

KANNUR UNIVERSITY



**FOUR-
YEAR UNDERGRADUATE PROGRAMME
(KU-FYUGP)
BBA PROGRAMME
CURRICULUM AND SYLLABI
(2024 ADMISSIONS ONWARDS)**

SEMESTER-WISE COURSE STRUCTURE

Semester I

<i>Semester</i>	<i>Course Category</i>	<i>Code</i>	<i>Credit</i>	<i>Course</i>	
I	Ability Enhancement Course (AEC)	KU1AECE102	3	English 1- Enriching English	
		Additional Language 1			
		KU1AECKAN101	3	Kannada- Modern Kannada Poetry And Fiction	
		KU1AECMAL103	3	Malayalam- സാഹിത്യവും രചനയും	
		KU1AECHIN102	3	Hindi-Sahityik Hindi	
	Major	KU1DSCBBA100	4	Management Concepts *	
	Minor (Select any Two)	KU1DSCBBA101	4	Managerial Economics	
		KU1DSCBBA102	4	Business Statistics	
		KU1DSCBBA103	4	Business Communication	
		KU1DSCBBA104	4	Basic Concepts of Professionalism	
	Multi-Disciplinary Courses	KU1MDCBBA100	3	Fundamentals of Management	

SYLLABUS

KU2AECENG105: ENGLISH IN CONTEXT

Semester	CourseType	CourseLevel	CourseCode	Credits	TotalHours
2	AEC	100-199	KU2AECENG105	3	60HRS

LearningApproach(Hours/Week)			MarksDistribution			Duration of ESE(Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
2	2	0	25	50	75	1.5HRS

Course Description:

This course is designed to foster students' ability to create imaginative and engaging written works by utilizing various literary techniques and elements such as character development, plot construction, and stylistic devices. It intends to equip students to produce clear, concise, and effective technical documents, including manuals, reports, and proposals. It also intends to develop students' ability to engage in constructive peer reviews and collaborative writing exercises, enhancing their capacity to give and receive feedback effectively.

Course Prerequisite: NIL

Course Outcomes:

CONo.	Expected Outcome	Learning Domains
1	Recall the rules of English grammar, including syntax, punctuation, and sentence structure.	R
2	Understand literary techniques such as imagery, symbolism, and metaphor used in creative writing.	U

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3	Understand the principles of technical writing	U
4	Identify and correct grammatical errors in written texts.	A
5	Learn to analyse and critique both creative and technical texts to understand the strengths and weaknesses of each.	An

**Remember(R), Understand (U), Apply(A), Analyse(An), Evaluate(E), Create(C)*

Mapping of Course Outcomes to PSOs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	X						
CO2	X		X				
CO3	X	X					
CO4	X	X	X				
CO5			X				

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
Module 1: Grammar Usage 1			
1	1.1	Importance of proper language usage – introduction to parts of speech – nouns and pronouns	3
	1.2	Verbs (gerund, infinitive, modals and auxiliaries) Tenses	4
	1.3	Adjectives and adverbs, degrees of comparison	3
	1.4	Prepositions and conjunctions	3

Module 2: Grammar Usage 2			
2	2.1	Sentence structure – subject, predicate and object	2
	2.2	Basic sentence types – simple, compound and complex sentences	4
	2.3	Subject verb agreement, common errors in sentence structure	4
	2.4	Punctuation and capitalisation	3

	Module3CreativeWritings		
3	3.1	Picture /objectdescription	2
	3.2	Outlinestory	2
	3.3	DiaryEntry,blogwriting	3
	3.4	Poem/shortstorywriting	3

	Module4TechnicalWritings		
4	4.1	Reviews–book,movie,webseries	3
	4.2	Analysisofliterarynarratives	2
	4.3	ReportWritingandSOP	4
	4.4	PreparingQuestionnaires,	3

	TeacherSpecific Module	12hrs
5	<i>A teacher can use this module to give further practice on the topics discussed in the previous modules or design activities like the ones given below. This module is for internal evaluation</i>	
	<ol style="list-style-type: none"> 1. Encourage students to join online writing communities or forums where they can share their work and receive feedback from a broader audience. 2. Organize field trips to places like publishing houses, technical writing firms, or literary events to give students real-world insights into writing careers. 	

Essential Readings:

1. *How to Write and Speak Better*. Reader's Digest. 1989.
2. Kane, Thomas S. *The Oxford Essential Guide to Writing*. Oxford University Press, 2003
3. Manser, Martin, and Stephen Curtis. *The Penguin Writer's Manual*. Penguin Books Ltd. 2002.
4. Reynolds, Garr. *Presentation Zen: Simple Ideas on Presentation Design and Delivery*. Pearson Education, 2009.
5. Swan, Michael. *Practical English Usage*, OUP, 2016

Assessment Rubrics:

Evaluation Type	Marks
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EndSemester Evaluation	50
ContinuousEvaluation	25
a) Test Paper-1	5
b) Assignment	5
c) Seminar	5
d) Listeningtests	5
e) Speakingassignments	5
Total	75

Note:Practicums haveonlyinternalassessments.

