance Redressal and Development Initiative

Block 1: Introduction to Human Resource Management

HRM - Importance and Scope . Evolution of the concept of HRM - Personnel management Vs Human Resource Management, Traditional Vs Strategic HRM, Approaches to HRM - - Functions of

HRM - Role of human resource manager..

Block 2: Human Resource Planning (HRP)

Manpower Planning - Need and importance, Process of HRP - Conventional Vs Strategic HRP, Job analysis - Job design, Recruitment - Sources of recruitment– Selection - Methods of Selection - Selection process – interview - types of interview – Placement, Induction and internal mobility of HR.

Block 3: Training and Development

Meaning - need and importance of training - objectives and methods of training - Process of training - Evaluation of Training, Development - meaning - objectives of development - Development Process - types of management development – Training Vs Development.

Block 4: Performance Appraisal and Compensation

Performance appraisal: meaning - nature - objectives, process and methods, problems of performance appraisal, Career planning - features and methods of Career Planning, Compensation to employees – Methods of compensation - Wage System - Profit sharing - Fringe benefits - Incentive wage.

Block 5: Grievance Redressal and Development Initiative

Grievance redressal - meaning - Procedure - approaches - Employee Discipline – Workers' participation in management - Team building - Collective Bargaining - Absenteeism and turnover - QWL - Concepts and Components .

References

1. Gupta C.B. *Human Resource Management* - Sultan Chand & sons (Module 1 & 2)
2. Subba Rao, P. *Personnel and Human Resource Management* - Himalaya Publishing House (Module 1 & 2)
3. Prasad, L.M. *Human Resource Management* - Sultan chand & sons (Module 3 & 4)
4. Aswathappa, K. *Human Resource Management* - McGraw Hill Education (Module 3 & 4)
5. Prasad, L.M. *Human Resource Management* - Sultan chand & sons (Module 5)
6. Subba Rao, P *Personnel and Human Resource Management* - Himalaya Publishing (Module 5)
7. Gupta ,C.B. *Human Resource Management* - Sultan Chand & sons (All modules)
8. Aswathappa, K. *Human Resource Management* - McGraw Hill Education. (All modules)

LANGUAGE CORE COURSE(LC)
B21EG02LC
LITERATURE AND THE CONTEMPORARY WORLD
CREDITS: 6

Course Objectives

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

Course Outcomes

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

1. make sense of the world they live in through the many language devices literature employs in its representation of reality.
2. have an understanding of cross-cultural encounters in a globalised world.
3. debate the pros and cons of current issues in culture using the terminology related to the concerned topics.
4. discuss how the use of language and choice of genre influence the meaning of the text and the reader's response.
5. develop skills of textual analysis.
6. comprehend diverse points of view on the urgent issues the world faces.

COURSE DETAILS

BLOCK 1: Climate Change

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

BLOCK 2: Technology and Human Life

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

BLOCK 3: Gender

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

BLOCK 4: Human Rights

UNIT 1 Vijayarajamallika: “Injuries”
UNIT 2 Jawaharlal Nehru: “A Tryst with Destiny”

BLOCK 5: Ethics and Culture

UNIT 1 John Lennon: “Imagine”
UNIT 2 Rabindranath Tagore: “Housewife”

BLOCK 6: Globalised Society

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

References

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

Skill Enhancement Course 1

B21BB01SE - Organisational Behaviour

(Number of Credits:2)

Course Objectives

1. To introduce learners to the basics of organisational behaviour, Personality, Perception and Learning.
2. To familiarize learners with the foundations of Attitude, Group Behaviour, Organisational Culture, Organisational Change and Organisational Development.

Course Outcomes

- 1 Understand the concept and evolution of Organisational Behaviour.
- 2 Aware the effect of personality, perception and learning on OB.
- 3 Realise the concept of attitude and group behaviour.
- 4 Understand the basics of organizational culture, organizational change and development

Course Outline

Block 1: Organizational Behaviour :Personality, Perception and Learning

Block 2: Organisational Behaviour: Attitude, Group Behaviour, Organisational culture and Organisational change & development.

Block 1: Organizational Behaviour: Personality, Perception and Learning

Organisational Behaviour – Meaning, Nature and Scope, Major Disciplines and their Contributions to OB; Organisational Behavioural Models; Personality – Determinants of Personality, Personality Traits, Major Personality Traits influencing OB; Perception – Meaning-Importance to OB-Factors influencing perception; Learning - Theories of Learning, Social Learning, Learning Curve, Learning and Behaviour.

Block 2: Organisational Behaviour: Attitude, Group Behaviour, Organisational Culture and Organisational Change & Development

Attitude – Concept, Formation, Types, Measurement of Attitude, Attitude Change; Group Behaviour -

Concept of Group, Significance of Group Behaviour, Factors contributing to Group Formation, Types of groups, Stages of Group Development; Organisational Culture- Concept, Types, Functions; Organizational Change – Need, Resistance to change, Managing Resistance to Change; Organisational Development – Meaning, Features, Objectives, OD Models and OD Interventions.

References

1. S. S. Khanka (2002). Organisational Behaviour, New Delhi: Chand and Company
2. Stephen Robins. *Organizational Behavior*. Prentice Hall Publications (All Blocks)
3. K. Ashwathappa. *Organizational Behavior*. Himalaya Publishing (All Blocks)
4. L. M. Prasad. *Organizational Behavior*. Sultan Chand Publications (All Blocks)
5. Suja Nair. *Organizational Behavior*. Sultan Chand Publications (All Blocks)

SKILL ENHANCEMENT COMPULSORY COURSE (SC)

B21UC01SC HUMANISM AND LOGIC

CREDITS: 2

Course Objectives:

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

Course Outcomes:

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

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

Course Outline:

Block 1: Foundational Terms and Concepts

Block 2: Logic, Language and Other Disciplines

COURSE DETAILS

BLOCK 1: Foundational Terms and Concepts

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

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

Unit 3 Emancipation. Ubuntu/ Fraternal Love

Unit 4 Ahimsa/ Nonviolence in Different Traditions. Equality

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

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

BLOCK 2: Logic, Language and Other Disciplines

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

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

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

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

Unit 5 Logic and Literature

Unit 6 Logic and Social sciences

References

1. Grayling, A.C. *The History of Philosophy*, Penguin, 2019.
2. Browning, W.R.F. *A Dictionary of the Bible*, Oxford University Press, 2009.
3. John Bowker, *The Concise Oxford Dictionary of World Religions*, Oxford University Press, 2000.
4. Basheer, Vaikkam Muhammad. “Oru Manushyan.” *Sampoorna Krithikal Vol 1*. DC, 1994.
5. Guru, Narayana. *Sampoorna Krithikal*. Narayana Gurukulam, 2002.
6. *Dharmapada* (apramadavarga)

7. *The Quran* (49/13, 17/70, 2/256)
8. Devaraja, N. K. *Humanism in Indian Thought*. Indus, 1988.
9. Khan, Maulana Wahiduddin. *The Prophet of Peace: Teachings of The Prophet Muhammad.*, Penguin, 2009.
10. Butler, Judith. *The Force of Nonviolence: An Ethico- Political Bind*, Verso, 2021.
11. Selected works of Karl Marx and Friedrich Engels - Relevant Volumes
12. Vernon Pratt et al. *Environment and Philosophy*. Routledge, 2000.
13. Rajagopalachari, C. *Kural: The Great Book of Thiruvalluvar*, Bharatiyavidya Bhavan, 1993.
14. Imbo, Samuel Oluoch. *An Introduction to African Philosophy*. Rowman, 1961.
15. Mascaro, Juan. *The Upanishads*. Penguin, 2005.
16. Damien, Keown. *Buddhism*, Oxford UP, 2013.
17. Ruthven, Malise. *Islam*. Oxford UP, 2012.
18. Naess, Aene. *The Ecology of Wisdom*. Counterpoint, 2010.
19. Thoreau, Henry David. *Walden*. Empire, 2018.
20. Gandhi, Mahatma. *Hind Swaraj*. Rajpal, 2009.
21. Guha, Ramachandra. *Environmentalism: A Global History*. Penguin, 2016.
22. Sainsbury. R.M. *Paradoxes*. Cambridge UP, 2009.

Fourth Semester

Discipline Core Course

B21BB07DC - Business Environment and Law

(Number of Credits:6)

Objectives:

1. To understand the different aspects of business environment
2. To know the minor and major factors affecting the business in various streams
3. To know the different environment like, political, technological and economic environment in the business
4. To acquire basic knowledge of Business Law, especially Law of Contract and Law of sale of goods.

Course Outcomes

- 1 To introduce the basic concepts and terms related to Business environment, political, economic, social, technological, legal, ecological environment of business. To know the minor and major factors affecting the Business Environment.
- 2 Understand relationship between environment and business; Applying the environmental analysis techniques in practice. To make the learners understand comprehensively the concepts of Business Environment and to make them cognitively fit for application.
- 3 Develop skills in business environment analysis based on the understanding of the different contents delivered to apply them with illustrations and cases
- 4 Ability to recall the basic concepts and terms related to laws that have a bearing on business including Contract Act and Sale of Goods Act. To orient learners, about the legal aspects of business.
- 5 Make the learners capable to evaluate the implications of law while doing business especially those governing contracts and sale of goods.

Course Outline

Block 1: Introduction to Business Environment

Block 2: Socio-cultural Environment

Block 3: Political and Technological Environment

Block 4: Indian Contract Act

Block 5: The Sale of Goods Act

Block 1: Introduction to Business Environment

Factors affecting the business environment, Internal and external environment, micro environment, macro environment - Types of environments - Economic Environment: Nature of economy, structure of the economy, economic policies, economic conditions.

Block 2: Socio – Cultural Environment

Socio-cultural Environment – Meaning and Importance, Business and society, business and culture, language, culture and organizational behaviour, Corporate Governance, Corporate Social responsibility, Ethics in business.

Block 3: Political and Technological Environment:

Political Environment - Economic roles of government of India- Directive Principles of State Policy – Centre – State Relations – Public sector enterprises, Privatisation and Disinvestment in India, FDI in India, Impact of Political Environment on Business

Concept and significance of technological environment, – choice of Technology – Problems in Selecting Appropriate Technology – Importance to Business.

Block 4: Indian Contract Act:

Indian Contract Act 1872 - Agreement, Contract- kinds of contracts: Valid, Void, Voidable, Illegal, Unenforceable contracts- E-contract- distinguish between Agreement and Contract.

Section 10 of Indian Contract Act – essentials of a valid contract – Offer, acceptance, consideration, free consent, capacity to contract – Breach of contract – Remedies for breach.

Block 5: The Sale of Goods Act:

The Sale of Goods Act 1930- Introduction, Definition, Essentials of the contract of sale of goods, Distinction between ‘sale’ and ‘agreement to sell’ – Conditions and Warranties (meaning and essentials only) – Rights of an Unpaid seller.

References

1. H.L. Ahuja, S. Chand, *Economic environment of business*. (Module 1 and 2)
2. Francis Cherunilam, *Business Environment: Text & Cases*, Himalaya Publishing House. (Module 1,2 3)
3. K.Ashwathappa, *Essentials of Business Environment*, Himalaya Publishing House, 6th ed. (Module 1)
4. S.K.Misra&V.K.Puri, *Indian Economy*, Himalaya , Edition:25th (Module 1 and 3)
5. RuddarDatt& K.P.M Sundharam, *Indian Economy*, S.Chand& Company Ltd. (Module 3)
6. K.C.Garg, V.K.Sareen, Mukesh Sharma, R.C.Chawla, *Legal Environment of Business*, Kalyani Publishers, Ludhiana, New Delhi, 2020 edition (Module 4 and 5)
7. R.C.Chawla and K.C.Garg, *Mercantile Law*, Kalyani Publishers, Ludhiana, New Delhi, 2020 edition (Module 4 and 5)

Discipline Core Course

B21BB08DC - Logistics and Supply Chain Management

(Number of Credits:6)

Course Objectives

1. Create an understanding of major functions in Logistics Management
2. Significance of Supply Chain Management in Business
3. Imparting idea on Logistics Planning, Warehousing, Material handling
4. Understanding usage of Information Technology in Supply Chain Management

Course Outcomes

1. To understand the Logistics, Supply chain Operations in Business
2. To impart skill on Logistics Planning Processes
3. Build awareness on Designing Logistical System
4. To understand various Supply Chain Strategies
5. Create idea on Warehousing and Material handling

Course Outline

Block 1: Introduction to Logistics Management

Block 2: Logistics Planning

Block 3: Warehousing and Material handling

Block 4: Supply Chain

Block 5: Information Technology for Supply Chain Management

Block 1: Introduction to Logistics Management

Logistics- Meaning and types - Logistics Management – Components, Functions and Types – Logistics Design. – Integrated Logistics Information Systems (ILIS)

Block 2: Logistics Planning

Strategic Logistics Planning – The Strategic Integrated Logistics Management – Triangle of Logistics Decision making – Formulating Logistical Strategy – Designing Logistical System – Role of transportation in Logistics – Carrier Selection Decision – Intermodal transportation – Inter mode transportation – Private fleet transportation

Block 3: Warehousing and Material handling

Concept of warehouse, warehousing, Functions for Warehouse – Importance of warehouse -Types of Warehouses , Warehouse Vs Distribution Centre – Warehouse Management System (WMS),– Material Handling – Selection and Design of Handling System. Material Handling in Warehousing, The global Logistics- Global Logistics Management Process – Reverse Logistics Systems

Block 4: Supply Chain

Supply Chain Management – Need – Concepts – Evolution of Supply Chain Management- Supply Chain Strategies – Functional Co-ordination - Supply Chain relationship – Co-operation and collaboration with supply chain partners Supply Chain Synergy, Role of Logistics in Supply Chain Management

Block 5: Information Technology for Supply Chain Management

IT application in Supply Chain Management – Evolution of Supply Chain Management Systems – Issues with Supply Chain Management System – Benefits of Integrated Supply Chain Management Tools – Role of Internet in Supply Chain Management

References

1. Rahul V Altekar, *Supply Chain Management Concepts and Cases*, New Delhi, PHI India Private Limited. (All Modules)
2. S L Ganapathi, S K Nandi, *Logistics Management*, Oxford University Press (Modules1, 2 and 3)
3. Sunil Chopra, Peter Meindl, *Strategy, Planning and Operation*, Prentice – Hall of India, New Delhi, Private Ltd. (Modules1 and 3)
4. Parikshit Joshi, Manish K Pandey, *Supply Chain Management Concepts and Cases*, Dhanpat Rai & Co. (Rt.) Ltd, Educational and Technical Publishers. (Modules 4 and 5)

Skill Enhancement Courses 2

B21BB02SE - IT for Business

(Number of Credits:2)

Course Objectives

1. To introduce various concepts, definition, importance, components and functions of Information and Communication Technology among the learners.
2. To get basic knowledge on internet and its uses among the learners and also the advantages and disadvantages of the internet.
3. To make available the basic awareness on the application of ICT in Business and Management.
4. Intends to provide a familiarity to the learners on E-Business, E-Marketing, E-Business, E-Procurement, E-Auction etc.

Course Outcomes

- 1 The learners can understand the fundamental concept, meaning, definition, importance, components and various functions of Information and Communication Technology.
- 2 The learners are able to obtain the important basic information about the evolution of internet, internet protocols, searching the web etc.
- 3 Became aware about various application of ICT in Business and Management. They became aware about various modern tools applied for decision making.
- 4 It become possible to develop a knowledge base with respect to E-Business, E-Marketing, E-Business, E -procurement, E-auction etc.

Course Outline

Block 1: Information and Communication Technology (ICT)

Block 2: Application of ICT in Business and Management

Block 1: Information and Communication Technology (ICT)

Information and Communication Technology (ICT): Meaning -definition - importance and functions of ICT - components of ICT. Computer Networks - meaning and types - Network Topology. Internet: -evolution of internet - Internet Protocols - Search Engine - Web browser - Electronic mail- Role of internet in the contemporary business world. Wireless communication technology - Cloud computing.

Block 2: Application of ICT in Business and Management

E-business: Meaning - Definition - Components of e-business - steps in building an e-business.

