

KANNUR UNIVERSITY



FOUR-YEAR UNDERGRADUATE PROGRAMME

(KU-FYUGP)

B. COM. PROGRAMME

CURRICULUM AND SYLLABI

(2024 ADMISSIONS ONWARDS)

INTRODUCTION

Kannur University - Four-Year Undergraduate Programme: Backdrop and Context

The implementation of the Four-Year Undergraduate Programme (FYUGP) has been driven by the pressing need to address contemporary challenges ensuring responsive changes to the evolving needs of students, industry, and society at large. Recognizing the curriculum as the cornerstone of any education system, it requires regular refinement to align with evolving socio-economic factors. Higher education must provide students with practical and technical skills relevant to their fields of interest, necessitating the development of a job-oriented curriculum. Despite significant increases in access and expansion of higher education over the years, concerns persist regarding the quality and relevance of educational outcomes, particularly in terms of employability skills. As the world becomes increasingly interconnected, our education system must evolve to instill 21st-century skills, enabling students not only to survive but to thrive in this dynamic environment. Moreover, there is a growing need for higher education institutions to embrace social responsibility and contribute to the development of a knowledge society capable of driving sustainable development through innovation. With the central objective of fostering a robust knowledge society to support a knowledge economy, the Government of Kerala has initiated steps to reform higher education. Accordingly, three commissions were established to suggest reforms in higher education policy, legal and regulatory mechanisms, and evaluation and examination systems. It is within this context that a comprehensive reform of the undergraduate curriculum has been proposed, leading to the restructuring of the Four-Year Undergraduate Programme.

KANNUR UNIVERSITY

VISION AND MISSION STATEMENTS

Vision

To establish a teaching, residential and affiliating University and to provide equitable and just access to quality higher education involving the generation, dissemination and a critical application of knowledge with special focus on the development of higher education in Kasargode and Kannur Revenue Districts and the Manandavady Taluk of Wayanad Revenue District.

Mission

- To produce and disseminate new knowledge and to find novel avenues for application of such knowledge.
- To adopt critical pedagogic practices which uphold scientific temper, the uncompromised spirit of enquiry and the right to dissent.
- To uphold democratic, multicultural, secular, environmental and gender sensitive values as the foundational principles of higher education and to cater to the modern notions of equity, social justice and merit in all educational endeavors.
- To affiliate colleges and other institutions of higher learning and to monitor academic, ethical, administrative and infrastructural standards in such institutions.
- To build stronger community networks based on the values and principles of higher education and to ensure the region's intellectual integration with national vision and international standards.
- To associate with the local self-governing bodies and other statutory as well as non-governmental organizations for continuing education and also for building public awareness on important social, cultural and other policy issues.

SEMESTER-WISE COURSE STRUCTURE

Semester I

Course Category	Course Code	Course Name
Ability Enhancement Course (AEC)	KU1AECE102	English 1- Enriching English
	Additional Language 1	
	KU1AECKAN101	Kannada- Modern Kannada Poetry And Fiction
	KU1AECMAL103	Malayalam- സാഹിത്യവും രചനയും
	KU1AECHIN102	Hindi-Sahityik Hindi
Major	KU1DSCCOM100	Management Theory and Practices*
Discipline Specific Core Course (DSC) Minor (Select any Two)	KU1DSCCOM101	Accounting for Beginners
	KU1DSCCOM102	Basics of Banking
	KU1DSCCOM103	Business Statistics
	KU1DSCCOM104	Modern Marketing
Multi- Disciplinary Courses (MDC) (Select any One)	KU1MDCCOM100	Personal Finance Planning
	KU1MDCCOM101	Management of Start-ups

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

FYUGPENGLISH

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
------------------------	--------------

