

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 II

Course Category	Course Code	Course Name
Ability Enhancement Course (AEC)	KU2AECENG105	English 2- Englishin Contex
	Additional Language 2	
	KU2AECKAN104	Kannada- Medieval Kannada Literature
	KU2AEMAL106	Malayalam- ഭാഷാ- സാഹിത്യവ്യവഹാരങ്ങൾ
	KU2AECHIN105	Hindi- Gadya Vividha
Major	KU2DSCCOM105	Financial Accounting *
Discipline Specific Core Course (DSC) Minor (Select any Two)	KU2DSCCOM106	Modern Business Environment
	KU2DSCCOM107	Fundamentals of Income Tax
	KU2DSCCOM108	Business Economics
	KU2DSCCOM109	Principles of Insurance
	KU2DSCCOM110	Quantitative Techniques for Business Decisions
Multi- Disciplinary Courses (MDC) (Select any One)	KU2MDCCOM102	Fundamentals of Entrepreneurship
	KU2MDCCOM103	Stock Market Operations

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	

		MODULE TITLE : ജീവചരിത്രം / കേട്ടെഴുത്ത് / അഭിമുഖം	12
2	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)	

		MODULE TITLE : യാത്രാവിവരണം	12
3	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	

		MODULE TITLE : സിനിമ / നാടകം	12
4	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. അടയാട് 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: 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

**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

COURSE TITLE: FINANCIAL ACCOUNTING

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
2	DSC	100-199	KU2DSCCOM105	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:

Financial accounting is a fundamental course that provides students with a comprehensive understanding of the principles and practices involved in recording, summarizing, and reporting financial transactions within an organization. Through theoretical concepts and practical applications, students learn to analyze financial statements, interpret financial data, and make informed decisions. Topics typically include the accounting cycle, financial statement preparation, revenue recognition, expense allocation, and the principles of Generally Accepted Accounting Principles (GAAP). This course equips students with essential skills for careers in finance, accounting, auditing, and management, fostering proficiency in financial reporting and analysis essential for informed business decision-making.

Course Outcomes:

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

CO No.	Expected Outcome	Learning Domains
1	Understand the theoretical and practical knowledge of the basics of accounting.	U,A,An
2	Acquire the knowledge of accounting for royalty and Consignment accounts	U,A
3	Imbibe the accounting concepts of Inland Branch Business	U,A
4	Comprehend the procedure for determining profit and financial position from incomplete records	U,A,An

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	Introduction to Accounting		9
	1	Introduction to Accounting: meaning and objectives of Accounting - GAAP	2
	2	Preparation of Journal and Ledger Accounts --	4
	3	Preparation of Trial Balance and rectification of errors – Suspense Account	3
II	Final Accounts of Sole Trading Concern		8
	1	Manufacturing Account - preparation of Trading and Profit and Loss Accounts	4
	2	Preparation of Balance Sheet	2
	3	Adjusting and Closing Entries.	2
III	Accounting for Royalty and Consignment		10
	1	Royalty accounts: meaning – minimum rent – short workings – recoupment of short workings - minimum Rent during strike and lockout	2
	2	Accounting procedures in the books of the parties- (sub lease not required)	3
	3	Consignment Accounts – concepts – Consignor and consignee- difference between consignment and sale	2
	4	Accounting treatment – cost price and invoice price - Treatment of unsold stock	3
	5		
IV	Accounting for Inland Branch Transactions		9
	1	Inland Branch Accounts: Accounts of dependent and independent branches - Debtors’ system, Stock and Debtors System (at cost price and invoice price)	5
	2	Incorporation of branch Trial Balance in the books of H.O	2
	3	Preparation of consolidated accounts	2

V	Teacher Specific Module	9
	<p>➤ Directions: Visit and collection of business transactions of nearby business organisations (Sole trader, Branch, Royalty etc) and preparation books of accounts and final accounts.</p>	

Suggested Readings:

1. Advanced Accounting :M.C.Shukla&T.S.Grewal
2. Advanced Accounting :R.L.Guptha
3. Advanced Accounting :S.N.Maheshwari
4. Advanced Accounting :B.S.Raman
5. Advanced Accounting : Ashok Sehgal& Deepak Sehgal
6. Advanced Accounting :S.K.R.Paul
7. Advanced Accounts VolumeII : Shukla: M.C., T.S.Grewal and S.C.Guptha (S.Chand&Co.,New Delhi)
8. Advanced Accountancy, Volume II :Guptha R.L. and M.Radhaswami (Sulthan Chand & Co. New Delhi)
9. Financial Accounting :B.K.Banerjee (PHI Pvt.Ltd.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

KU2DSCCOM101: “MODERN BUSINESS ENVIRONMENT”

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
2	DSC-Minor	100-199	KU2DSCCOM106	4	60

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 introduces students to the fundamental concepts of business environment. It explores the internal and external forces that shape business decisions and strategies. Students will gain knowledge of the economic, political, legal, social, cultural, technological, and natural factors that influence business operations. Additionally, the course will equip students with analytical tools to scan the environment, identify opportunities and threats, and develop effective strategic responses.

Course Outcomes:

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

Co No.	Expected outcome	Learning Domains
1	Define the terms ‘business’ and ‘business environment’	R
2	List the elements of internal and external environment	R
3	Explain environmental analysis	U
4	Describe PESTLE analysis	U
5	Compare internal and external a environmental factors	An
6	Evaluate the effectiveness of different strategic responses to environmental changes.	E
7	Compose a descriptive essay on strategic responses adopted by real world companies	C

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

Mapping of Course Outcomes to PSOs:

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

COURSE CONTENTS**Contents for Classroom Transaction:**

MODULE	UNIT	DESCRIPTION	HOURS
1	Introduction to Business Environment		10 hrs
	1	Business- Meaning, Definition, features	3
	2	Business Environment - meaning, definition, Characteristics, Importance	4
	3	Relationship between business and it's environment (exchange of information, exchange of resources, exchange of influence and power)	3
2	Types of business Environment		14 hrs.
	1	Internal Environment-meaning and Elements (value system, organisation structure, mission and objectives, financial capacity)	6

	2	External environment- meaning and classification - Micro and Macro environment	2
	3	- Elements of micro environment (Suppliers, Customers, Competitors, Market Intermediaries, Public)	6
	Macro environment and Environmental scanning		14 hrs
3	1	Macro environment – meaning and elements; Economic, Political- legal, Socio- Cultural, Technological, Natural , Demographic , International/global environment (meaning only)	8
	2	Environmental analysis -meaning and need	2
	2	PESTLE ANALYSIS-key factors only	4
	Strategic responses to environment		10 hrs
4	1	Strategic response to business – concept and classification (internal and holistic)	2
	2	Internal Strategic Response-Administrative, Competitive, collective	4
	2	Holistic Strategic Response-least resistance, proceed with caution, Dynamic response	4
	Teacher Specific Module		12 hrs
5	<i>Directions:</i>		
	<ul style="list-style-type: none"> • <i>Encourage active participation through class discussions and group activities.</i> • <i>Utilize case studies and real-world examples to illustrate key concepts.</i> • <i>Integrate guest speakers from various industries to provide practical insights.</i> 		

Essential Readings

- Chandra, Prasanna. Business Environment. 10th ed., Tata McGraw-Hill Education, 2023.
- Khanka, S.S. Business Environment. 8th ed., S. Chand Publishing, 2022
- avid, Fred R. Strategic Management Concepts and Cases: Experience and Innovation, Comprehensive. 17th ed., Pearson Education Limited, 2023.
- Dessler, Gary. Strategic Management: Text and Cases. 16th ed., Pearson Education Limited, 2022.
- Pearce, John A., and Richard B. Robinson. Strategic Management: Formulation, Implementation, and Control. 14th ed., McGraw-Hill Education, 2021.

Suggested readings

- Thompson Jr., Arthur A., John E. Gamble, and H. John Strickland. Crafting and Implementing Strategy: Concepts and Cases. 20th ed., Pearson Education Limited, 2023.
- Porter, Michael E. Competitive Strategy: Techniques for Analysing Industries and Competitors. W. W. Norton & Company, 1980.
- Mintzberg, Henry. The Five Ps of Strategy. Pearson Education Limited, 2003.