E-Commerce - E-Commerce Models - Internet marketing- Electronic Payment System (EPS) - Internet Banking -Mobile Banking – Other Types of EPS - -Emerging trends in the use of ICT in business, Office Automation, Virtual office , Enterprise Resource Planning (ERP) - Legal and ethical issues in cyber world (Basic awareness only)

References

1. Ramesh Bangia. Learning Computer Fundamentals, Khanna Publishers, New Delhi. (Module I)
2. Rajaraman, *Introduction to information Technology*, PHI, New Delhi. (Module I)
3. Henry Chan & others, E-Commerce - Fundamentals and applications, John Wiley & Sons Ltd, New York. (Module I)
4. Alexis Leon & Mathews Leon. *Fundamentals of Information Technology*, Vikas Publishing House, New Delhi. (Module I)
5. George Beekman, Eugene Rathswohl. *Computer Confluence*, Pearson Education, New Delhi. (Module I)
6. Rajaraman, *Introduction to information Technology*, PHI, New Delhi. (Module II)
7. Santhosh V. S., Systematic approach to E-Business, Chand Books, Trivandrum. (Module II)
8. Barbara Wilson. *Information Technology: The Basics*, Thomson Learning. (Module I)
9. Rajaraman, *Introduction to information Technology*, PHI, New Delhi. (All Modules)
10. Murthy, E-Commerce Concepts models and strategies, Himalaya Publishing House, New Delhi. (All Modules)
11. Alexis Leon & Mathews Leon. *Fundamentals of Information Technology*, Vikas Publishing House, New Delhi. (All Modules)

MODERN INDIAN LANGUAGES II (MIL II)

Modern Indian Language (Arabic)

(Learners can choose any one course among the courses given below for MIL II. The same language stream opted for MIL I should be chosen for MIL- II)

**B21AR02LC
LITERATURE IN ARABIC
CREDITS:6**

Course Objectives

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

Course Outcome

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

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

COURSE DETAILS

BLOCK 1: Conversations in Arabic

UNIT 1	Introduction
UNIT 2	In the House
UNIT 3	In the Hotel

UNIT 4 In the Railway Station

UNIT 5 In the Market

BLOCK 2: Reading on classical texts in Arabic

UNIT 1 سورة الحجرات: الآيات من 9 إلى 13

UNIT 2 الأحاديث المختارة من كتاب "الأربعون النووية"
الأحاديث 2، 7، 12، 13، 15، 27

BLOCK 3: Reading on Modern Essays in Arabic

UNIT 1 الأرملة وابنها" من كتاب دمة وابتسامة لجبران خليل جبران"

UNIT 2 ما أضعف الإنسان" من كتاب مقالات في كلمات، المجموعة الثانية، لعلي
الطنطاوي

BLOCK 4: Appreciating Short Story

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

BLOCK 5: Appreciating Poetry.

UNIT 1 قصيدة "دعوة إلى التنقل والترحال" للإمام الشافعي

UNIT 2 قصيدة "وداعا أيها الدفتر" لنزار قباني

BLOCK 6: TUTORIAL

Practice sheets based on Block 1-5

References:

1. Qur'aanul Kareem
2. Imam Annavavi, Al Arba'una annvavi
3. Muhammed Bin Isma'il Al Bukhaari, Sahihu l-Bukhaari

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

Modern Indian Language (Hindi)

B21HD02LC

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

Credits: 6

पाठ्यक्रम उद्देश्य (Objectives):

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

पाठ्यक्रम परिणाम (course outcomes)

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

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

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

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

Co 3 : सामाजिक सांस्कृतिक चेतना, को आत्मसात करता है और

तुलसीदास, कबीरदास, बिहारी जैसे
कवियों से परिचय प्राप्त करता है ।

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

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

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

पाठ्यक्रम रूपरेखा (COURSE Outline)

ब्लॉक : 1 प्राचीन और मध्यकालीन रचनाएँ ।

ब्लॉक : 2 छायावाद की – कविताएँ ।

ब्लॉक : 3 प्रगतिवादी कविता ।

ब्लॉक : 4 समकालीन कविता ।

ब्लॉक : 5 हाइकु कविताएँ ।

ब्लॉक : 6 अनुवाद ।

ब्लॉक : 1 प्राचीन और मध्यकालीन रचनाएँ ।

इकाई – 1 : कबीर – 2 दोहे

इकाई – 2 : तुलसी – 2 दोहे

इकाई – 3 : सूरदास – एक पद

ब्लॉक : 2 छायावाद की – कविताएँ ।

इकाई – 1 : निराला – 'भिक्षुक'

इकाई – 2 : प्रसाद - 'किरण'

ब्लॉक : 3 प्रगतिवादी कविता ।

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

ब्लॉक : 4 समकालीन कविता ।

इकाई – 1 : अरुण कमल – 'वक्त' ।

ब्लॉक : 5 हाइकु कविताएँ ।

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

ബ്ലോക്ക് : 6 अनुवाद ।

इकाई 1-अनुवाद :- अर्थ , परिभाषा एवं स्वरूप

इकाई 2- अनुवाद का महत्व और उद्देश्य

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

संदर्भ- Reference

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

2.मध्यकालीन हिंदी काव्यभाषा – राम स्वरूप चतुर्वेदी ।

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

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

5.अनुवाद की प्रक्रिया तकनीक और समस्याएं - -डा.श्रीनारायण समीर

Modern Indian Language (Malayalam)

B21ML02LC

മലയാള സാഹിത്യമാതൃകകൾ: ആത്മകഥ, ജീവചരിത്രം, യാത്രാവിവരണം, അനുഭവസാഹിത്യം.

(Malayala Sahithyamathrukakal: Aathmakadha, Jeevacharitram,Yathravivaranam,

Anubhavasahithyam)

Credits : 6

Objectives

ആത്മകഥാസാഹിത്യത്തിന്റെ ചരിത്രത്തെക്കുറിച്ച് സാമാന്യമായ അറിവ്

ജീവചരിത്ര മാതൃകകളുടെ പരിചയം

യാത്രാവിവരണ സാഹിത്യം എന്ന വിവരണാത്മക സാഹിത്യശാഖയുമായുള്ള പരിചയം

അനുഭവ സാഹിത്യ മാതൃകകളുമായി ബന്ധപ്പെട്ട അറിവ്

Course Outcome

ജീവചരിത്രരചനയുടെ ചരിത്രരചനാസങ്കേതങ്ങൾ, ജീവചരിത്രത്തിന്റെ തിരഞ്ഞെടുപ്പുകൾ, വ്യക്തിജീവിതവും സമൂഹവും

തമ്മിലുള്ള ബന്ധം എന്നിവയെ കുറിച്ച് ധാരണ നേടുന്നു

സ്ഥലപരവും സാംസ്കാരികവും പാരമ്പര്യപരമായ ആത്മീയവുമായ വൈവിധ്യമാർന്ന യാത്രാവിവരണങ്ങളുടെ

സാഹിത്യമൂല്യം തിരിച്ചറിയുന്നു

സ്വത്വത്തോടു ബന്ധപ്പെട്ട ആഖ്യാനങ്ങൾ, ജീവിതരേഖകൾ തുടങ്ങിയവ പരിചയപ്പെടുന്നു

Course Details

ബ്ലോക്ക് -1. ആത്മകഥ

രചയിതാവ് സ്വന്തം ജീവിതത്തെക്കുറിച്ച് സ്വയം നിർവ്വഹിക്കുന്ന ആഖ്യാനം എന്ന നിലയിൽ ആത്മകഥ എന്ന

സാഹിത്യവിഭാഗത്തെ പരിചയപ്പെടുത്തുക, മലയാളത്തിൽ പ്രസിദ്ധീകരിക്കപ്പെട്ട ആത്മകഥകളിൽ നിന്നും

കാലികപ്രസക്തിയുള്ളതും പ്രതിനിധാന സ്വഭാവമുള്ളതുമായ ചില കൃതികളെ അടിസ്ഥാനമാക്കി വിശദപഠനം നടത്തുക

എന്നതാണ് ഈ മൊഡ്യൂളിൽ ഉദ്ദേശിക്കുന്നത്. ആത്മകഥാസാഹിത്യത്തിന്റെ ചരിത്രത്തെക്കുറിച്ച് സാമാന്യമായ അറിവ്

ഉണ്ടാകണം. ആത്മകഥയിലെ ആത്മം എന്ന സങ്കല്പത്തിലെ വ്യക്തി, ആത്മകഥയിലെ കർത്തൃത്വം, പ്രതിനിധാനങ്ങൾ,

ലിംഗഭേദം, രാഷ്ട്രീയം എന്നിവ മനസ്സിലാക്കുക.

വിശദപഠനത്തിന്

1. ആശുപത്രിയിൽ (ജീവിതപ്പാത)- ചെറുകാട്.

2. ഇരുന്നൂറു ഓണം (ചിദംബരസ്തരണ)- ബാലചന്ദ്രൻ ചുള്ളിക്കാട്.
3. ദലിതൻ (ആദ്യത്തെ രണ്ട് അദ്ധ്യായങ്ങൾ.) - കെ. കെ. കൊച്ചു

ബ്ലോക്ക്- 2. ജീവചരിത്രം

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

1. ഒരു വലിയ മുഹൂർത്തത്തിന്റെ പശ്ചാത്തലം (നാരായണഗുരു)- എം. കെ. സാനു.
2. ആ മനുഷ്യൻ നീ തന്നെ (ഇവൻ എന്റെ പ്രിയ സിഞ്ജ)- റോസി തോമസ്.
3. മയിലമ്മ ഒരു ജീവിതം (അദ്ധ്യായം അഞ്ച്)- ജ്യോതിഭായി പരിയാടത്ത്.

ബ്ലോക്ക്- 3. യാത്രാവിവരണം

യാത്രാവിവരണ സാഹിത്യം എന്ന വിവരണാത്മക സാഹിത്യശാഖ പരിചയപ്പെടുക. വർത്തമാനപ്പുസ്തകം മുതലുള്ള ആദ്യകാല യാത്രാവിവരണങ്ങളുടെ സാഹിത്യചരിത്രം സാമാന്യമായി മനസ്സിലാക്കുക. സ്ഥലപരവും സാംസ്കാരികവും പാരിസ്ഥിതികവും ആത്മീയവുമായ വൈവിധ്യമാർന്ന വിവരണങ്ങളുടെ സാഹിത്യമൂല്യം പഠനവിധേയമാക്കുക. വിശദപഠനത്തിന്

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

ബ്ലോക്ക്-4. അനുഭവ സാഹിത്യം

ഓർമ്മ, സംഭാഷണങ്ങൾ, വ്യക്തികളുമായുള്ള സംഭാഷണത്തെ ആസ്പദമാക്കി എഴുതപ്പെട്ട അനുഭവസാഹിത്യങ്ങൾ, സ്വത്വത്തോടു ബന്ധപ്പെട്ട ആഖ്യാനങ്ങൾ, ജീവിതരേഖകൾ എന്നിവ. വിശദപഠനത്തിന്

1. എന്നെ പാണനെന്ന് വിളിക്കരുത് (എതിർ)- എം. കുഞ്ഞാമൻ.
2. ദരിദ്രന്റെ ക്രിസ്തസ് (പച്ചവിരൽ)- ദയാഭായി.
3. വരുമോ വസന്തം (ഒരു മലയാളി ഹിജഡയുടെ ആത്മകഥ)- ജെറീന.

റഫറൻസ്

1. ഡോ. വി. സി. ഹാരിസ്, ആത്മകഥ ജീവിതം സമൂഹം നിരൂപണം, റെയിൻബോ ബുക്സ്, കോഴിക്കോട്.
2. ഡോ. സൗമ്യ ദാസൻ, ആത്മകഥ: ആഖ്യാനത്തിലെ പെണ്ണുകൾ, മൈത്രി ബുക്സ്, തിരുവനന്തപുരം.
3. ഭാഗ്യലക്ഷ്മി, സ്വരഭേദങ്ങൾ - ഡി. സി. ബുക്സ്, കോട്ടയം.
4. ഡോ. കെ. എം. ജോർജ്ജ്, ജീവചരിത്രസാഹിത്യം - ഡോ. കെ. എം. ജോർജ്ജ്, കേരള ഭാഷാ ഇൻസ്റ്റിറ്റ്യൂട്ട്, തിരുവനന്തപുരം
5. നടുവട്ടം ഗോപാലകൃഷ്ണൻ, ആത്മകഥാസാഹിത്യം മലയാളത്തിൽ - ഭാഷാ ഇൻസ്റ്റിറ്റ്യൂട്ട്, തിരുവനന്തപുരം.
6. ഇ. പി. രാജഗോപാലൻ, കഥയും ആത്മകഥയും - ചിന്ത പബ്ലിഷേഴ്സ്, തിരുവനന്തപുരം.
7. അശ്വനി എ. പി, ട്രാൻസ്ജെൻഡർ ജീവനും അതിജീവനം, ധ്വനി ബുക്സ്, കോഴിക്കോട്
8. സക്കറിയ, രണ്ടു യാത്രകൾ, ഡി. സി ബുക്സ്, കോട്ടയം.
9. ചെറുകാട്, ജീവിതപ്പാത -കറന്റ് ബുക്സ്, തൃശൂർ.
10. എം. ജി. എസ്. നാരായണൻ ,ജാലകങ്ങൾ: ഒരു ചരിത്രാന്വേഷിയുടെ വഴികൾ കാഴ്ചകൾ, കറന്റ് ബുക്സ്, തൃശൂർ.
11. ജി. ഉഷാകുമാരി (എഡിറ്റർ), ഉൾക്കണ്ണാടികൾ, കൈരളി ബുക്സ്, കണ്ണൂർ.
12. പ്രൊഫ. വി. രമേഷ് ചന്ദ്രൻ, സഞ്ചാരസാഹിത്യം മലയാളത്തിൽ
13. കെ.കെ. കൊച്ചു, ദലിതൻ, ഡി.സി ബുക്സ്, കോട്ടയം.
14. ബാലചന്ദ്രൻ ചുള്ളിക്കാട്, ചിദംബരസ്തരണ, ഡി. സി ബുക്സ്, കോട്ടയം.
15. എം. കെ. സാനു, നാരായണഗുരു, എൻ. ബി.എസ്. കോട്ടയം.
16. റോസി തോമസ്, ഇവൻ എന്റെ പ്രിയ സി. ജെ, ഡി.സി ബുക്സ്, കോട്ടയം.
17. വി. ബാബുസേനനൻ, ബെർട്രാൻറ് റസ്സൽ -
18. ഡോ. ജോർജ്ജ് വർഗ്ഗീസ്, സ്റ്റീഫൻ ഹോക്കിങ്, ഡി.സി ബുക്സ്, കോട്ടയം.
19. ജ്യോതിഭായി പരിയാടത്ത്, മയിലമ്മ ഒരു ജീവിതം, മാതൃഭൂമി ബുക്സ്, കോഴിക്കോട്.
20. മാധവിക്കുട്ടി, കേരള സഞ്ചാരം, ഡി. സി ബുക്സ്, കോട്ടയം.
21. വി. മുസഫിർ അഹമ്മദ്, മരുഭൂമിയുടെ ആത്മകഥ , കറന്റ് ബുക്സ്, തൃശൂർ.
22. രാജൻ കാക്കനാടൻ, ഹിമവാന്റെ മുകൾത്തട്ടിൽ, ഡി. സി ബുക്സ്, കോട്ടയം.

23. എം. കുഞ്ഞാമൻ, എതിർ, ഡി.സി ബുക്സ്, കോട്ടയം.
24. കെ. എ. ബീന , നദി തിന്നന്നദീപ്, കറന്റ് ബുക്സ്, തൃശ്ശൂർ.
25. ഭാസ്കരൻ, ജാന, ഡി. സി ബുക്സ്, കോട്ടയം
26. ദയാഭായി, പച്ചവിരൽ, ഡി. സി ബുക്സ്, കോട്ടയം.
27. വിജയരാജമല്ലിക, മറ്റൊരു പെണ്ണല്ല ഞാൻ, പാപ്പാത്തി
28. ജേനീന, ഒരു മലയാളി ഹിജഡയുടെ ആത്മകഥ, ഡി. സി ബുക്സ്, കോട്ടയം.

Modern Indian Languages (Sanskrit)

B21SN02LC

महाकाव्यं गद्यकाव्यं च

MAHAKAVYAM GADYAKAVYAM CHA

CREDITS: 6

लक्ष्यम् (Course Objectives)

- भारतीयकाव्यशास्त्रे परिचयप्रदानम्।
- इतिहासपुराणानां विषये उद्बोधनम् ।

उद्देश्यानि (Course Outcomes)

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

Course Details

खण्डः 1 महाकाव्यपरिचयः।

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

खण्डः 2 कुमारसम्भवम् – पञ्चमसर्गः।

2. 1. पार्वत्याः तपश्चर्योदयमः – श्लोकाः 1 – 17.
2. 2. महतरस्तपश्चर्याविशेषः – श्लोकाः 18 -29.
2. 3. ब्रह्मचारिप्रवेशः, सखीद्वारा पार्वत्याः इङ्गितनिवेदनं च – श्लोकाः – 30 –61.
2. 4. ब्रह्मचारिकृता शिवनिन्दा, पार्वत्या तन्निरासः, फलोदयश्च – श्लोकाः – 62 – 86.

