

KANNUR UNIVERSITY



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

SEMESTER-WISE COURSE STRUCTURE

Semester II

<i>Semester</i>	<i>Course Category</i>	<i>Code</i>	<i>Credit</i>	<i>Course</i>	
II	Ability Enhancement Course (AEC)	KU2AECENG105	3	English 2- Englishin Contex	
		Additional Language 2			
		KU2AECKAN104	3	Kannada- Medieval Kannada Literature	
		KU2AEMAL106	3	Malayalam- ഭാഷാ- സാഹിത്യവ്യവഹാരങ്ങൾ	
		KU2AECHIN105	3	Hindi- Gadya Vividha	
	Major	KU2DSCBBA100	4	Fundamentals of Accounting*	
	Minor (Select any Two)	KU2DSCBBA101	4	Business Environment	
		KU2DSCBBA102	4	Business Mathematics	
		KU2DSCBBA103	4	Recent Trends in Marketing	
		KU2DSCBBA104	4	Emerging Applications in Management	
	Multi- Disciplinary Courses (MDC)	KU2MDCBBA100	3	E-Commerce	

SYLLABUS

KU2AECENG105:ENGLISHINCONTEXT

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
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
1	Module 1: Grammar Usage 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
2	Module 2: Grammar Usage 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

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	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	Analysisofliterary narratives	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

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AssessmentRubrics:

EvaluationType		Marks
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 2

KU2AECKAN104 : MEDIEVAL KANNADA LITERATURE

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
2	AEC	100-199	KU2AECKAN104	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 paper is intended to introduce the medieval literature of Kannada. By reading the major texts of medieval literature, learner can understand the values of the age. It will enhance the language skills and reading ability.

COURSE OUTCOMES

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

CO No.	Expected Outcome	Learning Domains
C01	Explain the tradition of Kannada literature.	U
C02	Describe the features of genres of Kannada literature.	U
C03	Summarize the values of medieval period.	U
C04	Recognize the language style of medieval age.	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	Introduction to Medieval Kannada literature	3
1.2	Introduction to Raghavanka and Kumaravyasa	2
1.3	Emma Maru Mattadudagali – Raghavanka Hogalinnaa Kshathra Dharma - Kumaravyasa	6
1.4	Sandhi – Lopa, Agama, Adesha, Dwithwa based on the text	2

Module 2

	DESCRIPTION	HOURS
2.1	Basics of Keerthana Literature	2
2.2	Enna Mana Kanda Kadege Elasuthide – Vyasara Enubandyo Jeevave – Vadiraja	4
2.3	Manava Janma Doddadu and Manava shodhisabeku – Purandaradasa	3
2.4	Tallanisadiru Kandya and Varakavigala Munde – Kanakadasa	3

Module 3

	DESCRIPTION	HOURS
3.1	Basics of Sangathya Literature	2
3.2	Rathnakara Varni and his works	2
3.3	Tannankamalege Terapilla – Rathnakara Varni	4
3.4	Tatsama and Tadbhava, Detachment of conjoined words based on the text	2

Module 4

	DESCRIPTION	HOURS
4.1	Basics of Folk Literature	2
4.2	Introduction to Folk literary forms	2
4.3	Kerege Haara - from Sirihuttari	3
4.4	Halunda Tavaru – from Halunda Tavaru	3

Module 5

Teacher Specific Module

5	Reading ability enhancing activities	5
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Essential Readings

1.1	Kannada Sahithya Charitre – R.S. Mugali
1.2	Kannada Sahithya Charitre – R.S. Mugali
1.3	Siri Huttari - Mangalore University
1.4	Naveena Vyakarana Prabandha – T. Keshava Bhat Vyavaharika – P.N. Moodithaya and Radhakrishna Belluru
2.1	Kannada Sahithya Charitre – R.S. Mugali
2.2	Siri Huttari - Mangalore University
2.3	Siri Huttari - Mangalore University
2.4	Siri Huttari - Mangalore University
3.1	Kannada Sahithya Charitre – R.S. Mugali
3.2	Kannada Sahithya Charitre – R.S. Mugali
3.3	Siri Huttari - Mangalore University
3.4	Naveena Vyakarana Prabandha – T. Keshava Bhat
4.1	Janapada Adhyayana – De.Ja.Gaw
4.2	Janapada Adhyayana – De.Ja.Gaw
4.3	Siri Huttari – Mangalore University
4.4	Halunda Tavaru – Mangalore University