FYUGPENGLISH

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
---	---	---

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 കുറുപ്പു 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) വാക്യഭോഷങ്ങൾ - പന്മന രാമചന്ദ്രൻ നായർ	
	c) പുനരുക്തി ഭോഷം - പന്മന 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	<i>Directions :</i> 1. പരിചയപ്പെട്ട കഥകൾ, കവിതകൾ എന്നിവയുടെ ആസ്വാദനക്കുറിപ്പ് തയ്യാറാക്കൽ.	
	2. കോഴ്സിൽ നിർദ്ദേശിച്ച സാഹിത്യരൂപങ്ങൾ മറ്റൊരു ആവിഷ്കാര രൂപത്തിൽ അവതരിപ്പിക്കൽ (നാടകം , നൃത്തശില്പം, സംഗീതശില്പം, കഥാപ്രസംഗം, ചിത്രം, പ്രസംഗം).	
	3. കോഴ്സിൽ പരിചയപ്പെട്ട രചനകളുടെ സമകാലിക പ്രസക്തി വിലയിരുത്തി ഉപന്യാസങ്ങൾ രചിക്കൽ.	
	4. കോഴ്സിലൂടെ പരിചയപ്പെട്ട എഴുത്തുകാരുടെ ഇതര രചനകൾ വായിച്ച് വായനക്കുറിപ്പ്, ബുക്ക് റിവ്യൂ എന്നിവ തയ്യാറാക്കൽ.	

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
----------	--------------------------------	----

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

COURSE TITLE: MANAGEMENT THEORY AND PRACTICE

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
1	DSC	100-199	KU1DSCCOM100	4	60

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

Course Description: Management theory and practice is a foundational course which tries to equip students with skills to lead and coordinate resources effectively in an organisation. In today's changing business environment, knowledge in management enables professionals to adapt strategies and stay competitive. It provides frameworks for problem-solving and decision-making which is essential for navigating complex challenges. Moreover, it emphasizes interpersonal skills and leadership, promoting strong teams and enhancing organizational effectiveness.

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Understand various concepts associated with Management theory and Practice	U
2	Improve problem solving skill and efficiency.	C
3	Apply the management skills in decision making	A
4	Develop strategic thinking and planning	An
5	Improve adaptability and Innovation	E

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

Mapping of Course Outcomes to PSO

	PSO1	PSO2	PSO3	PSO4	PSO5
C01	-	✓	✓	-	-
C02	-	-	✓	✓	-
C03	✓	-	✓	✓	-
C04	-	✓	✓	-	✓
C05	-	✓	-	-	✓

COURSE CONTENTS

Contents for Classroom Transactions:

Module	Unit	Content	Hrs
I	Introduction		12
	1	Concept of Management – Nature - Importance	
	2	Evolution of Management thought – Early contributions – Classical Management Thoughts – Scientific management – Administrative management – Bureaucratic management.	
	3	Neo classical Thought – Human relations approach – Behavioral approach.	
	4	Modern management approaches – Quantitative approach – Systems approach – Contingency approach.	
II	Management Functions		12
	1	Functions of Management – Nature.	
	2	Planning – meaning – process – types of plans.	
	3	Organising – meaning – Types of organisations – Line, Line & staff, functional organization – Formal and informal organization	
	4	Staffing – meaning – Recruitment – Sources of recruitment – Selection – Process of selection.	
	5	Directing – meaning – Principles of Direction – Controlling – meaning – Steps in Controlling.	
III	Elements of Direction		12
	1	Motivation – Concept, Nature and importance – Theories of Motivation – Maslow’s Need Hierarchy Theory - Herzberg’s Two factor theory - Theory X and Y – Theory Z.	
	2	Leadership –Types of leadership styles.	
	3	Supervision – Meaning - Elements of effective supervision.	
	4	Communication – Meaning and definition – communication process –Formal communication, Informal communication	
IV	Managerial Controlling Techniques		12
	1	Quality control – Total Quality Management – Techniques for Quality control – Quality circle – Developing a Quality Circle – Pitfalls and remedies.	
	2	Kaizen - Fishbone Theory-Bench marking.	
	3	Social audit and Management audit	

V	Teacher Specific Module	12
	Directions: For the effective understanding of the students the teachers can use Case Studies, adopt Role Play and other methods for improving the knowledge level and ensuring that the students acquire practical skills.	