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

KU2DSCCOM102: FUNDAMENTALS OF INCOME TAX

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
2	DSC-Minor	100-199	KU2DSCCOM107	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:

Fundamentals of Income Tax provides a comprehensive introduction to taxation principles, covering both direct and indirect taxes with a focus on income tax in India. Beginning with an overview of taxation concepts and terminologies, students delve into the evolution of income tax, tax rates, and exemptions for individual assesses. Further modules explore topics such as residential status determination, the scope of total income, and the various heads of income. Additionally, students learn about income tax authorities, including the Central Board of Direct Taxes, and procedural aspects such as the significance of Permanent Account Numbers (PAN) and e-Return filing. Through a blend of theoretical learning and practical exercises, students develop a solid understanding of taxation fundamentals essential for navigating India's complex tax landscape.

Course Outcomes:

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

CO No.	Expected Outcome	Learning Domains
1	Students will be able to identify and explain the basic principles, importance, and key terminologies related to taxation.	R, U
2	Students will be able to analyze and differentiate between direct and indirect taxes, with a focus on understanding GST, Excise Duty, and Customs Duty in the Indian context.	An
3	Students will be able to apply the criteria to determine the residential status of different types of assessee and understand the scope of their total income for tax purposes.	A

4	Students will be able to comprehend the roles and powers of income tax authorities, understand the importance of PAN, and effectively follow the procedures for e-filing.	A, E
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**Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

Mapping of Course Outcomes to PSOs:

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

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
		Introduction to Taxation	8
1	1	Introduction to tax, basis of levy, need and importance of tax, basic terminologies.	5
	2	Concept of Indirect Tax; Difference between Direct Tax and Indirect Tax.	1
	3	Indirect tax in India- GST, Basic Excise and Customs Duty.	2
		Introduction to Income Tax	12
2	1	Introduction to Income Tax	1
	2	Evolution of Income Tax	1

	3	Basic Concepts, Definition of different terms, Tax rates	5
	4	Incomes exempt from tax (for individual assessee)	5
	Residential status, Incidence of Tax and Heads of Income		16
3	1	Residential Status and Incidence of Tax: Meaning	2
	2	Determination of Residential Status of different types of assessee – problems	4
	3	Scope of total income — problems.	4
	4	Short overview of five heads of income (items included under chargeability sections only and problems not expected)	6
	Income Tax Authorities and Filing of return		12
4	1	Income Tax Authorities and their powers: General Powers- Powers and functions of CBDT.	5
	2	PAN- meaning and situations where PAN is compulsory.	2
	3	Return- meaning, types, due dates and steps in filing of e-Return.	5
	Teacher Specific Module		12
5	<p><i>Directions:</i> <i>Teachers have the flexibility to select and explore key income tax topics based on their expertise and students' interests. Available time may be used to create practical knowledge through e-filing softwares and income tax website. Revision of topics covered, case studies, and assessments to enhance students' understanding is advisable.</i></p>		

Essential Readings:

1. Fundamentals of Income Tax: Dr. A. P. Philip
2. Fundamentals of Income Tax: Dr. H.C Mehrotra and Dr. S. P.Goyal
3. Income tax Law and Accounts: Dr. H.C.Mehrotra and Dr. S.P.Goyal
4. Income tax Law and Practice: Dr. Bhagavathi Prasad.
5. Income tax Law and Practice: Gaur and Narang
6. Income tax Law and Practice: B.S.Raman.
7. Direct taxes Law and Practice: Dr.Vinod K., Singhanian & Dr. Kapil Singhanian

Suggested Readings:

1. Ahuja, Girish and Ravi Gupta. Systematic Approach to Income Tax. Bharat Law House, Delhi.
2. Singhanian, Vinod K. and Monica Singhanian. Students' Guide to Income Tax, University Edition. Taxmann Publications Pvt. Ltd., NewDelhi.

Assessment Rubrics:

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

COURSE TITLE- BUSINESS ECONOMICS

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
1	DSC	100-199	KU2DSCCOM108	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:

This course provides an introduction to economic principles and their application to business decision-making. Topics covered include microeconomic theory, market structures, demand and supply analysis, cost analysis, pricing strategies, and strategic decision-making in various market situations.

Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Understanding Economic Principles	U
2	Applying Microeconomic Theory	A
3	Macroeconomic Analysis	An
4	Understanding Economic Policy	U

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

Mapping of Course Outcomes to PSO

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	3	-	-	1
CO2	-	3	1	1	0
CO3	-	3	1	1	0
CO4	-	3	-	-	1

COURSE CONTENTS

Contents for Classroom Transactions:

Module	Unit	Content	Hrs
I	Introduction to Business Economics		10
	1	Business Economics, Meaning, Definitions, Scope and Importance and basic tools of Business Economics	
	2	Opportunity Cost principle- Incremental and Marginal Concepts	
	3	Basic economic relations: functional relations - Total, Average and Marginal relations - Use of Marginal analysis in decision making	
II	Theories of Demand and Supply		12
	1	Demand, Meaning, Law of demand, Law of diminishing marginal utility, Demand Schedule, Individual and Market Demand Curve, Determinants of Demand and Changes in Demand	
	2	Supply: Meaning, Supply Schedule, Individual and Market Supply Curve, Determinants of Supply, Law of Supply, Changes in Supply	
	3	Equilibrium of Demand and Supply, Determination of Equilibrium Price and Quantity, Effect of a shift in Demand or Supply; Elasticity of Demand and Supply	
III	Theories of Production and Pricing		12
	1	Theory of Production, Factors of Production, Basic Concepts, Production Function, Law of Variable Proportions, Returns to Scale	
	2	Producer's Equilibrium, Least-Cost Factor Combination and Output Maximisation for a given Level of Outlay	
	3	Pricing and pricing policies, objectives of pricing, factors affecting pricing policy, types of pricing	
	Indian Economy		12

IV	1	National Income, concept and meaning, Computation of NI, Measurement of GDP, Components of GDP	
	2	Monetary and fiscal policies, Basic Characteristics of the Indian Economy, Major Issues of Development; Development Experience and Recent Trends in Indian Economy	
	3	Features of Kerala Economy, Kerala Model Development, Decentralised Planning in Kerala	
	Teacher Specific Module		12
V		➤ Review of national and global economic situations.	

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

1. H. L. Bhatia Micro Economic Theory; Modern Publisher, Gulab Bhawan, 6, Bahadurshah Zafar Marg, New Delhi.
2. M.L. Jhingan Micro Economic Theory; Konark Publishers Pvt. Ltd., A-149, Vikas Marg, Shakarpur, New Delhi-110 092.

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

1. S. K. Agarwala Economic System and Micro Economic Theory; Galgotia Publishing Company, 6A/4, WEA, Karol Bagh, New Delhi.
2. D.D. Chaturvedi Macro Economic - Analysis and Policy; Galgotia Publishing Company, 6A/4, WEA, Karol Bagh, New Delhi.
3. D.M. Mithani Macro Economics; Himalaya Publishing House.

TEACHING LEARNING STRATEGIES

Lectures to introduce theoretical concepts and frameworks

- Case studies and real-world examples to illustrate application of concepts
- Group discussions and debates to encourage critical thinking and analysis
- Assignments and projects to provide hands-on experience in analysing business scenarios

Mode of Transaction

The Business Economics course will be delivered through a blended learning approach such as Lectures, Online Learning Modules, Group Discussions and Debates, Case Studies and Practical Examples, Assignments and Projects etc.

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 : PRINCIPLES OF INSURANCE

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
II	DSC	100 - 199	KU2DSCCOM109	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:

This course intends to provide a basic understanding of the insurance mechanism. It explains the concept of insurance and how it is used to cover risk. Through this course student will be able understand the various insurances such as Life insurance, Fire insurance, Marine insurance, Motor insurance, Personal accident insurance, Liability insurance and Miscellaneous insurance. It will familiarize the Insurance Regulatory and Development Authority (IRDA) its purpose, duties, powers and functions and its environment in India.