SEMESTER 1

KU1AECKAN101 : MODERN KANNADA POETRY AND FICTION

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
1	AEC	100-199	KU1AECKAN101	3	45

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	-	1	25	50	75	1.5

Course Description

The Course intends to introduce basics of poetry and fiction. Moral values and social commitment of an individual are also the components of the course. It is expected that, timely changes in the concept of morality and social status are also realized by introducing such courses.

COURSE OUTCOMES

Course Learning Outcomes: At the end of the Course, the Student will be able to

CO No.	Expected Outcome	Learning Domains
C01	Understand the features of Poetry and Short Story	U
C02	Understand the importance of morality and social commitment	U
C03	Recognize how to read	R
C04	Recognize what is ideality	R

Mapping of Course Outcomes to PSOs/Pos

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	×						
CO2				×	×		
CO3		×					
CO4			×			×	×

COURSE CONTENTS

Contents for Classroom Transaction

Module 1

	DESCRIPTION	HOURS
1.1	Features of poetry	3
1.2	History of modern Kannada poetry	3
1.3	Kaariheggadeya Magalu – B.M. Shree	2
1.4	Gangavatharana – Da. Ra. Bendre	3

Module 2

	DESCRIPTION	HOURS
2.1	Mumbayi Jathaka – G.S. Shivarudrappa	3
2.2	Benki Nunguva Huduga – Radhakrishna Uliyathadka	2
2.3	Masthi – K.S. Nisar Ahammad	2
2.4	Amruthamathiya Swagatha – H.L. Pushpa	3

Module 3

	DESCRIPTION	HOURS
3.1	Features of short story	3
3.2	Brief history of short story in Kannada	3
3.3	Jogyora Anjappana Kolikathe – Masthi Venkatesha Ayyangar	3
3.4	Dhaniyara Sathyanarayana – Koradakkal Shreenivasa Rao	3

Module 4

	DESCRIPTION	HOURS
4.1	Ammachiemba Nenapu - Vaidehi	3
4.2	Nombu – Fakeer Ahamad Katpadi	3
4.3	Declaration – Shreekanta Putturu	3
4.4	Tabarana Kate – Poornachandra Tejaswi	3

Module 5

Teacher Specific Module

5	Activities to enhance reading and writing skill	5
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Essential Readings

1.1	Hosagannada Kavithya Mele English Kavyada Prabhava – S. Ananthanarayana
1.2	Hosagannada Sahithya Charitre – L.S. Sheshagiri Rao
1.3	English Geetegal – B.M. Shree
1.4	Gangavatharana – Da. Ra. Bendre
2.1	Tereda Dari – G.S. Shivarudrappa
2.2	Benki Nunguva Huduga – Radhakrishna Uliyathadka
2.3	Samagra Kavithyegalu – Nisar Ahammad
2.4	Amruthamathiya Swagatha – H.L. Pushpa
3.1	Hosagannada Sahithya Charitre – L.S. Sheshagiri Rao
3.2	Sannakathe : Aakruthi Mattu Aashaya – S. Diwakar
3.3	Maasthi Sannakategalu - Shreenivasa
3.4 to 4.3	Dakshinakannadada Shatamanada Kategalu – B. Janardana Bhat
4.4	Tejaswi Avara Ella Kategalu - Poornachandra Tejaswi

Suggested Readings

1. Hosagannada Sahithya Charitre – L.S. Sheshagiri Rao
2. Hosagannada Kavithya Mele English Kavyada Prabhava – S. Ananthanarayana
3. Sannakathe : Aakruthi Mattu Aashaya – S. Diwakar
4. Hosagannadada Ugama Mattu Vikasa – Harikrishna Bharanya
5. Hosagannadada Arunodaya – Shreenivasa Havanura
6. Aadhunika Kannada Sahithya Rupagalu – Karnataka University, Dharawada

Assessment Rubrics

Evaluation Type		Marks
End Semester Evaluation		50
Continuous Evaluation		25
a	Test Paper- 1	5
b	Test Paper-2	5
c	Assignment	5
d	Reading Ability	5
e	Viva-Voce	5
Total		75

KU1AECMAL103 സാഹിത്യവും രചനയും

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
1	AEC	100-199	01AEC103	3	60