खण्डः 3 गद्यपरिचयः ।

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

खण्डः 4भारतसङ्ग्रहः – आदिपर्वणः समग्रमध्ययनम् ।

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

आवश्यकग्रन्थाः -

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

सहायकग्रन्थाः -

- *A Companion to Sanskrit Literature*, Banerjee S.C, Motilal Banarsidas Publishers, Delhi, 1989
- *A History of Sanskrit Literature*, Macdonell A .A, Motilal Banarsidas Publishers, Delhi, 1990.
- *A History of Sanskrit Literature*, A.B. Keith, Motilal Banarsidas Publishers, Delhi, 1993
- *Glimpses of Sanskrit literature*, A.N.D Haksar, ICCR & New age International limited publishers.
- *History of Classical Sanskrit Literature*, M. Krishnamachariar, Motilal Banarsidas Publishers, Delhi, 1990
- *Indian Kavya Literature*, A.K Warder. Motilal Banarasidass, Delhi, 1972.
- *Panorama of Sanskrit literature*, Dr.Satyavrat, 1998
- *Samskritasahityacaritram* (Malayalam), KunjunniRaja & M.S Menon (Ed.), Kerala Sahitya Academy, Trissur, 1991
- *A Short History of Sanskrit Literature*, T K RamachandraAiyar, RS Vadhyar& Sons,
- Palakkad
- *Kumara Sambhava* (Edition with Malayalam commentary), Kuttikrishna

Additional References (E-resources)

www.kalidasacademy.com

www.poetrynook.com

www.resanskrit.com

www.ancient.cu

www.worldcat.org

GENERIC ELECTIVES – I

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

Generic Elective - I (Arabic)

B21AR01GE

MODERN STANDARD ARABIC

CREDITS: 2

COURSE OBJECTIVES

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

COURSE OUTCOMES

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

Course Details

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

Units:

Unit- 1 :Arabic Language, characteristics of Arabic Language

Unit- 2 :Modern Standard Arabic and Colloquial Arabic

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

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

BLOCK 2: Use of Arabic in different occasions

Unit- 1 :Self-introduction, Greetings in Arabic

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

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

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

References:

1. M. Ashiurakis, (2003), Spoken Arabic self taught, Islamic Book Service
2. Abdul Hamid Madani, Cheriya mundam, (2004), Arabian Gulf file Samsarabhasha, Calicut: Al Huda Books
3. Abdul Hamid, V.P. & Abdul Halim, N.K., (2005), Arabic for Various situations, Calicut: Al Huda Books
4. Ali, Sayed, Teach Yourself Arabic, Kazi Publishers
5. Ali, Syed, (2003), Let us Converse in Arabic, New Delhi: USB Publishers.
6. Bahmani, S.K., (2000), Easy Steps to Functional Arabic, Chennai: Alif Books.
7. Faynan, Rafi 'el Imad, (1998), The Essential Arabic, New Delhi: Good word Books
8. Hashim, Abul, (1997), Arabic made easy, New Delhi: Kitab Bhavan
9. Humisa, Michael, (2004), Introducing Arabic, New Delhi: Good word Books

10. Khoury, Sadallah, The Correct Translator: English-Arabic, Arabic-English, New Delhi:Kutub Khana.
11. Mace, John, (1996), Arabic Today: A student, business and professional course in spoken and written Arabic, Edinburgh: Edinburgh University Press.
12. Mohiyeedin, Veeran, (2005), Arabic Speaking Course, Calicut: Al Huda Books
13. Mohyideen, Veeran, (2008), Functional Arabic, Calicut: Arabnet
14. Rahman, S.A., (2003), Let's speak Arabic, New Delhi: Good word Books

Generic Elective - I (English)

B21EG01GE

APPRECIATING LITERATURE

CREDITS: 2

OBJECTIVES:

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

COURSE OUTCOMES:

Upon completing the course students will:

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

COURSE DETAILS:

BLOCK 1: Introducing Literary Texts: 1

Unit 1: O Henry: "The Last Leaf"

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

BLOCK 2: Introducing Literary Texts: 2

- Unit 1: Arthur Conan Doyle: “The Adventure of the Dancing Men”
- Unit 2: Kamala Das: “Looking Glass”
- Unit 3: Maya Angelou: “I know Why the Caged Bird Sings.”
- Unit 4: W. H. Auden: “Unknown Citizen”
- Unit 5: Jayanta Mahapatra: “Hunger”
- Unit 6: Ted Hughes: “Hawk Roosting”

REFERENCES

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

Generic Electives – I (Hindi)

B21HD01GE

व्यवहारिक हिंदी

(Vyavaharik Hindi)

Credits: 2

पाठ्यक्रम का उद्देश्य (Course Objectives) :

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

पाठ्यक्रम परिणाम (Course Outcome):

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

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

Course Details

BLOCK 1 मानक हिन्दी का उच्चारण और बातचीत

इकाई 1 : घर में बाजार में, रसोई में, होटल में, दोस्तों के बीच, बच्चों के बीच, मां बाप के बीच, भाई बहन के बीच के वार्तालाप |

इकाई 2 : विद्यालय में, दफ्तर में, कॉलेज में, डाक घर में, रेलवे स्टेशन में, बैंक में, थाने में, हवाई अड्डे पर, अस्पताल में।

इकाई 3 : सड़क पर, पुस्तकालय में, सब्जीवाले के साथ।

इकाई 4 : किसी वरिष्ठ कवि से साक्षात्कार

इकाई 5 : फिल्म अभिनेता से साक्षात्कार

BLOCK 2 : रचनात्मक कार्य (पल्लवन) एवं भाषण कला

इकाई 1 : कहानी पूरी करना- एक राज था..

इकाई 2 : घर में एक अंधी रहती थी...

इकाई 3 : एक दिन....

इकाई 4 : खरगोश और कुछुए ने दौड़ लगायी...

इकाई 5 : भाषण का अभ्यास

References

1. व्यावहारिक हिंदी और रचना : कृष्णा कुमार गोस्वामी ।
2. व्यावहारिक हिंदी शुद्ध प्रयोग : डॉ . ओमप्रकाश ।
3. शैक्षिक व्याकरण और हिंदी : कृष्ण कुमार गोस्वामी ।

4. व्यावहारिक सामान्य हिंदी : डॉ .सविता पाईवाल ।

Generic Electives – I (Malayalam)

B21ML01GE

ആധുനിക മലയാളസാഹിത്യചരിത്രം

(Aadhunika Malayalasahithyacharithram)

CREDITS: 2

Course Objectives

ആധുനിക മലയാളസാഹിത്യത്തെക്കുറിച്ച് സാമാന്യമായ അറിവ് നേടുക

സാഹിത്യ പ്രസ്ഥാനങ്ങളുടെ ലഘുചരിത്രം മനസ്സിലാക്കുക

മലയാളത്തിലെ ശ്രദ്ധേയരായ എഴുത്തുകാരെയും അവരുടെ കൃതികളെയും പരിചയപ്പെടുക

കവിത, ചെറുകഥ, നോവൽ എന്നീ സാഹിത്യരൂപങ്ങളെ പരിചയപ്പെടുക

ആധുനിക സാഹിത്യരൂപങ്ങളുടെ ആരംഭചരിത്രത്തെ മനസ്സിലാക്കുക

Course Outcomes

ആധുനിക സാഹിത്യ പ്രസ്ഥാനങ്ങളുടെ ലഘുചരിത്രത്തെക്കുറിച്ച് അറിവ് നേടുന്നു.

മലയാളത്തിലെ സാഹിത്യ പ്രസ്ഥാനങ്ങളെക്കുറിച്ച് ധാരണ ലഭിക്കുന്നു

ആധുനിക മലയാളകവിതയുടെ സവിശേഷതകൾ മനസ്സിലാക്കുന്നു.

മലയാള നോവലിന്റെ ചരിത്രത്തെക്കുറിച്ച് അറിവു നേടുന്നു.

മലയാള ചെറുകഥയുടെ ചരിത്രത്തെക്കുറിച്ച് ധാരണ ലഭിക്കുന്നു.

മലയാളത്തിലെ ശ്രദ്ധേയരായ എഴുത്തുകാരെയും അവരുടെ കൃതികളെയും പരിചയപ്പെടുന്നു.

COURSE DETAILS

ബ്ലോക്ക് 1 : ആധുനികമലയാളകവിത

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

യൂണിറ്റ് 2 : , ബാലാമണിയമ്മ, പികുഞ്ഞിരാമൻനായർ, ചങ്ങമ്പുഴ

യൂണിറ്റ് 3 : ഇടശ്ശേരി, എൻ. വിക്രമവാരിയർ,

യൂണിറ്റ് 4: പി. ഭാസ്കരൻ, വയലാർ, അയ്യപ്പപ്പണിക്കർ

ബ്ലോക്ക് 2 : നോവലുംചെറുകഥയും

യൂണിറ്റ് 1: മലയാളനോവലിന്റെ പശ്ചാത്തലം - ആദ്യകാലനോവലുകൾ

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

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

യൂണിറ്റ് 4 : ചെറുകഥ - ചെറുകഥയുടെ പശ്ചാത്തലം - ആദ്യകാലകഥകൾ കാത്രർ, തങ്കഴി, കേശവദേവ്, പൊൻകുന്നം വർക്കി, ടി. പത്മനാഭൻ, മാധവിക്കുട്ടി, കാക്കനാടൻ, സാറാജോസഫ്, സക്കറിയ

റഫറൻസ്

1. കെ. എം. ജോർജ്ജ് (എഡി), ആധുനികസാഹിത്യചരിത്രം പ്രസ്ഥാനങ്ങളിലൂടെ, ഡി. സി. ബുക്സ്, കോട്ടയം.
2. എരുമേലിപരമേശ്വരൻപിള്ള, മലയാളസാഹിത്യംകാലഘട്ടങ്ങളിലൂടെ, കറന്റ്ബുക്സ്, തൃശ്ശൂർ.
3. കൽപ്പറ്റബാലകൃഷ്ണൻ, മലയാളസാഹിത്യചരിത്രം
4. ഡോ. എംലീലാവതി, കവിതാസാഹിത്യചരിത്രം, കേരളസാഹിത്യഅക്കാദമി, തൃശ്ശൂർ.
5. എം. അച്യുതൻ, ചെറുകഥയെന്നലൈൻ, ഡി. സി., ബുക്സ്, കോട്ടയം
6. എൻ. അജയകുമാർ, ആധുനികമലയാളകവിതയിൽ, കറന്റ്ബുക്സ്, കോട്ടയം.
7. തായാട്ടുശങ്കരൻ, ആശാൻ - നവോത്ഥാനത്തിന്റെ കവി, എൻ.ബി.എസ്., കോട്ടയം.
8. പവിത്രൻപി., ആശാൻകവിത ആധുനികാനന്തരപഠനങ്ങൾ, സാംസ്കാരികപ്രസിദ്ധീകരണവകുപ്പ്, തിരുവനന്തപുരം
9. ഡോ. വത്സലൻവാതുശ്ശേരി, കഥയുടെ ന്യൂക്ലിയസ്, ഒലീവ് പബ്ലിക്കേഷൻസ്, കോഴിക്കോട്.
10. ഡോ. പി. കെ. രാജശേഖരൻ, കഥാന്തരങ്ങൾ, ഡി. സി. ബുക്സ്, കോട്ടയം.
11. ഡോ. എം. എം. ബഷീർ, ചെറുകഥാസാഹിത്യചരിത്രം, കേരളസാഹിത്യഅക്കാദമി, തൃശ്ശൂർ.
12. പി. കെ. ബാലകൃഷ്ണൻ, ചതുർമനോൻദരപഠനം, ഡി.സി.ബുക്സ്, കോട്ടയം

13. ഡോ. കെ. ഭാസ്കരൻനായർ, ദൈവനീതിക്കുറക്ഷിണ്യമില്ല, എസ്. പി. സി. എസ്, കോട്ടയം
14. കെ. എം. തരകൻ, മലയാളനോവൽസാഹിത്യചരിത്രം, കേരളശാസ്ത്രസാഹിത്യപരിഷത്ത്, തിരുവനന്തപുരം
15. എം. അച്യുതൻ, നോവൽപ്രശ്നങ്ങളുംപഠനങ്ങളും, എൻ. ബി. എസ്, കോട്ടയം
കെ. പി. അപ്പൻ, മാതൃമലയാളനോവൽ, ഡി. സി. ബുക്സ്, കോട്ടയം

Generic Electives – I (Sanskrit)

B21SN01GE

संस्कृतसोपानम्

(Samskrutasopanam)

Credits: 2

लक्ष्यम् (Course Objectives)

संस्कृतभाषायाः अध्ययनाय अलब्धावसराणां अनायासेन संस्कृतप्रवेशाय अवसरप्रदानम्।

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

उद्देश्यम् (Course Outcomes)

1. संस्कृताध्ययनस्य प्रारंभाय अवश्यमध्येतव्यानां सुबन्तानां तिङन्तानाञ्च परिचयप्रदानम्।

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

2. छात्राणां पदसम्पदः प्रवृद्धिः (Enrichment of vocabulary.)

3. अन्यासां भारतीयभाषाणामपि पदसम्पदां अवगमने सौकर्यप्रदानम्

(Two understand the vocabulary of other Indian languages easily.)

4. भारतीयसंस्कृतेः महिमातिरेकं अवगन्तुं, तस्या वाहिनीरूपाया अस्या भाषाया अध्ययनेन छात्रान् प्रभावयितुम्।

Familiarize the students with the glorious Indian culture by providing opportunity to

learn it through its resource language, Sanskrit.

5. सुसम्पन्ने संस्कृतसाहित्ये परिचयप्रदानम्।

(To familiarize the richness of Sanskrit Literature)

6. काव्यास्वादनक्षमतोत्पादनम्।

Development of skill to enjoy the beauty of kavyas.

Course Details

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

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

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

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

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

1.2. स्त्रीलिङ्गशब्दाः सर्वनामशब्दाश्च -

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

अस्मत्, युष्मत्, तत्, एतत्, किम् - सर्वनामशब्दाः (तत्, एतत्, किं- त्रिषु लिङ्गेषु)

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

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

And *asmat and yushmad* sabdas.)

1.3. तिङन्तपरिचयः (Conjugations) -

भूधातुः (परस्मैपदी) दशलकारेषु।

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

1. 4. वदि (वन्द्) धातुः (आत्मनेपदी) - दशलकारेषु। एधधातुः लिटि केवलम् - अनुप्रयोगलिटः अवगमनाय)

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

BLOCK 2 - काव्यपरिचयः - रघुवंशमहाकाव्यम् (महाकविः कालिदासः) प्रथमसर्गः 1 – 54 श्लोकाः।त् निर्दिष्टश्लोकाः।

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

2. 1. सूर्यवंशस्य महिमा, तस्मिन् वंशे दिलीपस्य जन्म च - 1 – 12 श्लोकाः।

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

2. 2. दिलीपस्य गुणवर्णना- श्लोकाः 13 – 30

(The qualities of Dileepa – verses 13 to 30)

2. 3. दिलीपस्य आश्रमयात्रा - श्लोकाः 31 – 47.

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

2.4. वसिष्ठाश्रमवर्णना - श्लोकाः 48 – 54)

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

References -

1. रघुवंशमहाकाव्यम् - कालिदासः प्रथमः सर्गः)

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

सहायकग्रन्थाः -

1. शब्दमञ्जरी - विद्यासागर के. एल्. वी. शास्त्री

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

2. धातुरूपमञ्जरी - विद्यासागर के. एल्. वी. शास्त्री

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

सहायकग्रन्थाः -

1. रघुवंशमहाकाव्यम् - With Sanjeevini Vyakhya of Mallinatha

Pandurang Jawaji, Bombay.

2. कलललदलससलहलतुतुसर्वस्वतु - सुधलंशु कतुर्वेदी (तलतुलतुतु)

Current Books, Kottayam.

Fifth Semester

Discipline Core Course

B21BB09DC

Operations and Management Information System

(Number of Credits:6)

Course Objectives

1. Integrate the fundamentals of business management with the principles of operations management.
2. Role of operations and its relationship with other functional areas of business organisations.
3. Apply basic design principles to determine appropriate facility location and layout.
4. Impart quality management principles to continuous improvement in operations management.
5. Describe managing the decision-making process using information systems.

Course Outcomes

- 1 Gain detailed knowledge about the issues and Stages in Operations Planning, Implementation, and Maintenance.
- 2 Compare the Processes of Production Management and major Quality Aspects
- 3 Impart idea about Plant Location and Layout
- 4 Explain relationships between concepts of Information Systems, Organization, Management and System Development Strategy
- 5 Relate the basic concepts and Technologies used for Management Decision Making.

Course Outline

Block 1: Operations Management an Overview:

Block 2: Design of Operations Systems:

Block 3: Management of Quality:

Block 4: Role of Management Information System:

Block 5: Decision making and System Design:

Block 1: Operations Management an Overview

Introduction and Scope of Operations Management- Distinction between Production Management and Operations Management -Challenges of Managing Services- History and evolution of OM- Production Process - Steps, Production forecasting – Importance and techniques, Recent trends in production/operations management.

Block 2: Design of Operations Systems

Product Design-Integrated Design Process -Process Management- Capacity Planning-Plant Location and Layout-Design of Work Systems-Productivity- job design and Work study

Block 3: Management of Quality

Quality – Meaning, dimensions of quality, cost of quality, Foundations of Modern Quality Management-Quality Control-Total Quality Management-Components of TQM –Quality Circles-Kaizen /Continuous Process Improvement / Criticisms of TQM.