Suggested Readings

1. Raghavanka – Mysuru University
2. Kumaravyasa – Mysuru University
3. Haridasa Sahithya Parampare – G.S. Sidhalingayya
4. Bharathesha Vaibhava – Rathnakara Varni
5. Janapada Geethanjali – De. Javarae Gowda

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	Group discussion	5
Total		75

KU2AEMAL106 ഭാഷാ-സാഹിത്യവ്യവഹാരങ്ങൾ

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
II	AEC	100-199	KU2AEMAL106	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:

വാണിജ്യശാസ്ത്ര വിദ്യാർത്ഥികൾക്കായി തയ്യാറാക്കിയിരിക്കുന്ന ഈ കോഴ്സിൽ ആത്മകഥ, സ്മരണ, ജീവചരിത്രം, കേട്ടെഴുത്ത്, യാത്രാവിവരണം എന്നീ ഗദ്യസാഹിത്യ രൂപങ്ങളും സിനിമ, നാടകം എന്നീ ദൃശ്യകലകളും ആസ്വദിക്കാനുള്ള അവസരമാണൊരുക്കിയിരിക്കുന്നത്. വ്യക്തികളുടെ അനുഭവങ്ങളോടൊപ്പം ആഖ്യാനരീതികൾ താരതമ്യം ചെയ്ത് ഈ സാഹിത്യരൂപങ്ങളുടെ വൈവിധ്യങ്ങൾ തിരിച്ചറിയാൻ ഇതിലൂടെ കഴിയുന്നു. യാത്രാവിവരണത്തിലുണ്ടായ നൂതന രീതികൾ വിശകലനം ചെയ്യാൻ സാഹചര്യം ഒരുക്കുന്നു. കേവലം വിനോദത്തിനുള്ള ഉപാധി എന്നതിലുപരി സിനിമ, നാടകം എന്നീ ദൃശ്യകലകളെ സാമൂഹിക-സാംസ്കാരിക പശ്ചാത്തലത്തിൽ നിന്നുകൊണ്ട് വിശകലനം ചെയ്യാനും ആസ്വദിക്കാനുമുള്ള അവസരമുണ്ടാകുന്നു. ഒപ്പം സർഗ്ഗാത്മക രചന, സർഗ്ഗാത്മക വീഡിയോ നിർമ്മാണം തുടങ്ങിയവയിൽ പ്രായോഗിക പരിചയത്തിനുള്ള സാധ്യത കൂടി ഈ കോഴ്സിൽ ഉൾപ്പെടുത്തിയിരിക്കുന്നു.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	ആത്മകഥ, ജീവചരിത്രം, യാത്രാവിവരണം എന്നീ സാഹിത്യശാഖകളും അവയുടെ വികാസത്തേയും പരിചയപ്പെടുന്നു.	U
2	കൂടുതൽ അനുഭവാഖ്യാനങ്ങളിലേക്കും സഞ്ചാരകൃതികളിലേക്കും വായനയെ നയിക്കുന്നു.സ്വന്തം അനുഭവാഖ്യാനം നടത്തുന്നു .	U,An,A, C
3	കേവലാസ്വാദനത്തിലുപരിയായി സിനിമ, നാടകം എന്നിവയെ വിശകലനം ചെയ്ത് ആസ്വദിക്കാൻ കഴിയുന്നു.	U,An ,E
4	യാത്രാവിവരണത്തിന്റെ പുതിയ രീതികൾ വിശകലനം ചെയ്യുന്നു.	A,An ,E
5	പരസ്യവീഡിയോ നിർമ്മാണത്തിലൂടെ അവരുടെ മേഖലയുമായി ബന്ധപ്പെട്ട് ദൃശ്യകലയിൽ പ്രായോഗിക പരിചയം നേടുന്നു.	A,C