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	1		25	50	75	1.5

Course Description: വാണിജ്യശാസ്ത്രം മേജർ വിഷയമായി പഠിക്കുന്ന വിദ്യാർത്ഥികളിൽ സാഹിത്യഭിരുചി വളർത്തുന്നതിനും ഭാഷാവിനിമയശേഷി വികസിപ്പിക്കുന്നതിനും സാമൂഹികവും സാംസ്കാരികവുമായ കാഴ്ചപ്പാട് രൂപപ്പെടുത്തുന്നതിനും വേണ്ടി രൂപകല്പന ചെയ്തിട്ടുള്ള കോഴ്സാണ് സാഹിത്യവും രചനയും.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	കഥ, കവിത തുടങ്ങിയ സാഹിത്യഗണങ്ങൾ ആസ്വദിക്കുന്നു	U, An
2	സർഗാത്മകരചനകൾ വിമർശനാത്മകമായി വിലയിരുത്താനുള്ള ശേഷി നേടുന്നു	An, E
3	സർഗാത്മക രചനകളിൽ ഏർപ്പെടുന്നു	A, C
4	ഭാഷാപ്രയോഗശേഷി, രചനാശേഷി ഇവ നേടുന്നു	R, A, C
5	അഭിലഷണീയമായ സാമൂഹിക, സാംസ്കാരിക കാഴ്ചപ്പാട് രൂപീകരിക്കപ്പെടുന്നു	An, E

**Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
1	MODULE TITLE: കവിതകൾ		12
	1	കവിതയിലെ കാല്പനികതയും നിയമിതവുമാനന്യധാരണ a) അങ്ങേ വീട്ടിലേക്ക് - ഇടശ്ശേരി ഗോവിന്ദൻ നായർ	
	2	a) മഴവിലും ചുരൽവടിയും - എൻ വി കുറുപ്പ് വാരിയർ	
	3	കവിതയിലെ ആധുനിക പ്രവണതകൾ a) താരും കുറ്റിച്ചൂലും - കടമ്മനിട്ട രാമകൃഷ്ണൻ	
	4	പുതുകവിത - സാമാന്യ അവലോകനം a) വീട് - സാവിത്രി രാജീവൻ b) പ്രസാധകന്റെ സർവ്വേ - ബിന്ദു കൃഷ്ണൻ	
	MODULE TITLE: കഥകൾ		12
	1	തേന്മാവ് - വൈക്കം മുഹമ്മദ് ബഷീർ	
	2	വീട് - ഉറൂബ്	
3	ഡൽഹി 1981 - എം മുക്തദാസ്		
4	ഇവിടെ ഒരു ടെക്കി - ചന്ദ്രമതി		
3	MODULE TITLE: ലേഖനങ്ങൾ		12
	1	ഭാഷ,സംസ്കാരം,വിദ്യാഭ്യാസം - എം എൻ വിജയൻ	

2	a) കുളിച്ചല്ലേന്ന് പറഞ്ഞാലെന്താ -എം എൻ കാരശ്ശേരി	
	b) വാക്യദോഷങ്ങൾ - പത്മന രാമചന്ദ്രൻ നായർ	
	c) പുനരുക്തി ദോഷം - പത്മന രാമചന്ദ്രൻ നായർ	
3	ചായക്കോപ്പയിലെ ഐ.ടി വിപ്ലവം - രാം മോഹൻ പാലിയത്ത്	

	MODULE TITLE: ആശയവിനിമയവും രചനയും	12
4	1	പദശുദ്ധി - വാക്യശുദ്ധി
	a)	വാക്യഘടന - പദബന്ധം - ആശയസംഗ്രഹം - പരാവർത്തനം - വിവർത്തനം
	2	ഉപന്യാസ രചനാ പരിശീലനം
	a)	റിപ്പോർട്ട് തയ്യാറാക്കൽ
	b)	പരസ്യവാക്യ രചന - ലക്ഷ്യവാക്യ രചന (Motto)
	3	കത്തുകൾ - ഔദ്യോഗികം, വാണിജ്യപരം
a)	അപേക്ഷകൾ , സർവ്വേ ഫോറങ്ങൾ തയ്യാറാക്കൽ	

	Teacher Specific Module	12
5	<p><i>Directions :</i> 1. പരിചയപ്പെട്ട കഥകൾ, കവിതകൾ എന്നിവയുടെ ആസ്വാദനക്കുറിപ്പ് തയ്യാറാക്കൽ.</p> <p>2. കോഴ്സിൽ നിർദ്ദേശിച്ച സാഹിത്യരൂപങ്ങൾ മറ്റൊരു ആവിഷ്കാര രൂപത്തിൽ അവതരിപ്പിക്കൽ (നാടകം , നൃത്തശില്പം, സംഗീതശില്പം, കഥാപ്രസംഗം, ചിത്രം, പ്രസംഗം).</p> <p>3. കോഴ്സിൽ പരിചയപ്പെട്ട രചനകളുടെ സമകാലിക പ്രസക്തി വിലയിരുത്തി ഉപന്യാസങ്ങൾ രചിക്കൽ.</p> <p>4. കോഴ്സിലൂടെ പരിചയപ്പെട്ട എഴുത്തുകാരുടെ ഇതര രചനകൾ വായിച്ച് വായനക്കുറിപ്പ്, ബുക്ക് റിവ്യൂ എന്നിവ തയ്യാറാക്കൽ.</p>	

Essential Readings:

1. മലയാള കവിത ആധുനികതയും പാരമ്പര്യവും , ആമുഖം - എം ആർ രാഘവ വാര്യർ (മൊഡ്യൂൾ 1)