Essential Readings:

- 1) L.M. Prasad, “Principles and Practice of Management”, Sultan Chand and sons.
- 2) Koontz, H and Wehrick, H, “Management”, McGraw Hill Inc.

Suggested Readings:

- 1) Drucker, Peter, F., Management: Tasks, Responsibilities and Practices, Allied Publishers, New Delhi.
- 2) Gupta. CB; Business management, Sultan Chand & sons.
- 3) Srinivasan & Chunawalla, Management Principles 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	
Total		100

COURSE TITLE: ACCOUNTING FOR BEGINNERS

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
I	DSC	100-199	KU1DSCCOM101	4	60

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

Course Description:

Accounting for beginners is a foundational course designed to introduce students to the basic accounting concepts, principles, concepts, conventions and rules to record business transactions and the preparation of financial statements. The course covers a set of documents and processes businesses use to track, record, and analyze financial data. The main objective is to familiarize students with the mechanics of preparation of financial statements. Students can apply critical thinking skills by identifying and analyzing accounting issues using relevant accounting frameworks.

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Understand the Accounting Concepts , Conventions and use Accounting rules to record business transactions	U
2	Identify and interpret accounting information to inform users and make decisions	I
3	Acquire knowledge on the preparation of Journal, Ledger and Trial Balance.	A
4	Apply the knowledge in preparing detailed accounts of sole trading concerns.	Ap
5	Analyzing the causes of errors in trial balance and the rules for rectification of errors	An

* *Understand (U), Apply (Ap), Analyse (An), Acquire (A,) Identify(I)*

Mapping of Course Outcomes to PSO

	PSO1	PSO2	PSO3	PSO4	PSO 5
CO 1	3	2	2	3	1
CO 2	3	3	2	3	2
CO 3	3	1	2	3	3
CO 4	3	3	3	3	3
CO 5	2	2	2	2	1

COURSE CONTENTS

Contents for Classroom Transactions:

Module	Unit	Content	Hrs
I	Introduction to Accounting		12
	1	Fundamentals of Financial Accounting: Financial Accounting – Meaning, Definition, Objectives, functions	
	2	Basic Accounting Concepts, Principles and Conventions- system of accounting	
	3	Double entry book keeping – basic concept – rule of debit and credit.	
II	Recording Business Transaction		12
	1	Recording Business Transaction – Journal – Journalizing	
	2	Ledger – meaning -difference between journal and ledger- classification of ledger	
	3	Ledger-posting-balancing.	
III	Trial Balance		12
	1	Trial Balance – meaning-features-objectives of preparing trial balance	
	2	Errors-Classification of Errors – causes of errors	
	3	Rectification of Errors – Preparation of Suspense Account.	
IV	Final Accounts		12
	1	Final Accounts of Sole Trading Concern- Capital and Revenue Expenditure and Receipts	
	2	Preparation of Trading, Profit and Loss Account with simple adjustments (Outstanding, Prepaid, Accrued, Bad debts and depreciation)	
	3	Balance Sheet with simple adjustments (Outstanding, Prepaid, Accrued, Bad debts and depreciation)	
V	Teacher Specific Module		12
		➤ Directions : Conduct Class room presentations, discussions, Prepare the accounts of sole trading concerns by visiting nearby concerns, for developing students’ interest in the course	

Essential Readings:

1. S. P. Jain and K. L. Narang Financial Accounting- I, Kalyani Publishers, New Delhi.
2. S.N. Maheshwari, Financial Accounting, Vikas Publications, Noida.
3. Shukla Grewal and Gupta, "Advanced Accounts", volume 1, S.Chand and Sons, New Delhi.
4. Radhaswamy and R.L. Gupta: Advanced Accounting, Sultan Chand, New Delhi.
5. R.L. Gupta and V.K. Gupta, "Financial Accounting", Sultan Chand, New Delhi