COURSE OUTCOMES:

CO No.	Expected Outcome	Learning Domains
1	Understand insurance mechanism, functions and the use of insurance as a tool to reduce risk	U
2	Enhance knowledge on Insurance Regulations in India, Insurance Act, Insurance Regulatory and Development Authority(IRDA)	E
3	Identify the key principles of insurance	I
4	Analyze the various types of insurance policies	A
5	Apply the knowledge on basic principles of insurance in day-to-day work	Ap

* *Understand (U), Apply (Ap), Analyse (A), Enhance (E), Identify(I)*

Mapping of Course Outcomes to PSO

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

COURSE CONTENTS

Contents for Classroom Transactions:

Module	Unit	Content	Hrs
I	Introduction to insurance		12
	1	Definition of insurance - Characteristics of insurance – importance-Principles of contract of insurance	
	2	General Concepts of Insurance –Types of insurance	
	3	Insurance intermediaries.	
II	Insurance Regulations in India		12
	1	Insurance Act, 1938 -Insurance Regulatory and Development Authority (IRDA) – Introduction – Purpose.	
	2	Duties, Powers and functions of IRDA	
	3	Operations of IRDA – Insurance policyholders’ protection under IRDA.	
III	Life Insurance Business		12
	1	Fundamental principles of life insurance – Basic features of life insurance contracts.	
	2	Traditional and unit linked policies – Individual and group policies	
	3	Types of life insurance policies – Term insurance – Whole life insurance and its variants – Endowment insurance and its variants.	
IV	General Insurance Business		12
	1	Fundamental principles of general insurance- Basic features of general insurance contracts.	
	2	Fire insurance – Marine insurance	

	3	Motor insurance – Personal accident insurance – Liability insurance –Miscellaneous insurance	
V	Teacher Specific Module		12
	➤ Directions : Conduct Class room presentations, discussions, conducting seminars on various products offered by LIC , GIC, make interactions with insurance authorities for developing students’ interest in the course		

Essential Readings:

1. Mishra M.N. - Insurance Principle & Practice (Sultan Chand & Company Ltd., New Delhi)
2. Ganguly Anand - Insurance Management (New Age International Publishers, New Delhi)
3. Vaughan & Vaughan - Fundamentals of risk & Insurance (John Wiley & Sons, New York)
4. Srivastava D.C., Srivastava Shashank - Indian Insurance
5. Balachandran, General Insurance, Insurance Institute of India.
6. S. Balachandran, Karve, Palav, Life Insurance, Insurance Institute of India
7. M. Y. Khan, Indian Financial System, Tata McGraw-Hill.
8. Gupta, P. K, Insurance and Risk Management, Himalaya Publishing House
7. Insurance Theory and Practice , Nalini Prava Tripathy & Prabir Pal, Prentice – Hall of India , Pvt Ltd, 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- QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
1	DSC	100-199	KU2DSCCOM110	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: Quantitative Techniques for Business Decisions is a foundational course that provides students with a comprehensive understanding of quantitative techniques and their applications in business. This course covers fundamental statistical methods such as correlation and regression analysis, time series analysis and probability. This course will help the students to analyse relationships between variables, identify trends over time and apply probability theories to business decision-making.

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Understand and explain Quantitative Techniques in business	U
2	Analyse relationships between variables using Correlation and Regression Analysis	An
3	Apply time series analysis techniques	A
4	Understand Probability Theory and its application	U, A
5	Apply quantitative techniques to solve business problems	A

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

Mapping of Course Outcomes to PSO

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

COURSE CONTENTS

Contents for Classroom Transactions:

Module	Unit	Content	Hrs
I	Introduction to Quantitative Techniques and Correlation Analysis		12
	1	Meaning and definition	
	2	Application and Limitations of Quantitative Techniques	
	3	Correlation Analysis: Meaning, Definition, Uses and Types of Correlation	
	4	Methods of Studying Simple Correlation: Scatter Diagram, Karl Pearson's coefficient of correlation, Spearman's Rank correlation	
II	Regression Analysis		12
	1	Meaning, Definition, Uses and Types of Regression	
	2	Relation between Correlation and Regression	
	3	Regression lines	
	4	Regression equations	
III	Time Series Analysis		12
	1	Meaning and Definition	
	2	Components of Time Series	
	3	Determination of Trend by the Methods of Semi Average, Moving Average and Least Square	
IV	Probability		12
	1	Introduction, Meaning, Definition and Important Terms	
	2	Theorems of probability: Addition Theorem and Multiplication Theorem	
	3	Bayes' Theorem	
V	Teacher Specific Module		12
		➤ Directions: By blending theoretical knowledge with practical skills, teachers can help students to develop a comprehensive understanding of quantitative techniques in business contexts.	