**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:

MODUL E	DESCRIPTION	HOURS
1	MODULE TITLE : ആത്മകഥ / സ്മരണ	12

	1	ആത്മകഥ	
		a) കഴിഞ്ഞകാലം-ആദ്യ മൂന്ന് അധ്യായങ്ങൾ- കെ.പി.കേശവമേനോൻ (മാത്യൂഭൂമി ബുക്സ്) b) കാലപ്പകർച്ചകൾ-ദേവകി നിലയങ്ങോട് നഷ്ടബോധങ്ങളില്ലാതെ എന്ന ഭാഗം മാത്രം. (മാത്യൂഭൂമി ബുക്സ്)	
	2	സ്മരണ	
		a) ഇവനെന്റെ പ്രിയ സി. ജെ - റോസി തോമസ് (1,2 അധ്യായങ്ങൾ) ഡി. സി. ബുക്സ്	

2	MODULE TITLE : ജീവചരിത്രം / കേട്ടെഴുത്ത് / അഭിമുഖം		12
	1	ആർ ശങ്കർ - എം. കെ. കുമാരൻ (ആദ്യത്തെ അഞ്ച് അധ്യായങ്ങൾ), കേരള ഭാഷാ ഇൻസ്റ്റിറ്റ്യൂട്ട്	
	2	അടയാറ് ടീച്ചറും മറ്റ് അസാധാരണ ജീവിതങ്ങളും - താഹ മാടായി (തെയ്യമെന്ന ശരീര രാഷ്ട്രീയം എന്ന ഭാഗം മാത്രം)	

3	MODULE TITLE : യാത്രാവിവരണം		12
	1	പാതിരാ സൂര്യന്റെ നാട്ടിൽ-എസ്.കെ പൊറ്റക്കാട്ട്-(ദൽഹിയിൽ നിന്ന് ഹെൽസികിയിലേക്ക്, ഓട്ടോണേയ്കിൽ, മധ്യപിൻ ലൻഡിൽ എന്നീ അധ്യായങ്ങൾ മാത്രം)	
	2	a) പെൺയാത്ര - (കർലോട്ടിയിലെ ഗ്രാമവീട് എന്ന വിവരണം മാത്രം) - അനിത തമ്പി, കൈരളി ബുക്സ്	
	3	ഭൂട്ടാൻ ദിനങ്ങൾ - ഒ. കെ. ജോണി (2,3,4 അധ്യായങ്ങൾ) മാത്യൂഭൂമി ബുക്സ്	

4	MODULE TITLE : സിനിമ / നാടകം		12
	1	സിനിമ	
		a) കേരള കഫെ	
	2	നാടകം	
		a) കറവറ്റ പശു - കെടി മുഹമ്മദ് (മാത്യൂഭൂമി ബുക്സ്)	

	Teacher Specific Module	12
5	<p><i>Directions</i></p> <p>1. ജീവിതത്തിൽ ഏറ്റവും സ്വാധീനിച്ച പ്രിയപ്പെട്ട വ്യക്തിയെക്കുറിച്ച് ഓർമ്മക്കുറിപ്പ് തയ്യാറാക്കുക.</p> <p>2. ഒരു ജീവചരിത്രം വായിച്ച് ലഘുജീവചരിത്രക്കുറിപ്പ് തയ്യാറാക്കുക.</p> <p>3. ടെക് ട്രാവൽ ഇന്റ് എപ്പിസോഡ് 117, സഹാരി ടി.വി ആ യാത്രയിൽ 412, 413, 414 എപ്പിസോഡുകൾ കാണുക. അതിനു ശേഷം സഞ്ചാരസാഹിത്യത്തിലും യാത്രാവിവരണങ്ങളിലും ഉണ്ടായിക്കൊണ്ടിരിക്കുന്ന നൂതന രീതികളെ പഴയ കാല യാത്രയും യാത്രാവിവരണങ്ങളുമായി താരതമ്യം ചെയ്ത് ക്ലാസ്സിൽ സംവാദം നടത്തുക.</p> <p>4. ഏതെങ്കിലും ഒരു ഉല്പന്നത്തെക്കുറിച്ചുള്ള പരസ്യം (വീഡിയോ) തയ്യാറാക്കുക -</p>	

Essential Readings:

1. കഴിഞ്ഞകാലം-കെ.പി.കേശവമേനോൻ (മോഡ്യൂൾ 11)
2. കാലപ്പകർച്ചകൾ - ദേവകി നിലയങ്ങോട് (മോഡ്യൂൾ)
3. ഇവനെന്ററെ പ്രിയ സി. ജെ - റോസി തോമസ് (മോഡ്യൂൾ 1)
4. ആർ. ശങ്കർ - എം. കെ. കുമാരൻ (മോഡ്യൂൾ 2)
5. അടയാറ് ടീച്ചറും മറ്റ് അസാധാരണ ജീവിതങ്ങളും - താഹ മാടായി (മോഡ്യൂൾ 2)
6. കാലപ്പകർച്ചകൾ-ദേവകി നിലയങ്ങോട് (മോഡ്യൂൾ 1)
7. സഞ്ചാര സാഹിത്യം- എസ്.കെ പൊറ്റെക്കാട്ട് (മോഡ്യൂൾ 3)
8. ഭൂട്ടാൻ ദിനങ്ങൾ - ഒ. കെ. ജോണി (മോഡ്യൂൾ 3)
9. പെൺയാത്ര - എഡിറ്റർ .കെ.വി.സുമംഗല (മോഡ്യൂൾ 3)

Suggested Readings:

- 1.ആത്മകഥാസാഹിത്യം മലയാളത്തിൽ -വിജയാലയം ജയകുമാർ
- 2.ആത്മകഥാസാഹിത്യം മലയാളത്തിൽ-നടുവട്ടം ഗോപാലകൃഷ്ണൻ
- 3.ജീവചരിത്ര സാഹിത്യം- കെ.എം ജോർജ്ജ്
- 4.സഞ്ചാരസാഹിത്യം മലയാളത്തിൽ - പ്രൊഫ. വി രമേഷ് ചന്ദ്രൻ
- 5.സ്ത്രീ ആത്മകഥ ജീവിതം എഴുത്ത് ചരിത്രം- ഡോ രമാദേവി പി
- 6.യാത്രാവിവരണങ്ങൾ 19ാം നൂറ്റാണ്ടിൽ - ഡോ പോൾ മണലിൽ
7. കഥയും ആത്മകഥയും- ഇ പി രാജഗോപാലൻ
- 8.പെൺയാത്രകൾ - ഗീതാഞ്ജലി കൃഷ്ണൻ
9. സിനിമയുടെ സാമൂഹിക വെളിപാടുകൾ - എതിരവൻ കതിരവൻ
10. സിനിമയുടെ രാഷ്ട്രീയം - രവീന്ദ്രൻ
- 11 .കാഴ്ചയുടെ അശാന്തി വി രാജകൃഷ്ണൻ
- 12 .മലയാള നാടക സാഹിത്യ ചരിത്രം - ജി ശങ്കരപ്പിള്ള
- 13 .ഉയരുന്ന യവനിക - സി ജെ തോമസ്

Assessment Rubrics: ആഭ്യന്തരമൂല്യനിർണ്ണയത്തിനുള്ള 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

**KU2AECHIN105 गद्य विविध GADYA VIVIDHA
For Commerce Stream**

Semester	Course type	Course Level	Course Code	Credits	Total Hours
II	AEC	100-199	KU2AECHIN105	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 offers students a comprehensive exploration of various literary genres in Hindi literature, including memoir, satire, essay, and more. The course provides students with an in-depth understanding of the unique characteristics, thematic concerns, and historical significance of each genre. It equips students with the analytical tools and critical insights to engage with literary texts authentically and meaningfully.