2. പൂരിപ്പിക്കാത്ത സമസ്യകൾ - ചെറുകഥ - വാക്കും വഴിയും - കെ എസ് രവീകുമാർ (മൊഡ്യൂൾ 2)
3. ഉപന്യാസത്തെപ്പറ്റി ഒരു ഉപന്യാസം - എസ് ഗുപ്തൻ നായർ (മൊഡ്യൂൾ 3)
4. നല്ലഭാഷ - പന്മന രാമചന്ദ്രൻ നായർ - ഡി സി ബുക്സ് 2014(മൊഡ്യൂൾ 3)
5. ശൈലീചിന്ത(തെളിമലയാളം) - എം എൻ കാരശ്ശേരി (മൊഡ്യൂൾ 4)

Suggested Readings:

1. ചെറുകഥ വാക്കും വഴിയും - കെ എസ് രവീകുമാർ - കറന്റ് ബുക്സ് 1999.
2. കഥ ആഖ്യാനവും അനുഭവസത്തയും - കെ പി അപ്പൻ - ഡിസി ബുക്സ് 1999.
3. പുതിയ കഥ, പുതിയ വായന - എഡിറ്റർ - ഡോക്ടർ ഷീബ ദിവാകരൻ - ആത്മ ബുക്സ് 2021
4. മലയാള കവിത ആധുനികതയും പാരമ്പര്യവും - വള്ളത്തോൾ വിദ്യാപീഠം ശുകപുരം 2012.
5. ഉത്തരാധുനിക കവിതാപഠനങ്ങൾ - എം പി പോൾ - കേരള സാഹിത്യ അക്കാദമി 2010.
6. എം എൻ വിജയൻ സമ്പൂർണ്ണ കൃതികൾ
7. തെരഞ്ഞെടുത്ത ലേഖനങ്ങൾ - എസ് ഗുപ്തൻ നായർ - കേരള സാഹിത്യ അക്കാദമി 2009.
8. നല്ലഭാഷ - പന്മന രാമചന്ദ്രൻ നായർ - ഡി സി ബുക്സ് 2014.
9. വാക്കിന്റെ വരവ് - എം എൻ കാരശ്ശേരി - കേരള ഭാഷാ ഇൻസ്റ്റിറ്റ്യൂട്ട് 2013.
10. തെളിമലയാളം - എം എൻ കാരശ്ശേരി - ഡിസി ബുക്സ് 2005.
11. വെബിനിവേശം - രാം മോഹൻ പാലിയത്ത് - മാത്യൂമി ബുക്സ് 2023.

Assessment Rubrics: ആഭ്യന്തരമൂല്യനിർണയത്തിനുള്ള 25 മാർക്കിൽ 10 മാർക്ക് നിർബന്ധമായും പരീക്ഷ നടത്തി നൽകേണ്ടതാണ്. ബാക്കി 15 മാർക്കിന് കോഴ്സിന്റെ സ്വഭാവമനുസരിച്ച് താഴെ

കൊടുത്തിരിക്കുന്ന വിവിധ ഘടകങ്ങളോ കോഴ്സ് പഠിപ്പിക്കുന്ന അധ്യാപകർ നൽകുന്ന പഠനപ്രവർത്തനങ്ങളോ മാനദണ്ഡങ്ങളായി പരിഗണിക്കാവുന്നതാണ്.

Evaluation Type		Marks
End Semester Evaluation		50
Continuous Evaluation		25
a)	Test Paper- 1	
b)	Test Paper-2	
c)	Assignment	
d)	Seminar	
e)	Book/ Article Review	
f)	Viva-Voce	
g)	Field Report	
Total		75

**KU1AECHIN102 साहित्यिक हिन्दी SAHITYIK HINDI
For Commerce Stream**

Semester	Course type	Course Level	Course Code	Credits	Total Hours
I	AEC	100-199	KU1AEC HIN102	3	60

Learning Approach(Hours/Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/Internship	Tutorial	CE	ESE	Total	
2	2	0	25	50	75	1 hr 30 minutes

Course Description :

Course is designed to immerse students in the vibrant world of Hindi literature through its narrative and poetic forms. This course offers a journey through the diverse range of storytelling techniques and poetic expressions in Hindi literature.

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Understand representative stories and poems of Hindi Literature.	R,U
2	Ability to analyze and evaluate selected stories and poems.	An
3	Understand the various trends of Hindi Literature and to analyze the theme and craft of the literary works under study .	E
4	Develop linguistic skills through the study of literary forms.	E,C

***Remember (R) , Understand(U), Apply(A), Analyse (An), Evaluate(E), Create(C)**

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	√						√	
CO2					√		√	
CO3		√			√		√	
CO4			√			√	√	√

COURSE CONTENTS

Contents for Classroom Transaction :

MODULE	UNIT	DESCRIPTION	HOURS
	MODULE TITLE		
1	1	नमक का दारोगा - कहानी - प्रेमचंद	4
	2	प्रेमचंद – रचनात्मक परिचय	2
	3	बाज़ार में रामधन - कहानी - कैलाश बनवासी	3
	4	कैलाश बनवासी – रचनात्मक परिचय	2