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	
Total		100

COURSE TITLE: BASICS OF BANKING

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
1	DSC	100-199	KU1DSCCOM102	4	60

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

Course Description:

This comprehensive course provides an in-depth exploration of the Indian banking system, covering its historical evolution, structural components, and pivotal role in economic development. Modules delve into the functions and organizational framework of the Reserve Bank of India (RBI), including both monetary and non-monetary roles. Students will be able to gain practical insights into banking procedures such as opening and closing accounts, as well as understanding the essential aspects of Know Your Customer (KYC) norms and the nuances of cheques. Furthermore, the course delves into the realm of payment systems and digital banking. Additionally, recent government initiatives promoting financial inclusion, will be analyzed, providing participants with a holistic understanding of contemporary financial landscapes, and empowering them with the knowledge to navigate and contribute to India's dynamic banking sector.

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Recognize the role of Indian Banking system	U
2	Identifying the Role of RBI in India	U
3	Evaluate the operational system of a bank and equip to handle cheques	A
4	To enable pupils to recognize and utilize India's digital payment systems	A
5	To effectively utilize the diverse range of government schemes provided by banks	A

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

Mapping of Course Outcomes to PSO

	PO1	PO2	PO3	PO4	PSO
CO 1	✓				2
CO 2	✓				2
CO 3	✓	✓	✓		3
CO 4	✓	✓	✓		3
CO 5	✓	✓			2

COURSE CONTENTS

Contents for Classroom Transactions:

Module	Unit	Content	Hrs
I	Overview of Banking System		15
	1	Banking Overview- History and evolution of banking in India-Structure of banking sector in India	
	2	Functions of Commercial Bank- Deposits-Types of loans-General utility services	
	3	Role of banking sector in economic development.	
II	RBI and functions		10
	1	RBI- Organisational Structure-Objectives	
	2	Functions; Monetary and Non-Monetary Functions	
III	Banker and Customer		10
	1	Procedures for opening an account	
	2	Procedures to closing an account	
	3	Know your customer (KYC)	
	4	Cheques – features – crossing – types of crossing	
IV	Overview of Payment Systems and Digital Banking in India		13
	1	Real Time Gross Settlement (RTGS), National Electronic Funds Transfer (NEFT), Immediate Payment Service (IMPS), Unified Payments Interface (UPI), Society for Worldwide Inter-bank Financial Telecommunications (SWIFT)	
	2	Automated Teller Machine (ATM), Mobile Banking,	
	3	Digital Payment Platforms in India- GPay, Paytm, PhonePe, Bharat Interface for Money (BHIM)	
	4	Payment Gateways- Meaning- Important Payment Gateways in India	
	5	Credit Card and Debit Card	
V	Teacher Specific Module		12
	Teachers can discuss on various new government schemes offered as part of financial Inclusion like Pradhan Mantri Jan Dhan Yojana, Atal Pension Yojana, Pradhan Mantri Jeevan Jyoti Bima Yojana, Pradhan Mantri, Suraksha Bima Yojana, Pradhan Mantri Mudra Yojana, Stand Up India , Pradhan Mantri Vaya Vandana Yojana		

Core Compulsory Readings (Books, Journals, E-sources Websites/ weblinks) List

1. Tannan, M.L. (2020). Banking law and practice in India. New York, United States: Lexis Nexis.
2. Maheshwari S.N., Maheshwari S.K., Banking Law and practice
3. Shekhar K.C., Lekshmy S (2013) Banking Theory and Practice
4. Retail Banking and Wealth Management. (2023). Indian institute of banking and finance. (1st ed.). Macmillan Publishers India Limited.
5. Maheshwari S.N., Maheshwari S.K., Banking Law and practice
6. Suneja, H.R. (2019). Practical and law of banking. Delhi, India: Himalaya Publishing House.
7. Kaptan, S.S., & Choubey, N.S. (2017). Indian banking in electronic era. India: Sarup & Sons.
8. Deva, V. (2018). E-banking. Delhi, India: Common Wealth Publishers.
9. Uppal, R.K. (2018). Banking with technology. (1st ed.). Delhi, India: New Century Publications.
10. <https://financialservices.gov.in/beta/en/schemes-overview>