Essential Readings:

3. S. P. Gupta. Statistical Methods. Thirty third Revised Edition, Sultan Chand & Sons, 2006.
4. D. C. Sancheti, and V. K. Kapoor. Statistics (Theory, Methods & Application). Seventh Revised Edition, Sultan Chand & Sons, 1999.
5. S.C. Gupta. Fundamentals of Statistics. Himalaya Pub. House, Bombay, 7th Revised Edition, 2011

Suggested Readings:

1. Quantitative Techniques for Managerial Decision making: Srivatsava U.K. & Sharma, Wiley Eastern, Revised Edition, 2011
2. Fundamental of Mathematical Statistics: S. C. Gupta & V.K. Kapoor, S. Chand & Sons, N. Delhi, Revised Edition 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: FUNDAMENTALS OF ENTREPRENEURSHIP

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
2	MDC	100-199	KU2MDCCOM102	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

Fundamentals of Entrepreneurship provide a comprehensive overview of the essential concepts and practices in entrepreneurship. Covering key topics such as the characteristics and functions of entrepreneurs, resource mobilization for startups. The course also explores various entrepreneurial sectors including women, rural, agro, retail, and social entrepreneurship. Students will gain insights into startup procedures, financial assistance schemes, and the development of entrepreneurial skills and mindset. This course equips students with the knowledge and tools necessary for launching and managing successful business ventures.

COURSE OUTCOMES

CO No.	Expected Outcome	Learning Domains
1	Comprehend the meaning, definition, and functions of an entrepreneur, along with the qualities and types of entrepreneurs.	U
2	Understand the process of mobilizing resources and setting up a startup, including government initiatives like PMMY and Kerala Start-Up Mission	U
3	Analyze the formation, features, and registration process of MSMEs, and the importance and procedure of obtaining Udyog Aadhar.	An
4	Apply entrepreneurial concepts to various sectors such as women, rural, agro, retail, and social entrepreneurship.	A
5	Evaluate the factors motivating entrepreneurship and the obstacles faced in running an entrepreneurial venture.	E
6	Create a viable business plan addressing motivational factors and overcoming obstacles in entrepreneurship.	C

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

Mapping of Course Outcomes to PSO

	PSO1	PSO2	PSO3	PSO4	PSO 5
CO 1		✓			✓
CO 2	✓		✓		✓
CO 3	✓		✓		✓
CO 4		✓		✓	✓
CO 5			✓		✓
CO6	✓				✓

COURSE CONTENTS

Contents for Classroom Transactions:

Module	Unit	Content	Hours
I	Introduction to Entrepreneurship		8
	1	Introduction to Entrepreneurship- Entrepreneur –Meaning and definition	
	2	Functions and Qualities of an Entrepreneur.	
	3	Types of Entrepreneurs.	
	4	Factors motivating entrepreneurship and obstacles in running a venture.	
II	Mobilizing resources for Start up		8
	1	Mobilizing Resources for a Startup	
	2	Steps for Setting Up a Startup	
	3	Pradhan Mantri Mudra Yojana (PMMY), Kerala Start-Up Mission	
	4	Special Financial Assistance for Women Entrepreneurs	
III	Micro, Small and Medium Enterprises (MSME)		10
	1	Meaning and Features of MSMEs	
	2	Steps Involved in the Formation of MSMEs	
	3	Registration Procedure for MSMEs	
	4	Udyog Aadhaar: Concept, Importance, and Procedure	
IV	Entrepreneurship in Different Sectors		10
	1	Women Entrepreneurship-Need and importance. Problems of women entrepreneurship	
	2	Rural Entrepreneurship- Agro Entrepreneurship- Need and scope	
	3	Retail Entrepreneurship	
	4	Social Entrepreneurship	
V	Teacher Specific Module		9
		<ul style="list-style-type: none"> ❖ Presentations of videos of success stories of entrepreneurs in the world, in the country and the regional. ❖ Conduct a short visit to District Industries Centre(DIC) 	