	MODULE TITLE		
2	1	उलझन - कहानी - महीपसिंह	4
	2	महीपसिंह – रचनात्मक परिचय	2
	3	जंगल का दाह - कहानी - स्वयं प्रकाश	4
	4	स्वयं प्रकाश - रचनात्मक परिचय	2

	MODULE TITLE		
3	1	फिर भी - कविता - अरुण कमल	4
	2	अरुण कमल – रचनात्मक परिचय	2
	3	मारे जाएंगे - कविता - राजेश जोशी	4
	4	राजेश जोशी- रचनात्मक परिचय	2

	MODULE TITLE		
4	1	मां - कविता - बद्री नारायण	4
	2	बद्री नारायण – रचनात्मक परिचय	2
	3	मैं किसकी औरत हूँ - कविता - सविता सिंह	4
	4	सविता सिंह – रचनात्मक परिचय	2

5	Teacher Specific Module	12
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PRACTICUM:

1. बाज़ार में रामधन कहानी के आधार पर औपचारिक और अनौपचारिक पत्र लेखन
2. उलझन कहानी के पात्रों के बीच वार्तालाप तैयार करना
3. पठित कविताओं से संज्ञा, सर्वनाम और विशेषण शब्द चुनना एवं वाक्य में प्रयोग करना
4. पठित कविताओं से वर्तमान काल, भूतकाल एवं भविष्यत् काल की क्रियाओं को चुनकर वाक्य में प्रयोग करना

Essential Readings:

1. साहित्यिक हिन्दी, सं. हिन्दी यूजी बोर्ड ऑफ स्टडीज, कण्णूर विश्वविद्यालय, अनन्य प्रकाशन, नई दिल्ली

Suggested Readings:

1. समकालीन हिन्दी कविता, ए. अरविंदाक्षन, राजकमल प्रकाशन, नई दिल्ली
2. भूमंडलीकरण और समकालीन हिन्दी कविता, अमित श्रीवास्तव, समय साक्ष्य प्रकाशन, नई दिल्ली
3. समकालीन हिन्दी कविता, डॉ. सुमित एवं डॉ. राकेश कुमार सिंह, ओथर्स प्रेस प्रकाशन, नई दिल्ली
4. कहानी की अर्थान्वेषी आलोचना, पांडेय शशिभूषण शीतांशु, लोकभारती प्रकाशन, दिल्ली

Assessment Rubrics :

Evaluation Type	Marks
End Semester Evaluation	50
Continuous Evaluation	25
Test Paper -1	5
Test Paper – 2	5
Assignment	5
Seminar /Viva-voce	10
Total	75

KUIIDSCBBA100: Management Concepts and Principles

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
I	DSC	100-199	KUIIDSCBBA100	4	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	4	30	70	100	2

Course Description: Management concepts and principles is a foundational course which helps to develop managerial skills among students.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	1. Understand the fundamentals concept of management.	U
2	2. Learn the concepts and competence of planning	U
3	3. Acquire the knowledge of Organization and & staffing.	U
4	4. Understand the importance of effectiveness of directing & coordination	U
5	5. Analyse the importance, process & types of controlling.	An
6	6. To learn about the managerial idea, in the field of Management	A

***Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)**

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
		MODULE TITLE	
1	1	Introduction to Management	15
		a) Definition- nature- scope	
		b) levels of management-	
	2	School of Management thought	
		a) classical, Neo-classical and Modern Approaches of Management,	
	3	functions of management	
		a) planning, organising, staffing, directing, controlling	
		b) Roles of a manager	
	4	Scientific and modern Management in detail	
		a) Scientific management- meaning- principles, techniques	
		b) Modern management- concept, principles	

	c) Contemporary approaches in school of management thought	
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MODULE TITLE		
2	1 Planning and Decision Making	15
	2 Planning: meaning- nature and purpose	
	3 types of planning- planning process	
	4 Decision making: meaning- importance techniques of decision making	
	5 Management by Objectives- features- steps	

MODULE TITLE		
3	1 Organising- meaning- nature and purpose	15
	2 Organization	
	a) Organization-meaning	
	b) Dimension of structure- horizontal and vertical dimensions- formal and informal organization	
	c) Delegation of authority- Decentralisation- Departmentation- Span of management.	
3 Staffing-meaning-definition-importance-elements.		

MODULE TITLE		
4	1 Directing	10
	a) Directing: meaning- nature and scope - elements of directing	
	2 Elements of Directing	
	a) Supervision, Motivation	
	b) Leadership, Communication	
	3 controlling:	
a) Controlling: meaning- need- process of control- types- Techniques of control.		