Block 4: Role of Management Information System:

Introduction to MIS- -Scope of MIS- Structure of MIS- Information Systems Resources- Types of Functional Business Systems-Levels of Management and Information Requirements-Classification of Information Systems

Block 5: Decision making and System Design:

MIS and Management Process- Transaction Processing Systems (TPS), - Decision Support System (DSS) - Decision Types-Structured Semi Structured -Un Structured, Executive Support System. System Development Life Cycle -System Analysis and Design- -System testing- Implementation.

References

1. William J Stevenson .*Operations Management* .The Mc Graw-Hill Companies.(Module 1 and 3)
2. Arun Kumar N.Meenakshi. *Operations Management* .Cengage Learning India Pvt Ltd. (Module 2 and 3)
3. K.Shridhara Bhat. *Operations Management*. Himalaya Publishing House (Module 1 and 2)
4. D P Goyal , *Management Information Systems: Managerial Perspective*, Macmillan Publishers India Limited (Module 3 and 4)
5. James A.O'Brien, *Management Information Systems*, The Mc Graw-Hill Companies. (Module 4)
6. Kenneth C. Laudon and Jane P. Laudon, *Essentials of MIS*, New Delhi. 9th Edition Pearson. (Module 4 and 5)
7. Dharmindr Kumar Sangeetha Gupta, *Management Information Systems* ,Excel Books. (Module 4 and 5)

Discipline Specific Elective 1 - Finance

B21BB01DE

Financial Services

(Number of Credits:6)

Course Objectives

1. To provide learners an insight into the Indian Financial Markets and varied as well as diversified financial services.
2. To determine the most appropriate financial services based on the circumstances and contingency
3. Lead learners into the rating industry and the mechanics and economics of gaining ratings.

Course Outcomes

- 1 To have a general awareness about the financial markets and services.
- 2 Aimed at reflecting the current regulatory and policy developments in the financial sector in India
- 3 To sheds light on the role of credit rating and rating agencies in the international financial markets.

Course Outline

Block 1: Indian Financial System

Block 2: Fund based Financial Services - I

Block 3: Fund based Financial Services II

Block 4: Fee based Financial Services

Block 5: Credit Rating & Securitization

Block 1: Indian Financial System

Financial system- Meaning- Structure- Financial Markets – Financial Institutions/Intermediaries – Financial Instruments - Financial Services. Financial Services - Concept - Objectives - Functions - Characteristics - Financial Services Market - Constituents - Growth of Financial Services in India - Financial Services Environment - Problems of Financial Services Sector -Fund based and Fee based Financial Services.

Block 2: Fund based Financial Services - I

Mutual Funds - Meaning – classification of mutual fund schemes - Mutual Funds in India – growth, problems and prospects, SIP (Systematic Investment Plan) Regulatory Framework. Lease Financing - types, advantages, limitations – Leasing institutions in India, Venture Capital Financing – Meaning, Importance/Need, Scope of Venture Capital Finance; Venture Capital v/s Angel Investors; Venture Capital in India. Crowdfunding (Concept only)

Block 3: Fund based Financial Services II

Hire Purchase – features – institutions –operators, Installment – features, Insurance – Type of Insurance – Schemes – Modern trends in Insurance Sector; Factoring –objectives, features, types. Factoring v/s Bill Discounting; Forfeiting (Concept only) - Factoring v/s Forfeiting, Infrastructure Financing - features, types, Housing Finance- Features, Types, Institutions- Role of National Housing Bank (NHB) -concept of mortgage and reverse mortgage.

Block 4: Fee based Financial Services

Merchant banking – Functions – Classification- role in primary and secondary markets -Regulation of Merchant Bankers in India; Stock Broking - meaning, types of stockbrokers, sub-brokers; stock broking in India; Depository Services – meaning - Depositories in India – NSDL & CSDL; Depository participants (DPs)-Underwriting- meaning- types- role in primary market-Portfolio Management Services.

Block 5: Credit Rating

Credit Rating –Objectives – Significance -Rating Methodology, Benefits -Credit Rating Agencies in India. Foreign Rating Agencies (a brief study only). Individual Credit Worthiness-The Credit Information Bureau (India) Limited (CIBIL).

References

1. Khan M. Y., *Financial Services*, New Delhi, Tata McGraw-Hill Publishing Co. Ltd. (10th Edition) (All Modules)
2. Agarwal O. P., *Environment and Management of Financial Services*, Mumbai, Himalaya Publishing House. (All Modules)
3. K.G. Sahadevan and M. Thirupairaju: *Mutual funds, data interpretation and Analysis*, PHI Learning Pvt. Ltd. (Module II)
4. Vasant Desai, *Financial Markets and Financial Services*, Himalayan Publishing House Pvt Ltd, (All Modules)
5. Dr S Guruswamy Merchant, *Banking and Financial Services*, New Delhi, Tata McGraw-Hill Publishing Co. Ltd. (All Modules)
6. Bhole L. M. *Financial Markets and Institutions*, New Delhi, Tata McGraw-Hill Publishing Co. Ltd. (All Modules)
7. Donald M. Fischer and Ronald J. Jordon. *Security Analysis and Portfolio Management*, New Delhi, PHI. (Module IV)
8. Gupta N.K and Monika Chopra, *Financial Markets, Institutions and Services*, New Delhi, Ane Books India. (All Modules)
9. Pathak B. V. (2008): *Indian Financial System*, New Delhi, Pearson (Module I),

10. Herwig M. Langohr, Patricia Langohr, *The Rating Agencies and Their Credit Ratings: What They Are, How They Work, and Why They are Relevant*- The Wiley Finance Series. (Module V).
11. Frank J. Fabozzi and Vinod Kothari, *Introduction to Securitization*, The Wiley. (Module V).
12. Moorad Choudhry, *The Mechanics of Securitization: A Practical Guide to Structuring and Closing Asset-Backed Security Transactions*, The Wiley. (Module V).

Discipline Specific Elective 1 - Marketing

B21BB11DE

Consumer Behaviour

(Number of Credits:6)

Course Objectives

1. To introduce the student to consumer behaviour and its role in effective marketing.
2. To familiarize the learners with the buying decision process and the factors influencing buying decisions.
3. To enable learners in designing and evaluating the marketing strategies based on fundamentals of consumer buying behaviour.

Course Outcomes

- 1 Demonstrate how knowledge of consumer behaviour can be applied to marketing.
- 2 Understand the process of consumer decision making.
- 3 Identify and explain factors which influence consumer behaviour.
- 4 Relate internal dynamics such as personality, perception, learning, motivation and attitude to the choice's consumers make.
- 5 Distinguish between individual consumer behaviour and industrial consumer behaviour

Course Outline

Block 1: Introduction to Consumer Behaviour:

Block 2: Consumer Decision Making:

Block 3: Individual Determinants of Consumer Behaviour

Block 4: Environmental Determinants of Consumer Behaviour:

Block 5: Industrial Buying Behaviour

Block 1: Introduction to Consumer Behaviour:

Consumer and Customer-Buyers and Users-Consumer Behaviour Meaning- Nature- Scope -Importance-Application of Consumer Behaviour in Marketing-Evolution and recent developments in the field of Consumer Behaviour.

Block 2: Consumer Decision Making:

Types of Decision Process: extended, limited and routine – Buying Roles – Types of Buying Behaviour: Complex, Dissonance-reducing, habitual, variety seeking – Stages of Buying Behaviour –

Post Purchase behaviour. Basic Models of Decision Making.

Block 3: Individual Determinants of Consumer Behaviour

Personal Factors: Age and stages in life cycle, Occupation and financial position, life style, Personality and Self-Concept. Psychological factors: Motivation, Perception, Learning, Beliefs and Attitude.

Block 4: Environmental Determinants of Consumer Behaviour:

Culture and core values-Influence of culture, sub culture & cross culture on consumer behaviour- Social class and consumer behaviour- Family: Concept-Roles and influences on Consumer Behaviour-Reference groups and their influence on Consumers.

Block 5: Industrial Buying Behaviour

Characteristics of Industrial Markets-Factors Influencing Industrial Markets-Participants of Industrial Buying Decisions-Stages of Industrial Buying Process

References

1. Batra, S.K. and Kazmi, S.H.H., *Consumer Behavior Text and Cases*, Excel Books. (All Modules)
2. Blackwell, R.D, Miniard, P.W, and Engel, J.F. *Consumer Behaviour*, Cengage. (All Modules)
3. Loudon, D.L. and Bitta, A.J.D. , *Consumer Behavior Concepts and Applications*, TMH. (All Modules)
4. Majumdar, Ramanuj. *Consumer Behavior*. Prentice Hall India. (All Modules)
5. Schiffman, L.G. and Kanuk, L.L. *Consumer Behavior*, Prentice Hall. (All Modules)
6. Solomon, Michael R. *Consumer Behavior*, Prentice Hall. (All Modules)

Discipline Specific Elective 1 – Human Resource

B21BB21DE

Training and Development

(Number of Credits:6)

Course Objectives

1. To familiarize the learners with the concept of Training and Development.
2. To introduce learners to the training process.
3. To equip learners in designing an effective training programme.

Course Outcomes

- 1 Understand the concept of training and development as a performance enhancer
- 2 Identify the different stages in training process
- 3 Choose the appropriate method of training required
- 4 Evaluate the effectiveness of a training programme
- 5 Design an impressive training programme

Course Outline

Block 1: Basics of Training and Development

Block 2: Method of Training

Block 3: Training Process

Block 4: Designing and Implementing a Training Program

Block 5: Evaluation of Training Program

Block 1: Basics of Training and Development

Training -Meaning-Definition-Importance for Training- Development-Importance of Development-Difference between Training and Development- Career planning - Assessment and development centres – Succession planning - Determinants to improve effectiveness of training – Future of Management training.

Block 2: Methods of Training

On-the-Job training –, Advantages and Disadvantages – Methods of On-the-Job Training - job instruction training, coaching, job rotation, Job enlargement, syndicate method. Off the Job training–Advantages and Disadvantages – Methods of Off-the-Job training- Knowledge based methods, Simulation Methods, Experiential Methods - factors influencing selection of Training Methods

Block 3: Training Process

Steps in Training, Identification of Job Competencies-Criteria for Identifying Training Needs (Person Analysis, Task Analysis, Organization Analysis)-Assessment of Training Needs-Methods and Process of Needs Assessment.

Block 4: Designing and Implementing a Training Program

Steps in designing an effective training Programme - Training Programme Framework Development, Need Assessment, Learning Objectives, Learning Styles, Delivery Mode, Budget, Delivery style, Audience, Content Development, Timeliness, Communication, Feedback. Methods and Techniques of designing Training Programmes - Determinants in designing good training programme.

Block 5: Evaluation of Training Program

Measuring Effectiveness of Training, Kirkpatrick Model of Evaluation, CIRO Model, Cost-Benefit Analysis.

References

1. Aswathappa, K. *Human Resource to Personnel Management*, Tata Mc GrawHill (All modules)
2. Gary Dazzler, *Human Resource Management*, Pearson Education (All modules)
3. Mamoria C.B and Mamoria S., *Personnel Management*, Himalaya Publishing Company (All modules)
4. Noe, R.A., *Employee Training & Development*. McGraw-Hill (All modules)

Discipline Specific Elective 1 - Logistics

B21BB31DE

Distribution Management

(Number of Credits:6)

Course Objectives

1. To develop an understanding of the distribution management concepts.
2. To explain the different distribution channels.
3. To create an awareness about the role of physical distribution and its elements.

Course Outcomes

- 1 To have a general awareness about the fundamentals of distribution management
- 2 The learners can able to understand the different distribution channels
- 3 Aimed at highlighting the physical distribution elements
- 4 Enhance knowledge on Wholesaling and Retailing

Course Outline

Block 1: Introduction to Distribution Management

Block 2: Distribution Channels

Block 3: Physical Distribution

Block 4: Wholesaling

Block 5: Retailing

Block 1: Introduction to Distribution Management:

Meaning - Need and scope of Distribution management - Marketing channels strategy- levels of channels - Customer service goals –factors influencing Distribution management – Advantages of Distribution management.

Block 2: Distribution Channels:

Meaning -Importance of distribution channels -Design of Distribution Channel – selection and recruitment of channel partners - Management of Channels- Managing Co-operation - Conflict and Competition-Vertical and Horizontal Marketing Systems- Multi channel marketing system – information system for channels – Factors affecting choice of distribution.

Block 3: Physical Distribution:

Meaning - Objectives, Order Processing, Classification of physical distribution systems - Warehousing- meaning - nature – type –Functions of warehousing - Inventory-Types of inventories - Inventory control – Transportation – scope – principles of transportation function – Modes of transport - Organizing for Physical Distribution- EDI and supply chain- Internet as a medium for order processing and Information.

Block 4: Wholesaling:

Introduction – Definition of wholesalers –Types of wholesalers – Strategic issues in Wholesaling – Technology in wholesaling – Trends in wholesaling –wholesaling challenges – Future of wholesaling.

Block 5: Retailing:

Introduction to retailing – Definition and scope, Evolution of Retailing - Origin of Retailing – Scope of retailing –Types of retail - Trends in Retailing Industry- Benefits of Retailing- Retailing environment.

References

1. Anne T. Coughlin, Natarajan. *Marketing Channels*, Pearson. (Block II and III)
2. Krishna K Havaladar, Vasanth M. Cavale. *Sales & Distribution*, McGraw Hill. (Block I, II and III)
3. Pingali Venugopal. *Sales and Distribution Management: An Indian Perspective, Response Books*. (Block I, II, III and V)
4. Ramaswamy V S. *Marketing Management*. McGraw Hill. (Block II, III, IV &V)
5. Satish K. Kapoor, PurvaKansal, *Basics of Distribution Management: A logistic Approach*, Prentice Hall of India Pvt Ltd, (All Block)
6. S.L. Gupta. *Sales and Distribution Management*, Excel Books. (All Block)
7. Tapan K. Panda, Sunil Sahadev, *Sales and Distribution Management*. Oxford. (All Block)

Discipline Specific Elective 2 - Finance

B21BB02DE

Security Analysis and Portfolio Management

(Number of Credits:6)

Course Objectives

1. Understanding of investment and risk
2. Developing knowledge in security analysis for making sound investment Decision
3. Create awareness about portfolio management and theories

Course Outcomes

- 1 Understand the basics of investment
- 2 Describe and apply the fundamental and technical analysis for the better investment
- 3 Gain understanding on portfolio management
- 4 To enable the learners with the advanced models and theories of security analysis and portfolio management

Course Outline

Block 1: Introduction to Investment

Block 2: Security Analysis

Block 3: Fundamental Analysis

Block 4: Technical Analysis

Block 5: Portfolio Management

Block 1: Introduction to Investment

Meaning of investment – Speculation and Gambling – Investment avenues -Types of investors- Investment objectives – The investment process - Factors Affecting Investment Decision.

Block 2: Security Analysis

Meaning of security - Types of Security Analysis – Risk: Meaning and definition–Sources of Risk: Systematic and Unsystematic risk. Return: Types of return, Measures of Return, Determinants of return, Risk-return relationship.

Block 3: Fundamental Analysis

Economic analysis-Economic forecasting – Industry analysis- Industry classification schemes–Industry life cycle-Sources of information for industry analysis-Company analysis: Sources of information for company analysis (Internal, External) – Factors in company analysis.

Block 4: Technical Analysis

Technical Analysis - Meaning and Assumptions of technical analysis– Fundamental Analysis Vs Technical Analysis-Trendlines and their significance – Market indicators – The Dow theory – Market indices –Price indicators – Support and Resistance levels – Gap analysis -Charting – Types of price charts.

Block 5: Portfolio Management

Meaning and Significance of Portfolio Management, Phases of Portfolio Management-Portfolio Selection, Portfolio Revision, Portfolio Evaluation: Sharpe's Measure, Treynor's Measure, Jensen Measure and Fama Measure, Portfolio theories- Random Walk Theory, Markowitz, Factor models, CAPM – SML and CML

References

1. Chandra, P., *Investment Analysis and Portfolio Management*, Tata McGraw Hill. (All Modules)
2. Fischer D. E., *Security Analysis and Portfolio Management*, Pearson education. (All Modules)
3. Kevin S., *Security Analysis and Portfolio Management*, PHI Learning. (All Modules)
4. Martin Pring, *Technical Analysis Explained*, McGraw Hill. (Module III only)
5. Ranganathan M. and Madhumathi R., *Security Analysis and Portfolio Management*, Pearson. (All Modules)

Discipline Specific Elective 2 - Marketing

B21BB12DE

Advertisement and Sales Management

(Number of Credits:6)

Course Objectives

1. To introduce the concept of Advertisement and its relevance
2. To equip the students with media planning and advertisement creation abilities
3. To develop skills on managing the sales force

Course Outcomes

- 1 Develop knowledge on the concept and importance of advertisement
- 2 Apply the strategies of Media planning and selection
- 3 Enhance knowledge on creation of advertisement
- 4 Explains the importance of Advertising agency and measurement of effectiveness
- 5 Impart knowledge on managing the sales force

Course Outline

Block 1: Introduction to Advertising:

Block 2: Media Planning:

Block 3: Construction of an Advertisement:

Block 4: Advertising Agency and Measuring Effectiveness:

Block 5: Sales Management:

Block 1: Introduction to Advertising

Advertising- Definition, Objectives and Benefits, Functions of Advertising, Types of Advertising, Advertising and Marketing Mix, Social and Ethical Aspects in Advertising.