Essential Readings:

1. Entrepreneurship: Theory, Process, and Practice by Donald F. Kuratko Publisher Cengage Learning Publication Year 2019 (10th Edition).
2. Entrepreneurship by Robert D. Hirsch Michael P. Peters, and Dean A. Shepher Publisher McGraw-Hill Education Publication Year 2020 (11th Edition).
3. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries Publisher Crown Business Publication Year 2011.
4. Essentials of Entrepreneurship and Small Business Management by Norman M. Scarborough Publisher Pearson Publication Year 2018 (9th Edition).
5. Entrepreneurial Development, S S Khanka S. Chand Publishing, 2006

Suggested Readings:

1. New Venture Creation Entrepreneurship for the 21st Century by Jeffrey A. Timmons and Stephen Spinelli Publisher McGraw-Hill Education Publication Year 2015 (10th Edition)
2. Entrepreneurial Small Business by Jerome A. Katz and Richard P. Green Publisher McGraw-Hill Education Publication Year 2017 (5th Edition)

Website

1. <https://www.ediindia.org/>
2. <https://startupmission.kerala.gov.in/pdfs/ecosystem2016.pdf>

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)	Field visit	
Total		100

COURSE TITLE: STOCK MARKET OPERATIONS

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
2	MDC	100-199	KU2MDCCOM103	3	45

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	-	-	25	50	100	1 1/2

Course Description:

Stock Market Operation is a fundamental course designed to provide students with a comprehensive understanding of investment fundamentals, the functioning of capital markets, and the procedures involved in trading securities. Through four modules, students will explore various aspects of investment, market dynamics, and the technicalities of trading. By the end of this course, students will be equipped with the knowledge and skills necessary to navigate the complexities of the stock market and make efficient investment decisions.

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	After studying this course, students will have a solid understanding of investment fundamentals.	U
2	After studying this course, students will be able to differentiate between primary and secondary market.	U
3	After studying this course, students will be able to understand different methods of issue of shares.	U
4	After studying this course, students will be able to understand the mechanisms of stock market activities	A

****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	Investment		8
	1	Basics of investment	
	2	Types of investors	
	3	Speculation Vs Investment	
	4	Concept of risk and return	
	5	Capital Market- meaning – structure	
	6	Capital market instruments (Brief discussion only)	
II	Capital Markets		9
	1	Primary market -meaning- functions	
	2	Methods of public issue	
	3	Book building – meaning – procedure	
	4	Secondary market -meaning- functions	
	5	Market Participants: stock broker, investor, depositories, clearing house, stock exchanges(Brief discussion only)	
III	Stock Exchange		8
	1	Stock exchange – meaning – role	
	2	Stock exchanges in India – BSE & NSE	
	3	Stock market indices in India ((briefly)	
	4	Procedure for buying and selling securities	
IV	Demat Trading		11
	1	Demat Trading - Meaning of De-mat Account & Trading Account	
	2	Role of Depositories and Custodian of Securities in Demat Trading	
	3	Procedure for Opening and operating DEMAT A/C	
	4	Online Trading (Investment) Procedure in Stock Exchanges; Buying Order, Sell Order, Long and Short Positions, Bid and Ask Price, Volume, Stop Loss.	
	5	Stock Brokers - Types and Functions	

	Teacher Specific Module	9
V	➤ Directions: Teachers can incorporate Seminar on investment Strategies, Discussions on fundamental and technical analysis, Hands-on experience through virtual trading platforms.	

Essential Readings:

- Prasanna Chandra ,Investment Analysis & Portfolio Management, Tata McGraw Hill
- Punithavathy Pandian, Security Analysis and Portfolio Management, Vikas Publishing House Pvt. Ltd.
- F C Sharma, Financial Market Operations, SBPD Publications, New Delhi.
- Inderpal Singh and Jaswinder Kaur, Security Market Operations, Kalyani Publishers, Ludhiana.

Suggested Readings:

- P.S Bala Ram and T. Sri Lakshmi ,Stock Market Operations, Himalaya Publishing House
- Srajan Kumar Singh and Shivangee Sharma. Stock Market Operations. Orange Books Publication.

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