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Understand different forms of Hindi prose.	R,U
2	Ability to analyze and evaluate prose	R,U
3	Understand the various trends of Hindi Literature and to analyze the theme and craft of the literary works	U,An
4	Develop the ability to appreciate ideas and think critically.	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	गिल्लू - संस्मरण - महादेवी वर्मा - अध्ययन एवं समीक्षा	3
	2	चूहा और मैं - निबंध - हरिशंकर परसाई - अध्ययन एवं समीक्षा	3
	3	महादेवी वर्मा - हरिशंकर परसाई - साहित्यिक परिचय	3
	4	गिल्लू संस्मरण पर आधारित रिपोर्ट तैयार करना, चूहा और मैं निबंध के अनुच्छेदों का संक्षेपण तैयार करना	3

	MODULE TITLE		
2	1	हम भ्रष्टन के भ्रष्ट हमारे - व्यंग्य - शरद जोशी - अध्ययन एवं समीक्षा	3
	2	चेरापुंजी से - यात्रा विवरण - प्रदीप पंत - अध्ययन एवं समीक्षा	3
	3	शरद जोशी - प्रदीप पंत - साहित्यिक परिचय	3
	4	पत्र लेखन - अनौपचारिक पत्र - शिकायती पत्र -, आवेदन पत्र - व्यावसायिक पत्र	3

	MODULE TITLE		
3	1	मधुरभाषी - निबंध - नरेन्द्र कोहली - अध्ययन एवं समीक्षा	3
	2	रज़िया - रेखाचित्र - रामवृक्ष बेनीपुरी - अध्ययन एवं समीक्षा	3
	3	नरेन्द्र कोहली - रामवृक्ष बेनीपुरी - साहित्यिक परिचय	3
	4	पाठभाग के अनुच्छेदों का अंग्रेज़ी एवं मलयालम में अनुवाद	3

	MODULE TITLE		
4	1	बहुत बड़ा सवाल - एकांकी - मोहन राकेश - अध्ययन एवं समीक्षा	3
	2	मोहन राकेश - साहित्यिक परिचय	2
	3	बहुत बड़ा सवाल - एकांकी - समस्याएं, मंचीयता - संवाद योजना	3
	4	संकेतों के आधार पर कहानी लेखन - विज्ञापन लेखन	3

5	Teacher Specific Module	12
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PRACTICUM :

1. किसी पालतू जानवर या पक्षी को लेकर कहानी लिखना
2. समसामयिक विषयों पर निबंध लिखना
3. किसी दर्शनीय स्थल का यात्रा विवरण तैयार करना
4. बहुत बड़ा सवाल - एकांकी का कहानी रूपांतरण

Essential Readings:

1. हिन्दी साहित्य की विविध विधाएं, सं. यू जी बोर्ड ऑफ स्टडीज, कण्णूर विश्वविद्यालय, वाणी प्रकाशन\

Suggested Readings:

1. हरिशंकर परसाई का व्यंग्य साहित्य, संपा.कपिल कुमार सिंह राघव, ओम पब्लिकेशन्स, नई दिल्ली-55
2. हिन्दी काव्य में व्यंग्य और विद्रोह की परंपरा, डॉ. समीर पांडेय, कौटिल्या पब्लिकेशन्स, दिल्ली-2
3. संस्मरण साहित्य विधा, शास्त्र और इतिहास, डॉ बाबुराय देसाय, पराग प्रकाशन, कानपुर

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

KU2DSCBBA100:FUNDAMENTALS OF ACCOUNTING

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
II	DSC	100-199	KU2DSCBBA100	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: Fundamentals of accounting course is a foundation course that enables students to learn basics of accounting and help them to learn how to identify and record transactions in the books of accounts. It also helps to prepare final accounts of sole trading concerns. This course equips students to improve proficiency in accounting of issue of shares of companies.

Course Prerequisite: NIL

CO No.	Expected Outcome	Learning Domains
1	Understands accounting basic concepts and rules	U
2	Develops skills in recording transactions in the basic books of accounting	A
3	Prepares final accounts of sole trading	A

	concerns	
4	Understand basics of companies and develops skills in accounting of shares	R &U

Course Outcomes:

**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	HOUR S
		MODULE TITLE	
1	1	Introduction to Accounting:	10
		a) Meaning and Definition of Accounting,	
		b) basic accounting concepts	
	2	Objectives of Accounting	

	3	Accounting Cycle or Process	
		a) Rules of debit and credit	
		b) accounting equation	

		Recording of transactions	15
2	1	Journal- meaning and preparation of journal	2
	2	Ledger- meaning, types and posting	3
	3	subsidiary books: cash books-types, purchase book, sales book, purchase returns book, sales returns book	4
	3	journal proper-meaning and drafting	3
	4	trial balance- meaning, features, objectives methods of preparation	3