Block 2: Media Planning

Role of Media, Types of media, Characteristics of Media, Advantages and Disadvantages of different Media, Media Planning process, Media Selection Strategies, Internet as an Emerging Advertising medium, Media Scheduling.

Block 3: Construction of an Advertisement

Advertising campaign planning Process, Advertisement Copy- Definition, Essentials of an Advertisement Copy, Types of Advertising Copies, The Art of Copywriting, Basic approaches to Advertising Copywriting, Advertising Copy testing, Advertising Budgeting Methods.

Block 4: Advertising Agency and Measuring Effectiveness

Introduction, Types of Advertising Agencies, Structure and Functions of Advertising Agency, Selection of an Advertising Agency, Advertising Agency and Client relationship, Agency Commission and Fee, Advertising Effectiveness- Meaning, Importance - Limitations – Techniques of measuring effectiveness- Pre testing methods and post testing methods.

Block 5: Sales Management

Sales force management, Recruitment and Selection, Roles and Responsibilities of a sales Manager, Sales targets: Quantitative & Qualitative methods, Training- Planning sales force training methods, Motivating the Sales Force, Compensation- Objectives and Methods, Performance Appraisal, Determinants of sales person performance.

References

1. Aaker, Myers &Batra , *Advertising Management*, Prentice Hall.(Module 1)
2. Rajeev Batra, John. G.Myers. T. David.A. Aaker; *Advertising Management; 5th Edition*, PHI Edition, New Delhi, 1998. (Module 1)
3. Larry Kelley, Kim Sheehan, Donald W. Jugenheimer, Routledge, *Advertising Media Planning: A Brand Management Approach* (Module 2)
4. Roger Baron, Jack Z. Sissors, *Advertising Media Planning*, McGraw Hill Professional (Module 2)
5. Thomas Russell, J. and Ronald Lane, W, Kleppner's (2005), *Advertising Procedure*, Prentice Hall. (Module 3)
6. J N Kapferer, *Strategic Brand Management*, Kogan Page, London (Module 3)
7. C S Rayudu, *Media and Communication Management*, Himalaya Publishing House (Module 4)
8. Still, Pearson Education *Sales Management – Decision, strategy and Cases*. (Module 5)
9. Krishna K. Havaldar and Vasant M. Cavale, *Sales and Distribution Management: Text and Cases*, McGraw Hill Education (Module 5)

Discipline Specific Elective 2 – Human Resource

B21BB22DE

Human Resource Development and Organisational Culture

(Number of Credits:6)

Course Objectives

1. To understand the meaning and importance of various concepts, and fundamentals of Human resource development.
2. To get familiarize the learners with the recent developments in organizational culture and to enlighten them with the HRD Practices followed in various organizations.
3. Build a foundation on various organizational cultures among the learners. Provide basic knowledge on Human resource planning, job analysis, and recruitment process.
4. Create a foundation on organization and development and the importance of training in the development of an organization.
5. To explain the learners with career planning - career advancement etc.

Course Outcomes

- 1 The learners can able to understand the meaning, importance, fundamentals and various concepts of Human Resource Development (HRD).
- 2 Learners become informative with the recent developments in organizational culture and to enlighten them with the HRD practices followed in various organizations.
- 3 The course will provide assistance in building a strong foundation on various organizational cultures.
- 4 It can also build up the basic knowledge on Human resource planning, job analysis, and recruitment process, among the learners
- 5 Learners are able to build a foundation on organization and development and the importance of training in the development of an organization. They can equip with career planning, career advancement etc.

Course Outline

Block 1: Human Resource Development (HRD):

Block 2: Organisational Structure:

Block 3: Organisational Culture:

Block 4: Organisation and Development (OD):

Block 5: HRD-Career Advancement:

Block 1: Human Resource Development (HRD):

Conceptual framework - Meaning - Importance - Objectives of HRD, Methods of HRD - Various models of HRD, Issues in HRD - HRD multidimensional - HRD Vs HRM - Agents of HRD - Strategy for HRD - HRD culture - Mechanism and Subsystems of HRD - HRD barriers - Frame work of HRD.

Block 2: Organisational Structure:

Classical organisation theory - Neo classical organisation theory - Modern organisation theory - Systems approach in organization - Technical subsystem - Social sub system - Power subsystem.

Block 3: Organisational Culture:

Meaning - Definition - Concept - Characteristics - Types of culture - Functions of culture - Creating and sustaining culture - Learning culture - Measuring culture - Communicating culture.

Block 4: Organisation and Development (OD):

OD interventions - MBO - Transactional analysis - Grid Training process - Group training - Objects and importance of training - Methods of training - Training budget - Infrastructure and facilities - Evaluation and appraisal of training - Executive development.

Block 5: HRD-Career Advancement:

Career advancement - Meaning - Importance, Career planning meaning - Importance - Succession planning and counseling - Feedback- HRD in India - Recent scenario - HRD in different sectors.

References

1. Subba Rao, P, *Personnel & Human Resource Management*, Himalaya Publishing house. (Module 1)
2. Aswathappa, K. *Human Resource and Personnel Management*, Tata Mc Graw hill, Publishing Co.Ltd. (Module 1)
3. Gupta C B, *Human Resource Management*, New Delhi, Sultan Chand and sons. (Module 1)
4. Mishra, M.N. *Organisational Behaviour*, Chennai, Vikas Publishing house. (Module 2 & 3)
5. Prasad. L.M, *Organisational Behaviour*, New Delhi, Sultan Chand and sons. (Module 2 & 3)
6. Shashi Gupta & Rosy Joshi, *Organisational Behaviour*, Kalyani Publishers. (Module 4)
7. Mishra, M.N. *Organisational Behaviour*, Chennai, Vikas Publishing house. (Module 4)
8. Gupta C B, *Human Resource Management*, New Delhi, Sultan Chand and sons. (Module 5)
9. Subba Rao, P, *Personnel & Human Resource Management*, Himalaya Publishing house (Module 5)
10. Aswathappa, K. *Human Resource and Personnel Management*, Tata Mc Graw hill, Publishing Co.Ltd. (Module 5)

Discipline Specific Elective 2 - Logistics

B21BB32DE

Total Quality Management

(Number of Credits:6)

Course Objectives

1. To introduce the learner to the concept of Quality, its dimensions and the need of TQM
2. To familiarize the learners with the principles and practices of TQM
3. To introduce the student to the various TQM tools and Quality Management Systems in practice at present

Course Outcomes

- 1 Understand quality concepts and philosophies of TQM
- 2 Apply TQM principles for organisational success
- 3 Analyse and apply old and new quality control tools
- 4 Understand TQM tools as a means to improve quality
- 5 Remember and understand Quality Management Systems in practice

Course Outline

Block 1: Introduction
Block 2: Principles of TQM
Block 3: Quality Control Tools
Block 4: Other Tools of TQM
Block 5: Quality Management Systems

Block 1: Introduction:

Quality and its dimensions-Effects of Poor Quality-History of Quality Control-TQM-Definition-Benefits of TQM -Obstacles in the implementation of TQM--Gurus of TQM

Block 2: Principles of TQM:

Leadership-Focus on the customer-Employee Involvement-Supplier Partnership-Continuous Process Improvement-Performance Measures

Block 3: Quality Control Tools:

Seven Old Tools (Statistical Process Control)-Pareto Charts-Cause and effects diagrams-Check sheets

and Histograms-Process flow diagrams-Run Charts-Control Charts-Scatter plots

Seven New Tools-Affinity Diagram-Interrelationship diagrams-Tree Diagram-Matrix Diagrams-Prioritization Matrices-Network Diagram -Process Decision Programme Chart

Block 4: Other Tools of TQM:

Benchmarking - Quality Function Deployment (QFD)-Failure Mode and Effect Analysis (FMEA), Total Productive Maintenance (TPM), Taguchi Quality Engineering

Block 5: Quality Management Systems:

ISO 9000 series -Benefits of ISO Registration-ISO 9001 requirements, implementation and documentation-ISO 14000 Series Standards, Integration of ISO 14000 with ISO 9000

References

1. Besterfield Dale H, Carol, Glen H, Mary, Hemant & Rashmi Urdhwareshe. (2012). *Total Quality Management*. 3rd edition (Revised), Pearson Education (All Blocks)
2. Oakland John S, *Total Quality Management and Operational Excellence: Text with Cases*, 4th edition, Routledge (Block 1,4 and 5)
3. Goetsch, David L&Davis Stanley. (2014). *Quality management for Organizational Excellence: Introduction to Total Quality*. 7th Edition, Pearson Education (Block 1,4,5)
4. Logothetis. *Managing of Total Quality*. Prentice Hall of India Private Limited (All Blocks)
5. Janakiraman, B and Gopal, R.K. *Total Quality Management – Text and Cases*. Prentice Hall (India) Pvt. Ltd (All Blocks)

GENERIC ELECTIVE II

B21CA01GE

COMPUTER SYSTEMS AND INTERNET TECHNOLOGIES

(Number of Credits: 2)

Course Outcome

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

Block 1: Computer System Fundamentals

Unit 1

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

Unit 2

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

Unit 3

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

Unit 4

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

Unit 5

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

Block II: Internet Technologies

Unit 1

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

Unit 2

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

Unit 3

Wireless and Mobile Technologies: Bluetooth, Wifi, Wi-max, Zigbee;

Mobile communication- GPS, GPRS, GSM, 3G, 3.5G, Features of 4G & 4G LTE, VoLTE, 5G

Unit 4

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

Unit 5

Cyber Literacy and Etiquette: search engine usage - Google Scholar; social media platforms - relevance and use; social media interaction; credibility and fact-checking in cyberspace

References:

1. Sinha, Pradeep K., and Priti Sinha. Computer fundamentals. BPB publications, 2010.
2. White, Ron, and Timothy Edward Downs. How computers work. Que, 1998.
3. Comer, Douglas E. The Internet book: everything you need to know about computer networking and how the Internet works. Chapman and Hall/CRC, 2018.
4. Buyya, Rajkumar, Christian Vecchiola, and S. Thamarai Selvi. Mastering cloud computing: foundations and applications programming. Newnes, 2013.
5. Anthony T. Velte, "Cloud Computing: A Practical Approach", Tata McGraw Hill, 2009.
6. Kukushkin, Alexander. Introduction to mobile network engineering: Gsm, 3g-wcdma, lte and the road to 5g. John Wiley & Sons, 2018.
7. Lin, Yi-Bang, and Imrich Chlamtac. Wireless and mobile network architectures. John Wiley & Sons, 2000.

Generic Elective II

B21CM01GE

BANKING

(Number of Credits: 2)

Objectives

1. To familiarize the learners with banking and different types of banks.
2. To enable the learners to acquire knowledge about the Indian banking system and development banks.
3. To familiarise the learners with e-banking and e-banking services.
4. To provide learners with knowledge on core banking, e-banking security and electronic signature.

Course Outcomes:

After completing the Course, the learners shall be able to:

1. Avail the various schemes and programmes by the developments banks in India
2. Use the e-banking service that the banks provide.

Course Outline

Block 1 -Banking Theory

Block 2 - E-banking

BLOCK 1: BANKING THEORY

UNIT-1: Introduction to Banking

Evolution of banks- Meaning- Definition of Banks and Banking- Features of banks-Importance of banks- Relationship between Banker and Customer

UNIT-2: Types of Banks and Banking

Introduction-Commercial Banks-Industrial Banks-Agricultural Banks-Exchange Banks-Saving Banks-Central/National Banks-Types of Banking-Branch-Unit-Group-Chain-Deposit Banking

UNIT-3: Indian Banking System

Introduction to Indian Banking System-Organised and Unorganised Banks-Commercial Banks-Types

of Commercial Banks-Cooperative Banks-Functions of Commercial Banks-Mergers in banks

UNIT-4: Development Banks

Introduction to Development Banks-IDBI-IFCI-ICICI-EXIM-SIDBI-NABARD-IRBI-DFIs-SIDCO

UNIT-5: Central Banks

Central bank system-Central banks in different countries – Central bank of India- Introduction to RBI- Role of RBI- General policies of RBI- Management-Objectives of RBI-Functions of RBI

BLOCK 2 E-BANKING

UNIT-1: Introduction to E-Banking

Concept of E-Banking- Features- Challenges of E-Banking- Traditional banking v/s E-banking- Impact of IT on Banking-RBI Guidelines for E-Banking

UNIT-2: E-Banking Services

Introduction-Meaning-ATM-Credit Card-Debit Card-Smart Card-CDM-POS-Telebanking-E-Cheque-E-cheque and truncated cheque-ECS- CIBIL Score- CORE Banking

UNIT-3: CORE Banking

EFT-RTGS-NEFT-IFSC-E-Purse-Virtual Banking- SWIFT-UPI-Mobile Banking- Internet banking

UNIT-4: E-Banking Security

Introduction-Need of Security-Security Concepts-Security Attacks-Cyber Crimes

UNIT-5: Electronic signature

Meaning of e-signature - Definition of e-signature - Advantages-Disadvantages- Uses of e-signature-Working of e-signature- Application of e-signature in banks- Digital signature v/s e-signature

References

1. Sundaram K.P.M and Varshney P.N. Banking Theory Law and Practice, Sultan Chand & Sons, New Delhi.
2. Maheswari S.N . Banking Theory Law and Practice, Kalyani Publishers New Delhi.
3. Sekhar K.C. Banking Theory Law and Practice, Vikas Publishing House, New Delhi.
4. Gordon E. and Natarajan K. Banking Theory Law and Practice, Himalaya Publishing House, Mumbai.
5. Lall Nigam B.M. Banking Law and Practice, Konark Publishers Pvt. Ltd., New Delhi.

6. Radhaswami M. Practical Banking, Sultan Chand & Sons, New Delhi.
7. Dekock . Central Banking, Crosby Lockwood Staples, London.

Generic Elective II

B21EC01GE

Economics for Everyday Life

(Number of Credits: 2)

Objectives:

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

Course Outcomes:

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

Course Outline

Block 1: Basic Concepts and Methods of Economics

Block 2: Micro Economics and Macro Economic Concepts

Block 1: Basic Concepts and Methods of Economics

Unit1 Economic Problem and Scarcity

Economic problem - Scarcity and choice - Definitions of Economics – Wealth definition - Welfare definition - Scarcity definition - Growth definition - Microeconomics Versus Macroeconomics

Unit2 Opportunity Cost

Opportunity cost- Production Possibility Curve (PPC) - Shift in Production Possibility Curve - Solution of basic economic problems in different economic systems.

Unit3 Approaches to Economic analysis

Positive and normative analysis -Static, comparative, and dynamic analysis - Short run and long run analysis - Partial and General equilibrium analysis

Block 2 : Micro Economic and Macro Economic Concepts

Unit 1 Micro Economic Concepts

Demand and supply- demand function - law of demand - Expansion and contraction of demand curve – Shift in demand curve - determinants of demand - -Supply function-law of supply- Expansion and contraction of supply curve – Shift in supply curve - determinants of supply – Elasticity of demand and supply

Unit 2 Macro Economic Concepts

Macroeconomic variables – Stock and Flow Variables - Exogenous and Endogenous Variables- General Equilibrium and Edgeworth Box- Macro models -Macroeconomic Goals and Instruments- Inflation- Unemployment-Poverty

Unit 3: Contemporary Economics

Monopoly- Oligopoly- Cartels-Mergers and Acquisitions-Multi National Corporations

Financial Inclusion-Markets-Budget-RBI- NITI Ayog-Exchange Rate- Bilateral and Multilateral Trade

References

1. Pindyck, R.S., Rubinfeld, D. L., & Mehta, P. L. (2013) *Microeconomics* (Seventh edition), Pearson Education Prentice Hall.
2. Salvatore, D. (2003) *Microeconomics Theory and Applications* (Fourth Edition), Oxford University Press.
3. Snyder, Christopher and Walter, Nicholson (2017) *Microeconomic Theory-Basic Principles and Extensions*, Cengage Learning.
4. Varian, Hal R.(2010) *Intermediate Microeconomics: A Modern Approach*, 8th Edition, W.W Norton and Company/ Affiliated east- West Press(India).
5. Dornbusch, Fischer and Startz, *Macroeconomics*, McGraw Hill, 11th edition, 2010.
6. N. Gregory Mankiw. *Macroeconomics*, Worth Publishers, 7th edition, 2010.
7. Richard T. Froyen, *Macroeconomics*, Pearson Education Asia, 2nd edition, 2005.
8. Paul.A. Samuelson and William Nordhaus, *Economics*, McGraw Hill, 19th Ed.