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	
Total		100

COURSE TITLE- BUSINESS STATISTICS

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
1	DSC	100-199	KU1DSCCOM103	4	60

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

Course Description: Business Statistics is a foundational course designed to introduce students to the essential concepts and methods used in statistical analysis within a business context. The course covers the basics of statistical investigation, census and sampling methods, data collection and data presentation. Students will explore measures of central tendency and variation, essential tools for summarizing and describing data.

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Understand and explain statistical concepts	U
2	Present and interpret statistical data	C
3	Apply measures of central tendency and variation	A
4	Apply measures of variation	A
5	Analyse and solve real-world business problems using statistics	An

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

Mapping of Course Outcomes to PSO

	PSO1	PSO2	PSO3	PSO4	PSO5
C01		✓		✓	
C02		✓		✓	✓
C03		✓		✓	
C04		✓		✓	✓
C05	✓	✓		✓	

COURSE CONTENTS

Contents for Classroom Transactions:

Module	Unit	Content	Hrs
I	Introduction		12
	1	Meaning, Definition, Functions, Importance and Limitations of Statistics	
	2	Statistical investigation: Meaning and Stages (Brief explanation only)	
	3	Collection of Statistical Data, Sources of Data: Primary and Secondary sources	
	4	Methods of collecting Primary data: Observation Method, Interview Method and Surveys using schedules and questionnaire	
II	Census and Sampling Methods		12
	1	Meaning of Census and Sampling Methods	
	2	Methods of Sampling: Probability and Non probability methods	
	3	Tabulation of Data: Parts of a table and Qualities of a good table	
	4	Presentation of Data: Creation of Charts (Line, Pie and Bar charts) using spread sheet software.	
III	Measures of Central Tendency		12
	1	Meaning, Objectives and Requisites of good average	
	2	Types of averages: Mean (Simple & Weighted)	
	3	Median, Mode, Harmonic Mean and Geometric Mean (Algebraic method only)	
IV	Measures of Variation		12
	1	Meaning	
	2	Various measures of dispersion: Absolute and Relative measures	
	3	Range, Quartile Deviation, Mean Deviation and Standard deviation	
V	Teacher Specific Module		12
		➤ Directions: Teachers can use real-world examples and case studies to illustrate key concepts in Business Statistics. Teachers can also focus on teaching data collection methods and effective use of spreadsheet software for data presentation. Encourage hands-on exercises and group discussions to ensure students gain both theoretical knowledge and practical skills.	

Essential Readings:

1. S. P. Gupta. Statistical Methods. Thirty third Revised Edition, Sultan Chand & Sons, 2006.
2. D. C. Sancheti, and V. K. Kapoor. Statistics (Theory, Methods & Application). Seventh Revised Edition, Sultan Chand & Sons, 1999.

Suggested Readings:

1. R. S. N. Pillai and Bagavathi. Statistics Theory and Practice. S. Chand & Company Ltd, 2010.
2. Dr. P. R. Vittal. Business Mathematics and Statistics. Sixth Revised Edition, Margham Publications, 2015.
3. B. M. Aggarwal. Business Mathematics and Statistics. Ane Books, 2010.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	
b)	Test Paper-2	
c)	Assignment	
d)	Seminar	
Total		100

COURSE TITLE: MODERN MARKETING

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
1	DSC	100-199	KU1DSCCOM104	4	60

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

Course Description:

The subject of Marketing helps the students to get an idea on how business persons find out what people want, understand the needs of different customer segments, communicate how a product or service fills those needs, and guide potential customers to take action. The objective of this course is to introduce students, the concepts, analyses, and activities that comprise marketing management and to provide practice in assessing and solving marketing problems. The course is also a foundation for advanced electives in Marketing as well as other business/social disciplines. Topics include marketing strategy, customer behavior, segmentation, customer lifetime value, product lifecycle strategies, pricing, promotion and also recent trends in doing marketing activities.