		Final accounts of sole trading concern	15
3	1	Meaning of final accounts, Manufacturing account- meaning and preparation	
	2	Trading account	
		a) meaning and objectives	
		b) proforma of trading account and preparation	
	c) profit and loss account- meaning, proforma and preparation		
	3	Balance sheet	
		a) Meaning, grouping and marshalling	
b) Proforma			
4	Final accounts with adjustments for Outstanding and Prepaid	5	

	Expenses, Accrued and Unearned incomes and Closing Stock.	
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	Company accounts	15
4	1 Meaning, Definition and features of companies	
	2 Types of Companies	
	3 Meaning of Shares and Share Capital	
	4 Types of shares	
	5 Accounting Entries for Issue of Shares, Forfeiture of Shares, and Re-issue of Shares.	

	Teacher Specific Module	5
5	<i>Collect actual financial data of sole proprietor by observation and interview and prepare journal, ledger and balance sheet and submit report, like tasks to familiarize the accounting process</i>	5

Essential Readings:

1. Grewal TS: Double entry book keeping, Sulthan Chand Publishers
2. Shukla and Grewal: Advanced accounting, S Chand
3. SP Jain and KL Narang: Advanced Accounting Principles of accounting, kalyani
4. Guptha and Radhaswamy: Advanced Accounting
5. RL Guptha and M Radhaswamy: Advanced Accountancy, Sulthanchand and sons

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

KU2DSCBBA101:BUSINESS ENVIRONMENT

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
II	DSC	100-199	KU2DSCBBA101	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: This course gives the basic knowledge and understanding regarding various components of business environment..

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	To impart knowledge on the concept of business environment and its significance.	U
2	To know the economic environment factors and significance of global environment.	U
3	To know the significance of social environment in business and impact of culture on business.	U
4	To understand the role of legal, political and technological environment on business	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
		Business and its Environment	15
1	1	Meaning, Nature, Significance, Objectives of business environment	
	2	Types of business environment, Elements of internal and external business environment	
	3	Environmental analysis-Meaning, Process, Importance and Limitations	
	4	Techniques of environmental analysis-SWOT Analysis, ETOP,QUEST, BCG Matrix	
		Economic and Global Environment	15
2	1	Meaning, Factors of economic environment-Micro economic and Macro economic factors	
	2	Economic Planning-Concept, objectives, Significance of economic planning, The planning machinery in India-NITI Ayog, National Development Council (Functions only)	
	3	Recent Industrial Policy-Make in India Policy, Start-up Policy (Brief	

		concepts only)	
	4	Global Environment-Meaning, Significance, Globalization-Meaning, Stages of globalization, Impact of globalization on Indian business	
	5	Foreign Direct Investment-Meaning, Determinants of FDI, Advantages and disadvantages of FDI	

	Social and Cultural Environment		15
3	1	Social environment-Meaning, Elements of social environment, Significance of social environment in business	
	2	Social Responsibilities of Business-Concept, Nature, Arguments for and against social responsibilities	
	3	Cultural Environment-Meaning, Concept and Nature of culture, Elements of culture, Impact of culture on business	

	Political, Legal and Technological Environment		
4	1	Political Environment- Meaning, Importance, Factors affecting political environment, Role of Government in business	10
	2	Legal Environment-Meaning, Legal factors affecting business, Environment Protection Act, 1986, Competition Act 2002, Consumer Protection Act 2019	
	3	Technological Environment-Meaning, Factors governing technological environment, Impact of technological environment on business	

	Teacher Specific Module		5
5	<i>Directions: Students may be asked to identify a prospective business opportunity in their locality and may be asked to perform a SWOT analysis of the same.</i>		
			5

Essential Readings:

1. Dr. C.B. Gupta (Reprint 2022) ,Business Environment, Sultan Chand & Sons
12th Revised Edition
2. Dr. Francis Cherunilam(2019), Business Environment Text & Cases,
Himalaya Publishing House, 27th Revised Edition
3. K. Chidambaram and V Alagappan, Business Environment, Vikas
Publishing House Pvt Ltd.