Generic Elective II

B21HS01GE

MODERNIZATION OF KERALA

(Number of Credits: 2)

Objectives:

The course aims:

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

Course Outcomes:

The course would enable the learners:

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

Course Outline:

Block 1 : Towards Modernity

Block 2 : Socio-Religious Reform Movements

BLOCK 1: TOWARDS MODERNITY

Unit 1 : Prelude to Social Reform

Unit 2 : Colonial Administration- Modernity

Unit 3 : Missionary intervention

LMS-CMS-BEM- Channar agitation

Unit 4 : Print and Early Newspapers

Unit 5 : Western Education - Early Educational efforts

Unit 6 : Malayalam Literature and New Social Consciousness

BLOCK 2: SOCIO-RELIGIOUS REFORM MOVEMENTS

Unit: 1 : Vaikunda Swamy and Samatva Samajam

Unit 2 : Sree Narayana Guru and SNDP Yogam

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

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

Unit 5 : Makthi Tangal, Vakkam Moulavi and Aikya Sangam

Unit 6 : Chattampi Swamikal, Mannath Padmanabhan and NSS

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

Suggested Readings:

1. K.N.Ganesh, *Keralathinte Innalekal*, Kerala Bhasha Institute, Thiruvananthapuram, 1995.
2. K.E.N.Kunhammed, *Keraleeya Navodhanathinte Charithravum Varthamanavum*, Lead Books, Calicut, 2012.
3. P.J. Cherian (ed.), *Perspectives in Kerala History*, Kerala State Gazetteers Department, Thiruvananthapuram, 1999.
4. Arunima. G, *There Comes Papa: Colonialism and the Transformation of Matriliney in Kerala, Malabar 1850-1940*, Orient Longman, New Delhi, 2003.
5. Awaya, Toshie, "Women in the Nambutiri Caste Movement " in T. Mizushima and H. Yanagisawa (ed.), *History and Society in South India*, Tokyo, 1996.
6. A.K. Poduval, *Keralathile Karshaka Prasthanam*, Prabhat Book House, Thiruvananthapuram, 1962.
7. Abraham Vijayan, *Caste, Class and Agrarian Relations in Kerala*, Reliance Publishing House, New Delhi, 1998
8. Chen, Martha Allen (ed.), *Widows in India*, Sage Publications, New Delhi, 1998.
9. Devika, J, *En-gendering Individuals: The Language of Re-forming Early Twentieth Century Kerala*, Orient Longman, Hyderabad, 2007.
10. Devika. J.(ed.), *Her-Self: Early Writings on Gender by Malayalee Women 1898-1938*, Stree, Kolkata, 2005.
11. Forbes, Geraldine, *The New Cambridge History of India IV.2: Women in Modern India*, Cambridge University Press, Delhi, 2000.
12. Ganesh, K.N, *Culture and Modernity: Historical Explorations*, Publication Division, University of Calicut, 2004.
13. Gupta, Charu, *Sexuality, Obscenity, Community: Women, Muslims and the Hindu Public in Colonial India*, Permanent Black, Delhi, 2001.
14. Heimsath, Charles. H, *Indian Nationalism and Hindu Social reform*, Oxford University Press, Bombay, 1965.
15. Jeffrey, Robin, *Politics, Women and Well-Being – How Kerala Became a Model*, Oxford University Press, New Delhi, 1993.
16. Jones, Kenneth W, *Socio-Religious Reform Movements in British India*, Cambridge University Press, New Delhi, 1994.
17. Kawashima, Koji, *Missionaries and a Hindu State: Travancore 1858-1936*, Oxford University Press, New Delhi, 1988.
18. K.P.Kannan, *Of Rural Proletarian Struggles: Mobilization and Organisation of Rural Workers in South West India*, New Delhi, 1988
19. George Mathew, *Communal road to Secular Kerala*, Delhi, 1989.
20. P F Gopakumar (ed.), *Faces of Social Reform in Kerala*, Trivandrum, 2016.
21. P Sanal Mohan, *Modernity of Slavery: Struggles Against Caste Inequality In Colonial Kerala*, OUP, New Delhi, 2015.

22. P.K.K, Menon, *The History of Freedom Struggle in Kerala*, Thiruvananthapuram, 1972.
23. Puthenkalam, Fr. J, *Marriage and Family in Kerala*, University of Calgary, Alberta, 1977.
24. Rao, M.S.A, *Social Change in Malabar*, The Popular Book depot, Bombay, 1957.
25. Saradhamoni. K, *Matriliny Transformed: Family, Law and Ideology in Twentieth Century Travancore*, Alta Mira Press, New Delhi, 1999.
26. Sen, Amiya P. (ed.), *Social and Religious Reform: the Hindus of British India*, Oxford University Press, New Delhi, 2003.
27. Menon, A. Sreedhara, *Cultural heritage of Kerala*, DC Books, 2019.

Generic Elective II

B21PH01GE

INTRODUCTION TO THE PHILOSOPHY OF SREENARAYANAGURU

(Number of Credits: 2)

Learning Objectives:

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

Course Outline:

Block 1. Vedanta as Background of Guru's Philosophy

Block 2. Guru and Social Reformation

Block 1: Vedanta as Background of Guru's Philosophy

Unit 1. Introduction to Vedanta

Unit 2. Guru's philosophy reconciles Advaita and Dvaita

Unit 3. Reason and mysticism in Guru's philosophy

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

Block 2: Guru and Social Reformation

Unit 1. Liberation through education

Unit 2. Abolition of social evils

Unit 3. Guru on gender equality and women empowerment

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

References:

ENGLISH

1. *Nataraja Guru, The Word of the Guru, The Life and Teachings of Guru Narayana*, DK Printworld, New Delhi, 2003
2. Hiriyanna, M. (1994) *Outlines of Indian Philosophy*, Delhi: Motilal
3. *Narayana Prasad, Muni, Narayana Guru, Complete Works*, National Book Trust, New Delhi, 2006
4. Yielding, Nancy, *Narayana Guru A Life of Liberating Love*, DK Printworld, New Delhi, 2019
5. Balachandran, Mangad, *Sree Narayana Guru The Mystical Life and Teachings*, Kerala Sahitya Academy, Thrissur, 2019
6. Sasidharan, G.K., *Not Many, But One Sree Narayana Guru's Philosophy of Universal Oneness*, Two Volumes, Penguin Viking, New Delhi, 2020.
7. Jeffry, Robin, *Politics, Women, Well-Being How Kerala Became A Model*, Oxford University Press, New Delhi, 2015
8. Narayana Prasad, Muni, *Narayana Guru Sampoorana Kritikal*, National Book Trust, New Delhi, 2015.

MALAYALAM

1. *Sree Narayana Guru, Sampoorana Kritikal*, Sree Narayana Dharma Sangham Trust, Sivagiri Mutt, 2018
2. Asan, N. Kumaran, *Brahma Sree Narayana Guru*, Lalu Books, Kottayam, 2002.
3. Kumaran, Moorkothu, *Sree Narayana Guru Swamikalude Jeevacharithram*, Sree Narayana Dharma Sangham Trust, Sivagiri Mutt, 2007.
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5. Panicker, Pandit K.K., *Sree Narayana Paramahamsan*, Vidyarambham Publishers, Alappuzha, 2004.
6. Dr. B. Sugeetha, *Advaitatinte Rithubhethangal*, Kerala Bhasha Institute (2021)
7. Balakrishnan, P.K., *Narayana Guru Anthology*, Kerala Sahitya Academy, Thrissur, 2000.
8. Bhaskaran, T., *Maharshi Sree Narayana Guru*, The State Institute of Languages, Kerala, Thiruvananthapuram, 2008.
9. Jacob, K. Koyikkal, *Sree Narayana Guru*, Poornodaya Books, Kochi, 2015
10. Dr. B. Sugeetha, *Sree Narayanaguruvinte Paristhithi Darsanam* (Narayana Gurukulam Study Circle 2019)
11. Bhaskaran, T., *Sree Narayana Guru Vaikhari*, SNDP Yogam Kunnathunadu Union, Perumbavoor, 2015.
12. Narayana Prasad, Muni, *Narayana Smriti Translation*, Narayana Gurukulam, Varkala, 2004.

Generic Elective II

B21SO01GE

INTRODUCTION TO SOCIOLOGY

(Number of Credits: 2)

Objectives:

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

Course Outcomes:

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

Course Outline:

Block 1: Understanding Sociology

Block 2: Basic Concepts in Sociology

Block 1: Understanding Sociology

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

Unit 2: Sociology – Definition, Nature and Scope

Unit 3: Sociological Imagination, Sociology and Common Sense

Block 2: Basic Concepts in Sociology

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

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

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

References

1. Kundu, Abhijit (2009). *The Social Sciences; Methodology and Perspectives*: Pearson.
2. Giddens, Anthony. (2005) *Sociology*: Polity Press.
3. Beteille, Andre. (2002) *Sociology-Essays on Approach and Methods*: Oxford University Press.
4. Abraham M Francis. (2006). *Contemporary Sociology-An Introduction to Concepts and Theories*: Oxford University Press.
5. Harlambos M, (1980) *Sociology: Themes and Perspectives*: Oxford University Press.
6. Bottomore T.B. (1971) *Sociology: A Guide to Problems and Literature*; Blackie and Sons India Ltd.
7. Mac Iver and Page (1959) *Society: An Introductory Analysis* ; Macmillan
8. Sujata Patel, Jasodhara Bagchi and Krishna Raj (2002). (ed). *Thinking Social Science in India*: Sage India.

9. Jayaram N. (1988) *Introductory Sociology*. Madras: Macmillan.
10. Johnson Harry M, (1995) *Sociology: A systematic Introduction*, Allied Publishers.

Sixth Semester

Discipline Specific Elective 3 - Finance

B21BB03DE

Banking

(Number of Credits:6)

Objectives:

1. Provide basic knowledge to the learners about banking theory and practice and to lay foundation for future application.
2. Impart Knowledge of various Deposit Accounts, Loans and Advances and other services rendered by the commercial banks in India

Course Outcomes

On successful completion of the course the student shall demonstrate: -

1. Understanding about the basic Principles of Banking including banker customer relationship.
2. Knowledge about the commercial banking structure in India including the Role of Central Bank.
3. Knowledge about Know Your Customer (KYC) Guidelines and know your transactions.
4. Understanding about the application of Information Technology in Banks viz, Electronic Banking, Internet Banking, Remittance Products, Mobile Banking, Google Pay, Pay TM etc.

Course Outline

Block 1: Commercial Banking Structure in India

Block 2: Banker Customer Relationship

Block 3: Deposit Accounts

Block 4: Loans and Advances

Block 5: Information Technology in Banks

Block 1: Commercial Banking Structure in India:

Banking – Definition – Concept – functions Different types of Banking. Public Sector Banks – Private Sector Banks – Foreign Bank, Payment Banks – Small Finance Banks – Development Banking in India, Lead Bank Scheme – Service Area Concept – SLBC –DLRC- BLBC. Functions of RBI.

Block 2: Banker Customer Relationship:

Banker- Customer - Definition - Relationship between banker and customer. Cheque- Definition – Essentials of valid cheque – crossing – General and special crossing- Dishonour of cheque –

Liabilities of wrongful dishonor – collecting banker and paying Banker. General and special Relationship – Duty of Secrecy – Garnishee order – Attachment order- Right of lien – Right of set off – Rules of Appropriation – Mandate – Power of Attorney. Know Your Customer (KYC) Guidelines – Anti Money Laundering –4 Pillars of KYC –Customer Identification – Procedure – Risk Based Clarification – Know Your Transactions.

Block 3: Deposit Accounts:

SB, Basics Savings Bank Deposit Account (BSBDA)- Current Accounts, Term Deposits - Recurring Deposits – Different Types of Accounts – Proprietary, Partnership, Accounts of Companies – Societies – dormant and inoperative accounts. Nomination of Deposit Accounts – Safe Custody – Safe Deposit Lockers- Settlement of Claims – Tax Deduction at Source (TDS)

Block 4: Loans and Advances:

Principles of Lending – Types of Loans – Agricultural Loans – Term Loans – Other Loans – Appraisal of Term Loans – Assessment of Loan Proposals – Stages of Approval – Disbursement. Principles of Lending, Liquidity, Profitability; Safety and Security; Purpose; Social Responsibility; Industrial and Geographical Diversification; Recommendations of Talwar Committee. Methods of Granting Advances: Cash Credit; Overdraft; Bill Discounting and Purchasing; Issuing of Letter of Credit; Loans. Secured Advances: Forms of Securities; Banker's Lien; Pledge; Mortgage - Hypothecation Mortgage of Movable

Block 5: Information Technology in Banks:

Payment Systems and Electronic Banking – ATMs – Different types of ATMs, White ATMs – Cash Deposit Machines (CDM). Precautions to be taken while using ATMs – Loss of Funds- Latest RBI Guidelines. Internet Banking: Registration – Passwords – Security Aspects – Transfer of Funds – Other Facilities. Remittance Products: NEFT, RTGS, Electronic Clearing Systems –Cheque Clearing-EFT- Swift. Mobile Banking – Facilities available through Mobile Banking – Money Transfer Facilities – Google Pay – Paytm

References

1. K.C.Shekharand Lekshmy Shekhar, *Banking Theory and Practice*, Vikas Publishing House Pvt Ltd.(Module –I,II,III and IV)
2. K.P.Kandasami, S.Natarajan, K.Parameswaran, *Banking Law and Practice*, NewDelhi, Sultan Chand and Sons, (Module –I,II,III and IV)
3. P.N.Varshney, *Banking Law and Practice*, NewDelhi, Sultan Chand and Sons (Module –I,II,III and IV)
4. *Banking Guide*, Bangalore, J.S. Institute of Banking and Finance Pvt Ltd, (Module –I,II and,III)
5. N.S.Toor, *Hand book of Banking Information* , New Delhi, Skylark Publications. (Module – I,II and,III)
6. *Principles and Practices of Banking*, Mumbai, Indian Institute of Banking and Finance (IIBF),

(Module –I,II,III and IV)

7. *Retail Banking*, Mumbai, Indian Institute of Banking and Finance (IIBF) (Module –V)
8. Suresh Samudrale, *Retail Banking Technology*, Mumbai, Jaico Publishing House. (Module –V)
9. O.P.Agarwal, *Retail Banking in India*, New Delhi, Skylark Publications. (Module –III, IVandV)

Discipline Specific Elective 3 - Marketing

B21BB13DE

Customer Relationship Management

(Number of Credits:6)

Objectives:

1. Understand an overview of Customer Relationship Management application
2. Develop customer relationship using Customer Lifetime Value proposition.
3. Maintaining of customer database for effective CRM practices
4. Awareness on CRM Application in Consumer and Business Market
5. To develop idea on operational issues in implementation of CRM

Course Outcomes

- 1 Create awareness on major concepts and benefits of CRM.
- 2 Integration of CRM tools and techniques for building customer rapport.
- 3 Familiarise the importance of database management in CRM.
- 4 Imparting idea on CRM Application in Consumer and Business Market
- 5 Developing ideas to deal with Operational issues in implementation of CRM

Course Outline

Block 1: Introduction to CRM:

Block 2: Building Customer Relationship:

Block 3: Customer Data Base:

Block 4: CRM Application in Consumer and Business Market:

Block 5: Operational issues in implementation of CRM:

Block 1: Introduction to CRM

Customer Relationship Management-Definition- CRM Goals – Business Adoption of CRM- Evolution of CRM- Impact of CRM- School of Thought on CRM – CRM framework.

Block 2: Building Customer Relationship

CRM Benefits in Online Banking-CRM Process- Role of CRM Technology- CRM and Customer Lifecycle- Electronic CRM- Four C's of CRM process- Six E's of e- CRM - Success factors of CRM - Business to Customer 2.0

Block 3: Customer Data Base

Economics of Customer Care - Customer Lifetime value -Building a Loyal Relationship – Service Excellence- Analytical CRM - Data sharing and Management - Customer Information Databases- Data warehousing and Data mining concepts.

Block 4: CRM Application in Consumer and Business Market

CRM implementation- Process and stages - Customer Relationship Management tools- Managing Customer Relationships- Industrial Customer Relationship Management practices -Insurance-Hospitality –Banking and Health care.