COURSE OUTCOMES:

CO No.	Expected Outcome	Learning Domains
1	To Know the fundamentals of Marketing	U
2	To familiarize with Marketing mix and its components.	U
3	To Study the Importance of Consumer behavior in Marketing	An
4	To Study and understand Recent trends in Marketing..	U, An

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

Mapping of Course Outcomes to PSO

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	✓			✓	✓
CO2	✓		✓		
CO3		✓		✓	
CO4	✓		✓		✓

COURSE CONTENTS

Contents for Classroom Transactions:

Module	Unit	Content	Hrs
I	Introduction to Marketing		12
	1	Meaning, Nature and Scope of marketing: goods, services, events, organisations etc.- Kinds of goods: convenience goods, shopping goods, specialty goods	4
	2	Functions of Marketing	3
	3	Marketing concepts: Traditional and Modern	3
	4	Difference between Selling Vs Marketing	2
II	Marketing mix		12
	1	Meaning, Significance of Marketing mix.	2
	2	Product- Meaning only , Product life cycle;	3
	3	Price: importance of price; factors influencing price fixation;.	2
	4	Promotion: Methods of promotion: advertising, sales promotion, personal selling, publicity (in brief)	3
	5	Physical distribution- Different levels of distribution, Factors affecting choice of a particular channel of distribution.	2
III	Consumer Behaviour		12
	1	Nature, significance of Consumer behavior	2
	2	Factors affecting consumer behavior: Personal, Social, Psychological and cultural	4
	3	Market segmentation: Concept, Bases for market segmentation	4
	4	Targeting: Meaning only, Positioning: Meaning and techniques	2

IV	Recent trends in Marketing		12
	1	Features of Modern marketing	3
	2	Recent trends in Marketing: Digital marketing, E- Marketing, Kiosk marketing, Social media marketing- Network marketing, Influencer marketing, Chatbot marketing, Green marketing. (in brief)	9
V (Teacher specific module)	Service Marketing		12
	1	<i>Meaning, Features of Service marketing</i>	2
	2	<i>Types of Service Marketing- Banking, Hospitality, Tourism and Healthcare services only.</i>	10

Essential readings

1. Kotler, Philip: Marketing Management; Prentice Hall, New Jersey.
2. Condiff E.W. and Still, R.R., Basic Marketing Concepts, Decisions and Strategy; Prentice Hall of India, New Delhi.
3. Stanton W.J., Etzel Michael J and Walter Bruce J; Fundamentals of Marketing; McGraw Hill, New York.
4. <https://hbr.org/1985/09/rejuvenating-the-marketing-mix>

Suggestive Readings

1. Rorsiter Johan R, Percy Larry: Advertising and Promotion Management ; McGraw Hill, New York
2. Arun Kumar & N. Meenakshi - Marketing Management
3. <https://hbr.org/1985/09/rejuvenating-the-marketing-mix>

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	TestPaper-1	
b)	TestPaper-2	
c)	Assignment	
d)	Seminar	
e)	Book/Article Review	
Total		100

COURSE TITLE: PERSONAL FINANCE PLANNING

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
1	MDC	100-199	KU1MDCCOM100	3	45

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	-	2	25	50	75	1 1/2

Course Description:

Personal Finance Planning and Investment is fundamental course designed to provide students with a comprehensive understanding of personal financial planning and its critical role in achieving financial stability and security. Over four modules, students will explore various aspects of financial planning, investment strategies, tax planning, insurance planning, and retirement benefits planning. By the end of this course, students will be equipped with the knowledge and skills to manage their personal finances effectively and make productive financial decisions.