Suggested Readings:

1. Aswathapa, K. (2014), Essentials of Business Environment: Text, Cases and Exercise,
Himalaya Publishing House Pvt. Ltd, 12th Revised Edition.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	5
b)	Test Paper-2	5
c)	Assignment	10
d)	Seminar	10
e)	Book/ Article Review	
f)	Viva-Voce	
g)	Field Report	
Total		100

KU2DSCBBA102:BUSINESS MATHEMATICS

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
II	DSC	100-199	KU2DSCBBA102	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: This course aims at making the students realise the possibilities of integrating mathematical equations in business decision making.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Understand Commercial Arithmetic and its applications	U
2	<ul style="list-style-type: none"> Application of AP and GP in solving commercial application problems. 	A
3	<ul style="list-style-type: none"> Understand the difference between mathematical equations and inequalities and their solutions 	An
4	<ul style="list-style-type: none"> Demonstrate the application of matrices in solving business problems. 	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	Commercial Arithmetic	15
		a) Simple Interest, Compound Interest including yearly and half yearly calculations,	
		b) Concept and problems of present value and amount of sum types of annuities, Continuous Compounding.	
	2	Meaning and applications of appreciation, depreciation and sinking fund.	
		a) Ratios and Proportions Duplicate-triplicate and sub-duplicate of a ratio.	
	3	Proportions- third, fourth and inverse proportion – problems.	

MODULE TITLE			
2	1	Theory of Equations	15
	2	Introduction – Meaning - Types of Equations – Simple or Linear Equations and Simultaneous Equations (only two variables), Elimination and Substitution Methods only.	
	3	Quadratic Equation - Factorization and Formula Method ($ax^2 + bx + c = 0$ form only). Simple problems	
	4	Application of equation in business.	

MODULE TITLE			
3	1	Progression	15
	2	Meaning-Types of Progression-Arithmetic Progression – a) Finding the 'nth' term of AP and Sum to 'nth' term of AP. Insertion of Arithmetic Mean.	
	3	Geometric Progression – Finding the 'nth' term of GP and sum to 'nth' term of GP and insertion of Geometric Mean-problems	

MODULE TITLE			
4	1	Matrices & Determinants	10
		a) Definition, Types of Matrices, Equality of Matrices, Matrix operations: Addition, Subtraction,	
	2	Scalar Multiplication and Multiplication of Matrix; Transpose of Matrix, Determinant of matrix, Inverse of Matrix,	
	3	Solving of Equations by Cramer’s Rule, Matrix Inverse method, Rank of a Matrix.	

5	Teacher Specific Module		5
	<i>Directions Help the students practically apply mathematical concepts to analyse the performance of business organisations.</i>		5

Essential Readings:

1. Sancheti&Kapoor: Business Mathematics and Statistics, Sultan Chand
2. Padmalochan, H. (2015). *A Text Book of Business Mathematics*, New Delhi: Sultan Chand and Sons.
3. G K Ranganath& T V Narasimha Rao. *Business Mathematics*. New Delhi: Himalaya Publishing House.
4. Madappa, Mahadi Hassan, M.IqbalTaiyab –Business Mathematics, Subhash Publications
5. Saha: Mathematics for Cost Accountants, Central Publishers.
6. Azharuddin: Business Mathematics, Vikas Publishers.
7. R.S Bhardwaj: MathematicsforEconomics&Business

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

KU2DSCBBA103:RECENT TRENDS IN MARKETING

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
II	DSC	100-199	KU2DSCBBA103	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: The course aims to provide a sound understanding of the basic principles of marketing management and the recent trends in marketing and its application in modern day business and industry.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	To provide basic knowledge of Marketing and its concepts	U
2	To assist students in understanding the role, relevance, elements, and principles of digital marketing and communications in the overall marketing context	A
3	To familiarise students with social media marketing , the various channels through which it operates, and its role in marketing strategy	U
4	To develop an understanding of other recent trends in marketing and applicable knowledge in various business field.	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
1	MODULE TITLE: Introduction to Marketing		15
		Marketing-Meaning, Definition-Features-Importance	
		Marketing Environment-Meaning-Types	
	1	Marketing Mix- Elements of Marketing Mix	
2	MODULE TITLE: Introduction to Digital Marketing		15
	1	Digital Marketing- Meaning and concept-Need for digital marketing	
	2	Advantages and Disadvantages of Digital Marketing- Difference between Traditional marketing and Digital Marketing	
	3	Process of Digital Marketing-Steps in Digital Marketing process	