Block 5: Operational issues in implementation of CRM

Process view of CRM – Budgeting for Attraction vs Retention- Learning from Customer Defections- Plans to Customer Retention – Customer Retention Program Evaluation

References

1. H. Peeru Mohammed, A. Sagadevan: *Customer Relationship Management – A step-by step approach*: Vikas Publication Pvt.Ltd (All Modules)
2. Jagdish N sheth, Atul parvatiyar, G. Shainesh. *Customer Relationship Management: Emerging concept tools and Applications*: McGraw Hill Publication. (All Modules)
3. G. Shainesh , Jagdish N. Sheth. *Customer Relation Management: A Strategic Perspective Trinity Publication* (All Modules)
4. Mukerjee, Kaushik. *Customer Relationship Management: A Strategic Approach to Marketing*, PHI Learning. (All Modules)
5. Rai, Alok Kumar. *Customer Relationship Management Concepts and Cases*, PHI Learning. (All Modules)

Discipline Specific Elective 3 – Human Resource

B21BB23DE

Labour Law and Industrial Relations

(Number of Credits:6)

Objectives:

1. Awareness on Internal Labour Organisation and Fundamental Principles
2. Understand the different laws of wages
3. Review the developments in industrial relations
4. Maintain a database of different laws of industrial relations
5. Develop an idea on the different social security measures

Course Outcomes

- 1 Understand the legal framework in protection of labour
- 2 Describe the development in Industrial Relations and Law
- 3 Enumerate the Social Security Measures in Labour Welfare

Course Outline

Block 1: Introduction to Labour Laws:

Block 2: Law of Wages:

Block 3: Introduction to Industrial Relations:

Block 4: Law of Industrial Relations:

Block 5: Social Security Legislations:

Block 1: Introduction to Labour Laws:

Concept of Labour Laws – Need and Importance - International Labour Organisation – Fundamental Principles– Organisation Structure of ILO - Conventions of ILO and Recommendations

Block 2: Law of Wages:

Concept of Wage - Legal framework for Wage Payments for India – Objectives – Payment of Wages Act – Minimum Wages Act – Equal Remuneration Act – Payment of Bonus Act - Shops and Establishment Laws in India - The Unorganised Workers' Social Security Act

Block 3: Introduction to Industrial Relations:

Industrial relations- Objects, Concept and Scope –Importance – Factors Influencing IR – IR in the Pre and Post-Independence Period, Relationship between HRM and IR— Strategic Industrial Relations, Lay Off, Retrenchment, Transfer and Closure - Recent developments in IR

Block 4: Law of Industrial Relations:

Collective Bargaining – Concept and Process - Trade Unions – Historical Evolution – Recognition of a Trade Union, Various Trade unions,— Employee Grievances and Procedure for Redressal – Industrial Disputed and Settlement of disputes, Workers’ Participation in Management – Technology and Industrial Relations

Block 5: Social Security Legislations:

Labour Welfare – Evolution of Social Security Measures – Importance of Social Security Measures– Issues, Concerns and Problems in Enforcing Labour Welfare

National Commission on Labour - Employees State Insurance Act – Provident Fund Legislation – Payment of Gratuity Act - Law on Child Labour – Inter State Migrant Workmen Act – Maternity Benefit Act

References

1. Biswajeet Pattanayak. *Human Resource Management*. PHI India (Block 1)
2. Seema Sankhi. *Human Resource Management*. Vikas Publishing House (Block 1)
3. Feza Tabassum Azmi. *Strategic Human Resource Management: Text and Cases*. Cambridge University Press (Block 1)
4. ICSI. *Labour Laws and Practice*, (Block 1)
5. SC Srivastava. *Industrial Relations and Labour Laws*. Vikas Publishing (Block 1)
6. Arun Monappa, Patturaja Selvaraj and Ranjeet Namboothiri. *Industrial Relations and Labour Laws*. Tata McGraw Hill (Block 1)
7. PRN Sinha, Indu Bala Sinha & Seema Priyadarshini Shekhar. *Industrial Relations Trade Unions and Labour Legislations*. Pearson (Block 1)
8. Kesho Prasad. *Strategic Human Resource Development: Concepts and Practices*. PHI India (Block 2)
9. Seema Sankhi. *Human Resource Management*. Vikas Publishing House (Block 2)
10. Feza Tabassum Azmi. *Strategic Human Resource Management: Text and Cases*. Cambridge University Press (Block 2)
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19. Arun Monappa, Patturaja Selvaraj and Ranjeet Namboothiri. *Industrial Relations and Labour Laws*. Tata McGraw Hill (Block 3)

20. *Unions and Labour Legislations*. Pearson (Block 3)
21. Paul Blyton, Nicolas A Bacon, Jack Fiorito, Edmund Heery. *Sage Handbook of Industrial Relations*. Sage Publications (Block 3)
22. Kesho Prasad. *Strategic Human Resource Development: Concepts and Practices*. PHI India (Block 4)
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36. Paul Blyton, Nicolas A Bacon, Jack Fiorito, Edmund Heery. *Sage Handbook of Industrial Relations*. Sage Publications (Block 5)

Discipline Specific Elective 3 - Logistics

B21BB33DE

Materials and Warehouse Management

(Number of Credits:6)

Objectives:

1. To get a thorough knowledge about Materials Management function in logistics Operations.
2. To understand details on inventory functions in logistic Management
3. To understand the necessity of a warehousing
4. To impart skills in warehousing operations and Management Systems.
5. To give necessary information on facility layout and material handling

Course Outcomes

- 1 Getting acquainted with Material Management functions in logistics Management
- 2 Practicing inventory Management function in logistic operations
- 3 Having knowledge in the importance of Warehousing
- 4 Managerial Skill in Warehouse Operations
- 5 Having a very good understanding in facilities Management in Warehousing

Course Outline

Block 1: Introduction to Materials Management

Block 2: Inventory Management

Block 3: Warehousing

Block 4: Warehouse Operations

Block 5: Facilities Management

Block 1: Introduction to Materials Management:

Objective, Significance and Key functions, Material Classification, Codification, Concepts of Storage, Strategic Sourcing and Policies for Sourcing- Sourcing procedures, Integrated Supply Management (ISM), Supplier Management and development, Elements of Contract- Non-traditional contracting and

IT system Contracts.

Block 2: Inventory Management:

Overview, Functionality, Inventory types and its Characteristics, Reason for holding inventory- Inventory Cost and its importance in decision making, Managing Uncertainty, Inventory management policies- Inventory control, Reactive Methods, Planning Methods, and Collaborative inventory replenishment, Inventory Management Practices-Product/Market Classification-Segment Strategy Definition-Policy and Parameters.

Block 3: Warehousing:

Need for warehouse. Function and importance. Types of warehouses and classifications- based on material stored, customer groups, ownership and storage, Material flow, Units of Handling, Store Keeping Unit (SKU), Storage -Dedicated versus shared processing, Economic Benefits-Consolidation and Break Bulk, Sorting.

Block 4: Warehouse Operations:

Introduction, Inbound and Outbound Operations, Storage Systems-Warehouse Management Systems (WMS) - Prerequisites for implementation – Other functionality and considerations— Need for WMS—Basic Features of WMS, Selection of WMS and Benefits of WMS. Seasonal Storage, Warehouse Efficiency- order picking - measurement of warehouse efficiency, Warehouse workforce design and development, Warehouse Audit.

Block 5: Facilities Management:

Warehouse locations-Warehouse site selection-Macro Analysis, -Computer Spreadsheet models, Distribution of facility Layout, Material Storage equipment and material handling systems- Material handling system Design, Material Handling Technologies, Automated Storage and Retrieval Systems-Stock To- Picker Systems.

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1. J.R. Tony Arnold, Stephen N Chapman & Lloyd M. Clive, (2011). *Introduction to Materials Management*. Pearson Education, (Block 1)
2. N. Chandrasekaran,(2012). *Supply Chain Management. Process, System and Practice*.
New Delhi: Oxford University Press. (Block 1)
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9. Ronald H. Ballou & Samir K. Srivastava. (2009). *Business Logistics/Supply Chain Management*. Pearson Education. (Block 5)
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Discipline Specific Elective 4 - Finance

B21BB04DE

Income Tax

(Number of Credits:6)

Objectives:

1. To acquaint the learners with knowledge on the existing income tax laws in India.
2. To familiarize the basic concepts of Income Tax

Course Outcomes

1. To provide the theoretical and practical knowledge of income tax law in the country
2. To familiarise the learners with different heads of income
3. To familiarize learners with the computation of total income and tax liability

Course Outline

Block 1: Direct Tax

Block 2: Income from Salary and House property

Block 3: Income from Business or Profession

Block 4: Capital Gain and Income from Other Source

Block 4: Computation of Gross Total Income

Block 1: Direct Tax:

Income Tax Act 1961 – Objectives of Taxation – Canons of Taxation- Tax System in India - Basic Definitions under Income Tax Act-Assessment Year- Previous Year - Person – Assessee- Income- Gross Total Income- Total Income - Casual Income – Residential status- Agricultural Income- Income exempted from tax - Different Heads of Incomes.

Block 2: Income from Salary and House property

Meaning and definition- Allowances- Perquisites- Profits-in-lieu of Salary- Deductions from Salary- Computation of Income from Salaries (Problems, excluding Retirement Benefits). Income from House property – Annual value – Deductions from Annual Value- Unrealized rent – Exemptions- Computation of house property income. (Problems)

Block 3: Income from Business or Profession

Meaning of business income- Deductions expressly allowed - Disallowances under the Act-Method of Computation of Business Income (Simple problems)

Block 4: **Capital Gain and Income from Other Source**

Kinds of Capital Asset- Computation of Short term and Long term capital gain excluding treatment of Special cases and Exemptions under Sec 54

Income from Other Sources - Deductions Allowable–Disallowed Expenses- (Theory and Simple Illustrations).

Block 5: **Computation of Gross Total Income:**

Gross Total Income- Deductions from Gross Total Income (*Deductions applicable to individual assessee only*) Rebate and Relief of Tax –Computation of Total Income and Tax Liability of Individuals (Problems).

References

1. Dr.H.C.Mehrotra, *Income Tax Law and Practice*, Agra, Sahitya Bhawan Publications. (Module I,II,III, IV, V)
2. V.P.Gaur & Narang, *Income tax law and Practice*, New Delhi, Kalyani Publisher. (Module I,II,III, IV, V)
3. T.S.Reddy & Hari Prasad Reddy, *Income Tax Theory, Law & Practice*, Chennai, Margham Publications. (Module I,II,III, IV, V)
4. Dr. H.C. Mehrotra, Dr. S.P Goyal, *Fundamentals of Income Tax A.Y 2020-21*, Agra, Sahitya Bhawan Publications. (Module I,II,III, IV, V)
5. Joy Dhingra, *Goods and Service Tax & Custom Duty – Law and Practice*, Kalyani Publisher (Module V)
6. *Duty*, Agra, Sahitya Bhawan Publications. (Module V)
7. Monica Singhania Vinod K Singhania, *Students Guide To Income Tax Including GST Problems & Solutions*, - Taxmann's flagship publication (All Modules)
8. Dr. H.C. Mehrotra, Prof. V.P. Agarwal, *Indirect Taxes*, Agra Sahitya Bhawan Publications. (Module V)
9. Dr. H.C. Mehrotra, *Goods and Services Tax (G.S.T.)*, Agra, Sahitya Bhawan Publications. (Module V)
10. Vinod K Singhania, *Students' Guide to GST & Customs Law*, Taxmann's flagship publication. (Module V)

Discipline Specific Elective 4 - Marketing

B21BB14DE

Digital Marketing

(Number of Credits:6)

Objectives:

1. Explore role and importance of digital marketing in rapidly changing business environment.
2. Understanding digital marketing application in various functional areas of an organisation.
3. To develop an awareness of the various digital media tools and techniques.
4. Identify social media essentials in digital advertising and branding.
5. To showcase advertising and marketing opportunities in social media.

Course Outcomes

- 1 Understanding role and importance of digital marketing in a rapidly changing business landscape
- 2 To familiarise online advertising avenues in Social Media
- 3 Demonstrate advanced practical skills in common digital marketing
- 4 Inculcate branding techniques followed by Social Media
- 5 Build awareness on next generation digital marketing arena

Course Outline

Block 1: Fundamentals of Digital Marketing

Block 2: Online Marketing Mix

Block 3: Online Branding

Block 4: Social Media Marketing

Block 5: Future of Marketing

Block 1: Fundamentals of Digital Marketing:

Internet and Business - Introduction to E - Commerce and its types - Need and Importance of Digital Marketing- E-marketing and CRM – E-marketing and Online Advertising- Components of Online Marketing

Block 2: Online Marketing Mix

Online Marketing Mix Decision – Online Consumer Behaviour- Consumer Segmentation in Virtual Space – Consumer Targeting – Brand positioning online. Online Advertising- Types of Online Advertising

Block 3: Online Branding:

Cyber branding- The digital brand eco system-Brand Experience- Develop Consumer Engagement using Brand Knowledge and Brand Emotion –Brand Customer Centricity-Brand and Emotions

Block 4: Social Media Marketing:

Social Media Marketing – Social Media Analytics-Viral Marketing - Face book advertising -Twitter Marketing- LinkedIn Marketing -Video Marketing - - Affiliate Marketing- Affiliate Marketing Platforms- Blogging -Types of Blogs- Twitter -Content Writing- Social Gaming, SEO- Search Engines and their classifications-.

Block 5: Future of Marketing:

Rise of technology- Gamification and Game Based Marketing- Consumer Motivation for playing Games-Gamification and Consumer Brand Affinity Spectrum-Anatomy of Gamification- Use of Games as a Marketing Tools.

References

1. Dinesh Kumar, *Marketing In The Digital Age*, Sage Publication (All Modules)
2. Vandana Ahuja, *Digital Marketing*, Oxford University Press (All Modules)
3. Tracy L Tuten. *Social Media Marketing*, Sage Publication (All Modules)
4. Rowles,D. *Digital Branding: A complete step by step guide to strategy tactics and measurement*. United States: Kogan Page limited. (All Modules)
5. Seema Gupta, *Digital Marketing*, McGraw Hill Publications. (All Modules)

Discipline Specific Elective 4 – Human Resource

B21BB24DE

Talent and Knowledge Management

(Number of Credits:6)

Objectives:

1. Awareness on the development of talent and knowledge management
2. Understand the dimensions of talent management systems
3. Develop an appreciative view on the competency development
4. Comprehend the knowledge management concept and process

Course Outcomes

- 1 Understand importance, designing & building a talent pool and segmentation of talent pool
- 2 Express the characteristics, types of valid competency model and talent management information system
- 3 Describe the purpose of developing a talent management information strategy and the role of leaders in talent management

Course Outline

Block 1: Introduction to Talent and Knowledge Management

Block 2: Talent Management Systems

Block 3: Competency

Block 4: Knowledge Management

Block 5: Knowledge Management Process

Block 1: Introduction to Talent and Knowledge Management:

Meaning and Importance of Talent Management – Evolution of Talent and Knowledge Management – Contemporary Issues in Talent Management

Block 2: Talent Management Systems:

Total Performance Development Systems – Talent Market Place – Diagnostic Tools – TREADs

Talent Strategy – Workforce Planning and Talent Acquisition - Employer Branding in Talent Management – Ethical Decision Making – Resource Allocation – Human Relations

HR Metrics and Talent Analytics – Succession Planning

Block 3: **Competency:**

Meaning and Definition – Competency Assessment – Core Competency and Attributes – Leadership Overview – Employee Engagement – Accountability – Diversity

Designing a Competency Framework – Role of Leaders in Competency Management

Block 4: **Knowledge Management:**

Meaning and Importance – Nature – Factors Influencing Knowledge Management – Knowledge Centric Organisation - Knowledge Workers – Learning Organisations — Intrapreneurship and Innovation – Perpetual Organisational Change

Knowledge Intensive Firm - Features of a Knowledge Intensive Firm – Key Process – Challenges

Block 5: **Knowledge Management Process:**

Knowledge Discovery – Knowledge Capture – Knowledge Sharing – Knowledge Application

Knowledge Management Infrastructure – Organisational Impact of Knowledge Management – Effect of Task Characteristics in Knowledge Management Processes

References

1. David G Collings, Kamel Mellahi and Wayne F Cascio. *The Oxford Handbook of Talent Management*. Oxford University Press (Block 1)
2. Lance A Burger & Dorothy R Burger. *The Talent Management Handbook*. McGraw Hill (Block 1)
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4. Gauri Joshi & Veena Vohra. *Talent Management*. Cengage Learning (Block 1)
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9. Elaine Biech. *ASTD Handbook*. ASTD Press (Block 3)
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11. Elias M Awad & Hassan M Ghaziri. *Knowledge Management*. PHI India (Block 4)
12. Mruthyunjaya HC. *Knowledge Management*. PHI India (Block 4)
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Discipline Specific Elective 4 - Logistics

B21BB34DE

Multi model Transportation

(Number of Credits:2)

Objectives:

1. To understand the role of transportation in logistics
2. To impart knowledge on different types of Transportation
3. To provide basic information on shipping operations
4. To have understanding in maritime documentation
5. To give information on international trade route and international cooperation on Shipping operations

Course Outcomes

- 1 Having knowledge on importance of Transportation in Logistic operations
- 2 Knowing the importance of different modes of transportation in logistics management
- 3 Gaining knowledge on ports and shipping operations
- 4 Better understanding of maritime documentation
- 5 Acquiring knowledge on international shipping trade routes

Course Outline

Block 1: Transportation Systems:

Block 2: Different Modes of Transportation:

Block 3: Port Operations:

Block 4: Documentations:

Block 5: Shipping Routes and International Shipping:

Block 1: **Transportation Systems:**

Introduction to transportation systems-Strategic role of transportation in logistics. Significance and Importance of an effective transportation system, Various aspects of Transportation, Principles of Transportation. Role of Transportation in Integrated Logistics process, Parties involved in Transportation decision.