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	After studying this course, students will be able to understand the fundamental aspects of financial planning.	U
2	After studying this course, students will be able to understand the concept of investment planning.	U, An
3	After studying this course, students will be able to examine the scope and ways of personal tax planning.	U, An
4	After studying this course, students will be able to analyse the scope of insurance and retirement planning.	U, An

***Remember (R),**

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

Mapping of Course Outcomes to PSO

	PO 1	PO 2	PO 3	PO 4	PSO
CO 1	✓			✓	01
CO 2	✓	✓	✓	✓	02
CO 3	✓	✓	✓	✓	02
CO 4	✓	✓	✓	✓	01

COURSE CONTENTS

Contents for Classroom Transactions

Module	Unit	Content	Hrs
I	Financial Planning		8
	1	Financial goals	
	2	Personal financial planning; Meaning, Objective, Process, Principles	
	3	Factors Influencing Personal Financial Planning	
	4	Introduction to savings; benefits of savings	
II	Investment planning		9
	1	Investment; Meaning, Need, Benefits	
	2	Types of investments (Concepts only)	
	3	Return & Risk (Concept only)	
	4	Investment Diversification	
III	Personal Tax Planning		10
	1	Tax structure in India for personal taxation	
	2	Scope of personal tax planning	
	3	Exemptions and Deductions available to individuals (U/s 80C,80D,80E,80G, 80TTA, 80 U) from Gross Total Income (Theory Only)	
	4	Comparison of benefits: New Regime and Old Regime	
IV	Insurance and Retirement Benefits Planning		9
	1	Insurance-Meaning, Needs	
	2	Types of Insurance: Life insurance (Whole Life policy, Endowment Policy ULIP), General insurance (Health Insurance, Motor Insurance & Fire Insurance)	
	3	Need of Retirement Planning	
	4	Process of retirement planning	
	5	Pension plans available in India	

	Teacher Specific Module	9
V	<ul style="list-style-type: none"> ➤ Directions: To enhance personal financial planning education teachers can incorporate practical excise on financial planning, discussions on saving strategies, interactive activities and case studies on tax planning, insurance planning and Retirement planning. 	

Essential Readings:

- Indian Institute of Banking & Finance. Introduction to Financial Planning. Taxmann Publications, New Delhi.
- Jaiswal, B., Shimpi, L.S., & Srivastava, S.K. Managing Personal Finance. Publisher: New Royal Book Company.
- Pandit, A. The Only Financial Planning Book that You Will Ever Need. Network 18 Publications Ltd., Mumbai.
- Sinha, M. Financial Planning: A Ready Reckoner. McGraw Hill Education.
- Dr. H.C. Mehrotra (Author), Dr. S.P. Goyal. Direct Tax including Tax Planning & Management. Sahitya bhawan publication.

Suggested Readings:

- S Murali, K B Subbakrishna. Personal Financial Planning. Himalaya Publishing House.
- Shalu Garg. Personal Financial Planning. Sultan Chand & Sons.

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	
Total		75

KU1MDCCOM101: MANAGEMENT OF START-UPS

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
1	MDC	100-199	KU1MDCCOM101	3	45

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	-	-	25	50	75	1 1/2

Course Description

The course aims to acquire knowledge about start-up ecosystems, equip the students with the knowledge and skills to establish and run their own new venture.

COURSE OUTCOMES

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

CO1	To create awareness about the start-up ecosystem in India& Kerala
CO2	To understand the various assistance and facilities provided by the multiple agencies to start-ups
CO3	To acquire knowledge about the preparation and presentation of the documents needed for starting new ventures
CO4	To Understand various types of ventures and procedures involved in starting new ventures as start-up
CO5	To acquire knowledge about the preparation and presentation of business plans needed for starting new start-ups by using innovative tools

Mapping of Course Outcomes to PSOs:

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1					<input checked="" type="checkbox"/>
CO2		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
CO3	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
CO4			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
CO5	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

COURSE CONTENTS

Contents for Classroom Transactions:

Module	Unit	Content	Hrs
I	The Start-Up Ecosystem in India		10
	1.1	The Start-up Ecosystem in India -Startup India- Stand up India-Make in India-Overview of the Indian start-up ecosystem and its evolution	
	1.2	Key players and stakeholders: government, incubators, accelerators and investors	
	1.3	Support systems available to start-ups, such as mentorship programs and funding opportunities (Crowd Funding, Venture Capital, Private Equity, Angel Investors)	
II	Types of Start-up Ventures		12
		Types of start-up ventures- technology-driven, social enterprises and lifestyle businesses	
		Considerations for selecting a venture- market demand, personal interests, skills, and resources	
		Steps involved in launching a start-up, including idea validation, business planning, and execution	
III	Institutional Financial Support		6
		Institutional Financial Support -Institutions supporting small business enterprises: Central-level institutions, state-level institutions, and other agencies.	
		Various Agencies: Industrial Development Corporation (IDC) - State Financial Corporation (SFCs) - Small Scale Industries Development Corporations (SSIDCs) - Khadi and Village Industries Commission (KVIC) - Technical Consultancy Organisation (TCO) - Small Industries Service Institute (SISI) - National Small Industries Corporation (NSIC) - Small Industries Development Bank of India (SIDBI)	
IV	Start-up Ecosystem in Kerala		8
		Kerala Start-up Mission-IEDC-Techno Park-Incubators and its Operations	
		District Industries Centres (DICs) and its functions-Growth of Start-Ups in different Sectors-Agro based Start-Up- NBFC support to start up.	
	Teacher Specific Module		9

V	Teacher can add more practical components such as Presentations for investors and business Plans- Teacher can make the students familiar with recent technological advancements such as AI to improve presentation and project report-making	
---	--	--

Core Compulsory Readings (Books, Journals, E-sources Websites/ weblinks) List

1. Kathleen R Allen, Launching New Ventures, An Entrepreneurial Approach, Cengage Learning, 2016.
2. AnjanRaichaudhuri, Managing New Ventures Concepts and Cases, Prentice Hall International, 2010.
3. S. R. Bhowmik& M. Bhowmik, Entrepreneurship, New Age International, 2007.
4. Steven Fisher, Ja-nae' Duane, The Startup Equation -A Visual Guidebook for Building Your Startup, Indian Edition, McGraw Hill Education India Pvt. Ltd, 2016.
5. Donald F Kuratko, Jeffrey S. Hornsby, New Venture Management: The Entrepreneur's Road Map, 2e, Routledge, 2017.
6. Vijay Sathe, Corporate Entrepreneurship, 1e, Cambridge, 2009
7. C. Gordon Bell With John E. Mcnamara, Hitech Ventures, Addison-Wesley Publishing Company, Inc.
8. Alejandro Cremades, The Art of Startup Fundraising - Pitching Investors, Negotiating the Deal, and Everything Else Entrepreneurs Need to Know.
9. Dr. Atul Kapdi, Dr. Pankaj Kumar Ambadas Anawade, Mrs. Vinita Ahire Kale - Start Up and New Venture Management- Thakkur Publication Pvt Ltd, Pune,2020

Core Suggested Readings (Books, Journals, E-sources Websites/ weblinks)

1. K K Jisha, The Development Experience of Kerala, Archers & Elevators Publishing House, 2015
2. <https://www.startupindia.gov.in/>

TEACHING LEARNING STRATEGIES (Classroom activities / Lab activities / Field Activities)

- Class Room Lectures
- Field Trips
- Face to Face Interaction with Entrepreneurs
- Expert Talks
- Seminars
- Symposium
- Workshop

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	
Total		75

Sample Questions to test Outcomes.

1. Discuss the features of Start-Up Ecosystem
2. You wish to start a start-up. Which steps of the entrepreneurial process will follow?
3. Discuss the Institutional framework for star-ups exists in India
4. What is the role of Kerala Start Up Mission in supporting Start ups

Employability for the Course / Programme

- Entrepreneur Roles
- Business Consultant Roles
- Fund Raiser Roles
- Administrator Roles