Teacher Specific Module	5
<i>For effective learning teachers can use group activities like role- play and demonstrations and employ case studies of experts in the field.</i>	

Essential Readings:

1. KS Chandrasekaretal, History of Management Thoughts, Vijaynicole
2. C.B.Gupta, Management Theory and Practice -Sultan chand& sons
3. L.M.Prasad, Principles and practice of Management- Sultan chand& sons
4. T N Chhabra, Principles, and practice of Management- DhanpatRai& Co.
5. Manmohan Prasad, Management concepts and practice –Himalaya Publishing House

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	
b)	Test Paper-2	
c)	Assignment	
d)	Seminar	
e)	Book/ Article Review	
f)	Viva-Voce	
g)	Field Report	
Total		100

KU1DSCBBA101MANAGERIAL ECONOMICS

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
I	DSC	100-199	KU1DSCBBA101	4	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	0	30	70	100	2

Course Description: Managerial economics is concerned with concepts of economics demand and supply functions, production function and cost analysis from a managers' perspective. These topics enable students to analyse changing demand and supply conditions and also to manage production function effectively.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Help the students understand the basic concepts of managerial economics	U
2	Introduce the students to the concepts of demand and supply	U
3	Provide a basic understanding about market structures	U
4	Help the students develop a basic understanding about production function and cost analysis	U

***Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)**

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			

CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
		MODULE TITLE: INTRODUCTION TO MANAGERIAL ECONOMICS	15
1	1	Meaning, nature & scope of managerial economics	2
	2	Opportunity cost - time value of money - marginalism	4
	3	Risk, Return, profits, business cycle	4
	4	Micro vs. Macro Economics	5
		MODULE TITLE: DEMAND AND SUPPLY ANALYSIS	20
2	1	Meaning of demand – Types of demand	2
	2	Determinants of demand - Elasticity of Demand	5
	3	Law of Demand - Demand Forecasting	5
	4	Marginal utility analysis –equi-marginal utility - indifference curve	5
	5	Concept of supply – equilibrium point	3
		MODULE TITLE: MARKET CLASSIFICATION & PRICING STRATEGIES	10
3	1	Perfect competition - price and output determination under perfect competition	3
	2	Monopoly - Monopolistic Competition – Oligopoly - Duopoly	2
	3	Pricing – objectives, factors & general considerations	2.5
	4	Methods of pricing - price discrimination	2.5

	MODULE TITLE: PRODUCTION & COST ANALYSIS		15
4	1	Concept of production – factors of production – production function	3
	2	Law of returns to scale - economics of scale- law of variable proportion	6
	3	Break even analysis - producer's equilibrium	2.5
	4	Cost classification - different cost concepts – cost output relationship	3.5

	Teacher Specific Module		5
5	<i>Help students to review market conditions and economic situations prevailing in their pertinent market. They may also be asked to understand the structure of the market.</i>		

Essential Readings:

1. P.L. Mehta, Managerial Economics – Analysis, Problems & Cases - Sultan Chand & Sons.
2. RL Varsheny and K L Maheshwari, Managerial Economics - Sultan Chand Publications
3. S.Shankaran, Managerial Economics - Margram Publications
4. Joel Dean, Managerial Economics - Prentice Hall of India Pvt. Ltd.,-NewDelhi.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	
b)	Test Paper-2	
c)	Assignment	
d)	Seminar	
e)	Book/ Article Review	
f)	Viva-Voce	
g)	Field Report	
Total		100

KU1DSCBBA102:BUSINESS STATISTICS

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
I	DSC	100-199	KU1DSCBBA102	4	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	0	30	70	100	2

Course Description: Business statistics introduces students to various statistical tools and helps students to analyse business data so as to understand business trends and patterns.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Understand the basics of statistics, its importance and applications in various areas of study.	U
2	Explain the techniques of data, collection, tabulation and presentation of data.	U
3	Apply the measures of central tendency to the statistical data and evaluate the measures of dispersion to solve practical problems.	A
4	Solve a range of problems using the techniques covered	E
5		

***Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)**

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7

CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
		MODULE TITLE	
1	1	Introduction to Statistics	15
		a) Meaning, Definition, Features, Importance, Application and limitations of statistics.,	
	2	Data Collection and Analysis: Methods of Data Collection, Primary and Secondary Data	
	3	Classification and Tabulation, Presentation of data - Diagrams, Charts and Graphs.	
		MODULE TITLE	
2	1	Measures of Central Tendencies, Dispersion, Skewness & Kurtosis	15
	2	Meaning, measures of Central Tendency-	
	3	Arithmetic Mean, Weighted Arithmetic Mean, median, mode, geometric mean and harmonic mean (Theory & Problems)	
	4	Properties of dispersion - Range, Quartile Deviation, Mean Deviation from Mean and Median, Standard Deviation and coefficient of variation.	
	5	Skewness-meaning, difference between dispersion and skewness, Concept of Kurtosis	
3		MODULE TITLE	

	1	Time Series	15
	2	Meaning, Components of time series,	
		a) Calculation of Secular Trend-Moving Average method	
		b) odd and even period moving average and method of Least Squares,	
		c) Practical application of time series	

	MODULE TITLE		
	1	Correlation & Regression	10
		a) Meaning, Definition and Use of Correlation, Covariance, Scatter diagram,	
4	2	Types of correlation, Karl Pearson's correlation coefficient, Spearman's Rank correlation, Probable Error.	
		a) Regression- Meaning and utility of Regression analysis, Comparison between Correlation and Regression,	
		b)	
	3	Regression lines –X on Y, Yon X, Regression Equations and Regression Coefficients.	