Block 2: Different Modes of Transportation:

Different Modes of Transportation-Rail, Road, Air, Water and Pipe Line. Criteria for Selection of modes of transportation, Air mode of Transportation-Advantages and Constraints, International Transportation, Air Cargo Carriers. Air Cargo Chain Operations Multimodal and Intermodal Transportation, Advantages of Multimodal Transportation,

Block 3: Port Operations:

Types of Ports, Importance of Ports, Functions of Ports, Major Ports of the world, Concepts of hub and transshipment and feeder ports., Parties involved in Ocean Transportation-Customs, Port Trusts, Immigration Authority, Clearing and Forwarding Agents, Container Freight Station. Port Efficiency Parameters-Pre-Berthing Detention Time (PBD), Non-Working Time at Berth (NWT), Turn Round Time (TRT), Output Per Ship Berth Day. Major Threats in Maritime Sector.

Block 4: Documentations:

International Transport Documents. Maritime Documents-Export General Manifest, Import General Manifest, Mate's Receipt, Bill of Lading (BOL)-Different Types, Bill of Entry. Freight Bill. Air Way Bill (AWB), Rail Consignment Receipt, /Road Bill, Multimodal Transport Document (MTD).

Block 5: Shipping Routes and International Shipping:

Major Shipping Routes of the world-Maritime routes, International Organizations and Conventions affecting International Shipping- International Maritime Organization (IMO), International Chamber for Shipping, Classification of Ships, Shipping Methods-Liner Operations, Tramp Operations. Shipping Conferences, Shipping Alliances. Flag of Registration and Flag of Convenience. Concept of Inco terms.

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8. David P. & Richard Stewart. (2010). *International Logistics: Management of International Trade Operations*. USA: Cengage Learning. (Block 2)
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Discipline Specific Elective 5 - Finance

B21BB05DE

Financial Derivatives

(Number of Credits:6)

Objectives:

1. To understand the learners about the concept of Financial Derivatives.
2. To acquaint the knowledge of Futures, Forwards, Swaps and Options.
3. To know about the Commodity Derivatives and Interest Rate Derivatives.

Course Outcomes

- 1 Gain detailed knowledge about financial derivatives
- 2 Demonstrate an understanding of forwards, futures
- 3 To familiarise the concept and application of options and Swaps
- 4 To enumerate the Commodity and Interest rate Derivatives

Course Outline

Block 1: Introduction to Financial Derivatives:

Block 2: Futures and Forwards:

Block 3: Options and Swaps:

Block 4: Commodity Derivatives:

Block 5: Interest Rate Derivatives:

Block 1: Introduction to Financial Derivatives:

Introduction- economic benefits of derivatives - Types of financial derivatives - Features of derivatives market - Factors contributing to the growth of derivatives - functions of derivative markets - Exchange traded versus OTC derivatives -traders in derivatives markets - Derivatives market in India

Block 2: Futures and Forwards:

Futures and forwards meaning - differences-valuation of futures, valuation of long and short forward contract. Mechanics of buying &selling futures, Margins- Hedging using futures -specification of futures - Commodity futures - Index futures - interest rate futures – arbitrage opportunities.

Block 3: Options And Swaps:

Concept of Options – Types of options – Option Valuation – Option Positions Naked and Covered Option – Underlying Assets in Exchange-traded Options – Determinants of Option Prices – Binomial Option Pricing Model – Black-Scholes Option Pricing – Basic Principles of Option Trading – SWAP: Concept, Evaluation and Features of Swap – Types of Financial Swaps – Interest Rate Swaps – Currency Swap – Debt Equity Swap.

Block 4: Commodity Derivatives:

Meaning - commodity futures market-exchanges for commodity futures in India, Forward Market Commissions and regulation-commodities traded – trading and settlements – physical delivery of commodities

Block 5: Interest Rate Derivatives:

Meaning - Interest rate markets- Type of rates, Zero rates, Bond pricing, Determining Zero rates, Forward rules - Forward rate agreements (FRA)- Treasury bond & Treasury note futures - Interest rate derivatives.

References

1. John Hull, *Options, Futures and other Derivatives*, Pearson Education. (Module I,II,III and V)
2. Madhumathi R, RanganathamM., *Derivatives & Risk Management Pearson*. (All Modules)
3. Sundaram Janakiraman, *Derivatives and Risk Management*, Pearson. (All Modules)
4. Parameshwaran, *Futures and Options*, Mcgraw Hill. (Module II and III)
5. Rajiv Srivastava *Derivatives & Risk Management*, Oxford University. (All Modules)
6. S.L.Gupta, *Financial Derivatives*, Prentice Hall. (All Modules)

Discipline Specific Elective 5 - Marketing

B21BB15DE

Service Marketing

(Number of Credits:6)

Objectives:

1. To explore and importance of Service Marketing.
2. To familiarise the learners with Marketing Mix Services Marketing.
3. To develop knowledge about Customer Behaviour in Service Marketing.
4. Describe Service Quality and the role of service marketing in different sectors.

Course Outcomes

1. Develop an understanding about the various concepts and importance of Services Marketing
2. Enhance knowledge about marketing mix in the service marketing
3. To familiarise on customer behaviour in service marketing
4. Learn to implement service quality
5. Build awareness about service marketing in different sectors

Course Outline

Block 1: Marketing Services

Block 2: Marketing Mix in Service Marketing

Block 3: Customer Behaviour in Services Marketing

Block 4: Service Quality

Block 5: Marketing of Service in Specialised Sectors

Block 1: Marketing Services

Introduction - Growth of the service sector - Concept of service - Characteristics of service - Classification of service - Significance of Service marketing - designing of the service - Service marketing triangle.

Block 2: Marketing Mix in Service Marketing

Meaning - The seven Ps - product decision - pricing strategies and tactics - promotion of service and distribution methods for services - Additional dimension in services marketing- people, physical

evidence and process.

Block 3: Customer Behaviour in Services Marketing

Introduction - Customer Expectations in Services - Service Costs Experienced by Customer -Customer perception of services-Factors that influence customer perception of service – Service Delivery - Role of customer in Service Delivery - Conflict Handling in Services – Customer Responses in Services - Concept of Customer Delight.

Block 4: Service Quality

Introduction – Concept of Service Quality - Importance of service quality – GAP model – SERVQUAL dimensions – Delivery of High-quality service – Emerging trends in service marketing – E-service.

Block 5: Marketing of Service in Specialised Sector

Marketing of services with Special reference to financial services - Health services -Hospitality services including travel, hotels and tourism - Professional service – Public utility service - Educational services.

References

1. Bhattacharjee, *Services Marketing: Concepts & Cases*, Excel Books. (All Modules)
2. Christopher Lovelock; *Services Marketing*, People Technology, Strategy, Pearson Education Asia.(All Modules)
3. Jha, SM, *Services Marketing*, Himalaya Publishing Co. (All Modules)
4. Rajendra Nargundkar, *Services Marketing: Text & Cases*, Tata McGraw-Hill Publishing Company, New Delhi,(All Modules)
5. R. Srinivasan, *Services Marketing*, Prentice Hall of India Private Limited, New Delhi.(All Modules)
6. Valerie Zeithaml& Mary Jo Bitner; *Services Marketing* – Tata-McGraw–Hill. (All Modules)

Discipline Specific Elective 5 – Human Resource

B21BB25DE

Strategic Human Resource Management (SHRM)

(Number of Credits:6)

Objectives:

1. Awareness of the scope and functions of strategic HRM
2. Imbibing idea on HR planning
3. Develop understanding on strategic training and development
4. Relate strategic motivation and employee engagement
5. Create general awareness on global HRM

Course Outcomes

- 1 Understand the scope and models of Strategic HRM
- 2 Recognise the need for strategic HR planning
- 3 Learn the role of strategic motivation in employee engagement

Course Outline

Block 1: Introduction to SHRM

Block 2: Human Resource Planning

Block 3: Strategic Training and Development

Block 4: Strategic Motivation and Employee Engagement

Block 5: Global Human Resource Management

Block 1: Introduction to SHRM:

Human Resource Management for Excellence – Evolution and Growth of HRM in Indian and International Context - Strategic Human Resource Management – Definition – Scope of SHRM – Environment of SHRM - Factors Influencing HR Strategy – Strategic SHRM Models – SHRM and Functions of SHRM

Block 2: Human Resource Planning:

Human Resource Planning – HR Planning Models – HR Planning Process - Strategic Selection, Utilisation and Retention of Human Resources – Competency Mapping – Strategy Oriented Performance Measurement Systems.

Block 3: Strategic Training and Development:

Strategic Training – Training Models - Technology Enabled Learning and Training Systems – Evaluation of Training Effectiveness

Block 4: Strategic Motivation and Employee Engagement:

Historical Perspective – Reward Strategy – Definition of Motivation - Theories of Motivation – Factors influencing Employee Motivation

Employee Engagement – Definition - Strategies to Improve Employee Engagement and Prevent Voluntary Turnover

Block 5: Global Human Resource Management:

Global HRM vs Domestic HRM – Factors affecting HRM at Global Markets – Types of International HR - Assessing Culture – Strategic HR Issues in Global Assignments

References

1. Biswajeet Pattanayak. *Human Resource Management*. India: PHI (Block 1)
2. Seema Sankhi. *Human Resource Management*. Vikas Publishing House (Block 1)
3. Feza Tabassum Azmi. *Strategic Human Resource Management: Text and Cases*. Cambridge University Press (Block 1)
4. Kesho Prasad. *Strategic Human Resource Development: Concepts and Practices*. PHI India (Block 2)
5. Seema Sankhi. *Human Resource Management*. Vikas Publishing House (Block 2)
6. Feza Tabassum Azmi. *Strategic Human Resource Management: Text and Cases*. Cambridge University Press (Block 2)
7. Kesho Prasad. *Strategic Human Resource Development: Concepts and Practices*. PHI India (Block 3)
8. Seema Sankhi. *Human Resource Management*. Vikas Publishing House (Block 3)
9. Kesho Prasad. *Strategic Human Resource Development: Concepts and Practices*. PHI India (Block 4)
10. Seema Sankhi. *Human Resource Management*. Vikas Publishing House (Block 4)
11. Raymond A Noe, John R Hollenbeck, Barry Gerhart, Patrick M Wright and Linda Eligh. *Strategic Human Resource Management*. McGraw Hill Education (Block 4)
12. Raymond A Noe, John R Hollenbeck, Barry Gerhart, Patrick M Wright and Linda Eligh. *Strategic Human Resource Management*. McGraw Hill Education (Block 5)
13. Feza Tabassum Azmi. *Strategic Human Resource Management: Text and Cases*. Cambridge University Press (Block 5)

Discipline Specific Elective 5 - Logistics

B21BB35DE

Packing and Packaging

(Number of Credits:6)

Objectives:

1. To distinguish between packing and packaging and functions
2. To get knowledge on different packing materials
3. To understand the packaging needs for transportation
4. To have ideas on packaging design
5. To study packaging Economics and prevailing laws on packaging

Course Outcomes

- 1 Knowledge on importance of packing and packaging
- 2 Having information about different materials used for Packing
- 3 Have the knowledge on the requisites of packaging for transportation
- 4 Acquiring information on Packaging Designs.
- 5 Being Cost conscious on Packaging and aware of relevant packaging Laws.

Course Outline

Block 1: Introduction to Packing and Packaging

Block 2: Packaging Materials

Block 3: Packaging for Transportation

Block 4: Packaging Design

Block 5: Packaging Economics and Packaging Laws

Block 1: Introduction to Packing and Packaging:

Introduction to Packing and Packaging, Distinction between packing and packaging. Packaging Perspectives, Functions, Package Design, Consumer and Industrial Packaging, Unitization/Containerisation, Rigid Containers and Flexible Containers

Block 2: Packaging Materials:

Packaging Materials and Kind of Packing, Preparation for Packaging, Packing of goods. Food Packaging, Parma Packaging, Purpose of Bar coding in packaging.

Block 3: Packaging for Transportation:

Packing for Transportation, Types of Packing Boxes, Cargos, Containers for Transportation of Export

Cargo-Usage of Cushion materials, Prevention of Mould, Mildew and Corrosion

Block 4: Packaging Design:

Packaging Design, Procedure for Packaging Goods, Closing and sealing the boxes marking on the Export Boxes, Communication-Features of Marking and Labelling,

Block 5: Packaging Economics and Packaging Laws:

Packaging Economics, Cost of Packing versus Cost of Product, Cost Reduction in Packaging, Packing for Inventory Control, Value Analysis. Packaging Laws, Consumer protection Food Packaging,

References

1. Westwood John. (2012). *How to get Started in Export*. Kogan Page Ltd (Block 1)
2. Usha Kiran Roy. *Export and Import Logistics Management*. PHI Learning. (Block1)
3. Donald J Bowersox, David J Closs & M. Bixby Cooper. (2017). *Supply Chain Logistics Management*. Chennai: McGraw Hill Education (India) Pvt Ltd. (Block 2)
4. Westwood John. (2012). *How to get Started in Export*. Kogan Page Ltd (Module 3)
5. Usha Kiran Roy. *Export and Import Logistics Management*. PHI Learning. (Block 3)
6. Donald J Bowersox, David J Closs & M. Bixby Cooper. (2017). *Supply Chain Logistics Management*. Chennai: McGraw Hill Education (India) Pvt Ltd (Module 3)
7. McKinley A.H.(2004). *Transport Packaging*. Iopp. (Block 3)
8. Donald J Bowersox, David J Closs & M. Bixby Cooper. (2017). *Supply Chain Logistics Management*. Chennai: McGraw Hill Education (India) Pvt Ltd. (Block 4)
9. Calver G. (2003). *What is Packaging Design*. Rot Vision (Block 4)
10. Robertson G.L.(2005). *Food Packaging* (Module 5)
11. Westwood John. (2012). *How to get Started in Export*. Kogan Page Ltd (Block 5)
12. Usha Kiran Roy. *Export and Import Logistics Management*. PHI Learning. (Module 5)

PROJECT REPORT


B21BB01PR


(Credits: 6)

GUIDELINES FOR PROJECT

- Project work to commence at the beginning of the sixth semester
- Every student shall work on a project related to management and more closely associated to the area of specialisation. Identifying a topic which is live from the environment/industry is possible through establishing linkages with industry/ policy making bodies.
- Project Report to be submitted at the end of the last semester
- Project work should be done under the supervision and guidance of academic counsellors.
- Learners who submit a project shall justify the following:

 Research Problem

 Relevance of the study


 Objectives and the Methodology


 Analysis and interpretation

Two copies of the project report in English (Printed in A4 size paper) should be submitted as per latest APA format.

Structure of the Report


- Preliminary section


 Title Page- Name of the Student, Name and Designation of the supervising Teacher

 Certificate from the guide (Academic counsellors)

 Acknowledgements

 Contents

 List of tables

 List of figures

Chapterisation

- Main content

Chapter I: Introduction

Research problem, Objectives of the study, Methodology (sample design and technique stating the variables associated with the objectives)

Chapter II: Theoretical/Conceptual framework

Chapter III: Data Analysis and Interpretation

Chapter IV: Findings, Conclusion and Suggestions

- End matter

Bibliography- as per latest APA format

Appendix

Questionnaire, Specimen copies of forms, other exhibits etc.- include only those materials which is referred in the report.

Project Evaluation

Project Report to be submitted at the end of the last semester. The project report shall be subject to internal and external evaluation followed by a Viva-voce. Internal Evaluation is to be done by the supervising teacher and external evaluation is to be done by an examiner appointed by the University.

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

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

Total Marks for the Project is 100 in two components

A - Project assessment -70

B - Viva Voce- 30

Project assessment valuation would have the following break up:

- Relevance of the study-10
- Problem identification -10

- Methodology-25
- Findings-10
- Reporting-5
- Linkage in the study-5
- Outcome achieved -5

The student should get a minimum of 35 in project report. If the student fails to get a minimum in project report, he or she shall submit the project report after modifying it on the basis of the recommendations of the examiners.

Structure of Model question paper

SECTION A

Answer any ten questions in a word or sentence each. Each question carries 1 mark. (1x10 = 10 Marks)

SECTION B

Answer any five questions in one or two sentences each. Each question carries 2 marks. (2x 5 =10 Marks)

SECTION C

Answer any four questions in one page each. Each question carries 5 marks. (5x4 = 20 Marks)

SECTION D

Answer any two questions in three pages each. Each question carries 15 marks. (15x2 =30 Marks)