	MODULE TITLE: Social Media Marketing		15
3		Social Media Marketing –Meaning- Features-Advantages-Disadvantages	
	1	Social Media Platforms- Social networking sites(Facebook,Instagram,Twitter,LinkedIn,Content Marketing, Marketing) Blogging platform-Messaging platform-Video sharing platform-Social voting and commenting platform(Meaning only)	
		Process of Social Media Marketing-How to start Social Media Marketing	

	MODULE TITLE: Recent Trends in Marketing		10
4	1	Recent trends in Marketing- Email marketing(Meaning-Features and steps)	
		Kiosk Marketing(Meaning-Features)	
		Influencer Marketing(3 R's of Influencer marketing- Relevance, Reach Resonance-Benefits of Influencer Marketing)	
		Green Marketing (Meaning and benefits)–Chat bot marketing (Meaning Only)	

	Teacher Specific Module		5
5	<i>Directions:</i> For effective understanding of the concepts and to equip students with practical knowledge teachers can use case study, role play and other methods		

Essential Readings:

1. Philip Kotler- Marketing Management
2. P K Agarwal- Marketing Management
3. S A Sherlekar – Modern Marketing
4. Ian Chaston- New Marketing Strategies
5. Stanton, Etzel and Walker- Marketing Management

Suggested Readings:

1. S P Bansal – Marketing Management
2. Chhabra, T.N., Principles of Marketing
3. Rajan Nair and Varma M M – Marketing Management

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

KU2DSCBBA104:EMERGING APPLICATIONS IN MANAGEMENT

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
II	DSC	100-199	KU2DSCBBA104	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 introduces the students to the emerging trends of management and wide variety of their applications for business and making them aware of issues involved in their management.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	To acknowledge the role of attitude, belief, behaviour and ethics on quality	U
2	To identify the obstacles to change along with the techniques that reduce change resistance	A
3	To learn analytical and practical foundations and anticipate potential crisis and develop methods of minimising damage	E
4	To improve content management process including automated content creation, personalisation and analysis	C

***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: Quality Management and Control	15
1	1	TQM a) Meaning - principles b) Components of TQM c) TQM tools : Benchmarking - control charts -Pareto Chart - Fishbone Diagram - Six Sigma - Kaizen	
	2	Quality control and management- Meaning of quality control- Consequences of poor quality management	
	3	Quality leadership- Meaning- Importance of leadership in quality management	

		MODULE TITLE: Change Management	15
2		a) Concept of change and change management - Resistance to change – Benefits of change management	
		b) Factors contributing to change.	
		c) Types of change management	

		d) Strategies for change management	
	1		

		MODULE TITLE: Crisis management and Stress Management	15
3		a) Meaning and Types of Crisis	
		b) Crisis management –Meaning, Features, importance and Stages	
	1	c)Crisis management strategy	
		Stress –Meaning and Causes	
	2	Stress Management-Meaning- Techniques of managing Organisational stress	

		MODULE TITLE: Artificial Intelligence in Management	10
4		a) AI applications in Business management	
	1	b) Role and benefits of AI in business	
		c) Impact and challenges of AI in business	

		Teacher Specific Module	5
5		Directions: For achieving better results among students, the teachers can make use of case studies, role play and management games for improving the knowledge level and thereby acquire practical skills for realistic applications.	

Essential Readings:

1. Prof. S K Sarangi; Total Quality Management, Asian Books Pvt. Ltd.
2. Dr. Anupama Vinayak; Management of Crisis in Business, Sumit Enterprises.
3. Dr. T Sobha Rani, Mrs. L Prathiba; Stress Management, Himalaya Publishing House.

Suggested Readings:

1. V Nilakant, S Ramnarayan; Managing Organisational Change, Sage Publishing

2. Malay A Upadhyay; Artificial Intelligence for Managers, BPB publications.

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