	Teacher Specific Module		5
5	<i>Helps students to analyse data pertaining to key sectors of the economy with the use of time series, correlation, regression etc.</i>		

Essential Readings:

1. Levin R. I.& Rubin D. S. (2014). *Statistics for Management*. Delhi: Pearson.
2. Pillai & Bagavathi (2016) *Statistics, Theory and Practice*, S Chand Publishing
3. SP Gupta (2017). *Statistical Methods*, Sultan Chand and Sons
4. SC Gupta (2018). *Fundamentals of Statistics*, Himalaya Publishing House
5. Sharma J K, "Business Statistics", Pearson Education
6. S.C. Gupta & V.K. Kapoor. *Fundamental of Mathematical statistics*

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	
b)	Test Paper-2	
c)	Assignment	
d)	Seminar	
e)	Book/ Article Review	
f)	Viva-Voce	
g)	Field Report	
Total		100

KU1DSCBBA103:BUSINESS COMMUNICATION

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
I	DSC	100-199	KU1DSCBBA103	4	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	4	30	70	100	2

Course Description: The course aims at making concrete efforts to prioritise the importance of communications skills in Business. It also provides framework on how communication shapes organisational culture and aids decision making.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	To provide an overview of the basic concepts, process, types and importance of communication	U
2	To develop effective listening skills in students so as to enable them to comprehend instructions and become a critical listener	A
3	To develop proficiency in oral and written communication	A
4	To help students to acquaint with application of communication skills in the Business World	A

***Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)**

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	CONTENTS	HOURS
1		MODULE TITLE - Introduction to business communication	15
		a) Business Communication -Meaning - Definition - Objectives	
	1	b) Features, importance and need for Business Communication	
	2	Process of communication- Elements of communication- Principles of communication - 7C's	
	3	Barriers of communication- Physical barriers, Linguistic barriers, Socio cultural barriers, Workplace barriers, Semantic barriers	

	MODULE TITLE : Types and Channels of communication		15
2	1	Types of Communication-Verbal communication, Nonverbal communication (Kinesics, Proxemics and Chronemics), Written communication, Visual communication, Audio visual communication.	
	2	Channels of Communication- Phone call - Text message- Email Video & radio- Social media,	

	MODULE TITLE: Business Letter and Business Reports		15
3	1	a)Business Letter- Meaning - need - characteristics	
		b) Importance and functions of Business Letter	
		c) Layout and Types of Business letters	
	2	a) Business Report- Characteristics and objectives	
		b) Elements of Business report	
		c) Layout and types of Business Report	

	MODULE TITLE: Communication for Employment		10
4	1	Employment and communication- Meaning - need & importance	
	2	Resume & curriculum vitae -Layout of a resume- Tips for the preparation of resume- Resume Vs curriculum vitae	
	3	Interview- Types of interview- Before ,during and after the interview- Do's and don'ts of interview	

	Teacher Specific Module		5
5	<i>Directions:For effective understanding and application of the concepts and to equip students with practical knowledge, teachers can use case study, role pla, seminar presentations and other appropriate method.</i>		

Essential Readings:

1. Principles and practice of Commercial Correspondence - Stephonson& James
2. Organisational communication : The effective management - Philip Louis V
3. Technical communication : Principles and practice - Raman, Meenakshi & Sharma and Sangeeta

Suggested Readings:

1. Ghanekar A- Communication Skills for Effective Management, Everest Publishing House Pune
2. Parson, C J and Hughes Written Communication for Business Students
3. Frailley L E Handbook of Business Letters

Assessment Rubrics:

Evaluation Type	Marks
End Semester Evaluation	70
Continuous Evaluation	30

a)	Test Paper- 1	
b)	Test Paper-2	
c)	Assignment	
d)	Seminar	
e)	Book/ Article Review	
f)	Viva-Voce	
g)	Field Report	
Total		100

KU1DSCBBA104: BASIC CONCEPTS OF BUSINESS PROFESSIONALISM

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
1	DSC	100-199	KU1DSCBBA104	4	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	4	30	70	100	2 hrs

Course Description: This course aims to provide students with to develop a clear understanding about the basics of business professionalism in the workplace. This course also introduces students to the concepts of Socio-cyber Informatics and Digital Marketing.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	To demonstrate an understanding of professionalism in terms of workplace behaviours and workplace relationship	U
2	To impart knowledge about Data Analytics techniques to extract meaningful insights from data and using these insights to improve business performance.	A
3	To have an understanding of socio-cyber informatics and related topics like the cyber ethics, cybercrimes and cyber addiction	U
4	To familiarize students with the concept of digital marketing and its current and future evolutions	A

***Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)**

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
		MODULE TITLE: Professionalism	15
1	1	Meaning of Professionalism- Traits and qualities of a good professional-professional skills-important soft skills for business success	
	2	Professionalism in Communication- Professionalism in verbal and written communication	
	3	Professional Presentation- Email Etiquette-Rules Do's and Don'ts	

		MODULE TITLE: E-Learning	15
	1	Introduction-Benefits and Drawbacks of E-Learning	
2	2	Online Education- Digital age learners – Knowledge resources on Internet	
	3	E-Books- Audio, Video and other means of E-Learning.	
	4	E-Learning in India	

	MODULE TITLE: Business Data Analytics		15
3	1	Meaning of Business Data Analytics	
	2	Sources of Data-Importance of Data quality- Dealing with missing or incomplete data	
	3	Role of Data Scientist in Business and Society-Role of Artificial intelligence in E-Business	
	4	Ethical and legal consideration in Business Data Analytics	

	MODULE TITLE: Socio Cyber Informatics and Digital Marketing		10
4	1	a) IT and Society- New opportunities and threats	
		b) Cyber Ethics-Cyber Crimes-Types of Cyber crimes-Cyber Addiction-Information Overload-	
		c) Health Issues of Computer Usage –E-Waste	
	2	a) Digital Marketing-Meaning –Need for digital marketing- Advantages and Disadvantages of Digital Marketing	
		b) Types of Digital Marketing	

	Teacher Specific Module		5
5	<i>Directions: Teachers can use real world examples and case studies to illustrate key concepts. Teachers can add more practical components to make the students familiarise with the recent technological advancements and application software.</i>		

Essential Readings:

1. Professional Business Skills- Lee Pelitz
2. V Rajaraman – Introduction to Information Technology
3. Damian Rayan- Understanding Digital Marketing

Suggested Readings:

1. Peter Norton- Introduction to computers
2. Godfrey Parkin-Digital Marketing Strategies.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	
b)	Test Paper-2	
c)	Assignment	
d)	Seminar	
e)	Book/ Article Review	
f)	Viva-Voce	
g)	Field Report	
Total		100

KU1MDCBBA100:FUNDAMENTALS OF MANAGEMENT

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
I	MDC	100-199	KU1MDCBBA100	3	3

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	0	0	25	50	75	1.5

Course Description: This course aims at familiarising the students with the fundamental managerial concepts

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	<ul style="list-style-type: none">Understand the basics of management and evolution.	U
2	<ul style="list-style-type: none">Familiarise with functions and practices of management	U
3	<ul style="list-style-type: none">Understand the role and required managerial skills	U
4	Describe the emerging trends in management	A

**Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
		MODULE TITLE	
1	1	Introduction to Management	10
		a) Management : Meaning, Definition, Features, Scope, Objectives,	
		b) Levels of management and Evolution	
		MODULE TITLE	
2	1	Functions of Management	10
	2	Functions of management:	
	3	Planning, Organising,	
	4	Staffing, Directing and Controlling	
	5	Staffing, Directing and Controlling- Meaning, Definition, Importance and process	
		MODULE TITLE	
3	1	Role of Manager in an Organisation	10
	2	Role of manager in an organisation:	

	a) Managerial skills and Personal skills, Team building	
	b) Developing team and Team work,	
	c) Empowerment and Delegation.	

MODULE TITLE			
4	1	Emerging Concepts in Management	10
		a) Emerging Concepts :	
	2	Total Quality Management, Total Productive Maintenance,	
		a) Change Management, Stress Management,	
		b) Green Management	
	3	Logistics management.	

	Teacher Specific Module	5
5	<i>Directions: Teachers can make use of group activities that involves managerial functions like planning, allocation of work, decision making, leadership skills etc.</i>	5

Essential Readings:

- Richard I. Levin and David S. Rubin, Statistics for Management, Prentice Hall of India, latest edition.
- S.P.Gupta, Statistical Methods, Sultan Chand.
- Sanchetti and Kapoor, Statistics, Sultan Chand.
- G.C.Beri, Statistics For Managemet, Tata McGraw Hill.
- J.K. Sharma, Business Statstics: Pearson.
- Levine Krebiel&Bevenson, Business Statistics, Pearson edition, Delhi.
- S.D. Sharma, Operations Research, Kedarnath Ramnath and Company.
- R. Pannerselvam, Operations Research, Prentice Hall International, 3e, 2012.
- J.K. Sharma, Operations Research: Theory and applications, 5e, Macmillian, 2013.

- Anderson, Sweeney, Williams, Camm, Martin, Quantitative Methods for Business, 12e, Cengage Learning, 2013.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
Continuous Evaluation		25
a)	Test Paper- 1	
b)	Test Paper-2	
c)	Assignment	
d)	Seminar	
e)	Book/ Article Review	
f)	Viva-Voce	
g)	Field Report	
Total		75