

UNIVERSITY OF KERALA

**Revised Scheme & Syllabus for
First Degree Programme in
B A ECONOMICS**

(CBCS SYSTEM)

2015

Sem No.	Course Number	Course Title	Instrl.Hrs	Number of Credits
I	EN 1111	Languages Course I (English-II)	5	4
	1111	Languages Course II (Additional Languages)	4	3
	EN1121	Foundation Course I	4	2
	EC1141	Core I Methodology and Perspectives of Social Sciences	6	4
	1131	Complementary I	3	2
	1131	Complimentary II	3	2
		Total	25	20
II	EN1211	Languages Course III (English-II)	5	4
	1212	Languages Course IV (English-III)	4	3
	1211	Languages Course V (Additional Languages II)	4	3
	EC1241	Core II Micro Economics I	6	4
	1131	Complementary III	3	3
	1131	Complimentary IV	3	3
		Total	25	20
III	EN1311	Languages Course VI (English-IV)	5	4
	1311	Languages Course VII (Additional Languages III)	5	4
	EC 1321	Foundation Course II Informatics	4	3
	EC1341	Core III Micro Economics II	5	4
	1331	Complementary V	3	3
	1331	Complimentary VI	3	3
		Total	25	21
IV	EN1411	Languages Course VIII (English-V)	5	4
	1411	Languages Course IX (Additional Languages –IV)	5	4
	EC 1441	Core IV Basic Tools for Economics I	5	4
	EC1442	Core V Macro Economics I	4	3
	1431	Complementary VII	3	3
	1431	Complimentary VIII	3	3
		Total	25	21
V	EC1541	Core V Money and Modern Banking	4	4
	EC1542	Core VII Macro Economics II	4	4
	EC 1543	Core VIII Economics of Growth and Development	3	2

	EC1544	Core IX Indian Economy	4	4
	EC 1545	Core X Public Economics	4	4
	EC 1551	Open-I- Human Resource Management	3	2
		Project/Dissertation	3	-
		Total	25	20
VI	EC1641	Core XI Kerala Economy	5	4
	EC1642	Core XII- Financial Economics	5	4
	EC 1643	Core XIII Basic Tools for Economics-II	5	4
	EC1644	Core XIV International Economics	4	3
	EC 1661.1	Open II- Agricultural Economics/		
	1661.2	Industrial Economics/		
	1661.3	Mathematical Economics/		
	1661.4	Econometrics/		
	1661.5	Indian Economic History and Thoughts/		
	1661.6	Health Economics	4	2
	EC 1645	Project/Dissertation	3	4
		Total	25	21
		Grand Total	150	120

CORE I

EC.1141 METHODOLOGY AND PERSPECTIVES OF SOCIAL SCIENCE

Inst. Hours- 6

Number of Credit-4

Course Objective

The course intends to familiarize the students with the broad contours of Social Sciences, specifically Economics and its methodologies, tools and analysis procedures. The course also aims to create an enthusiasm among students about different schools of Economic thought and various aspects of social science research, methodology, concepts, tools and various issues.

MODULE I: Methodology of Social Science

(25 Hours)

Social science Disciplines - Need for interdisciplinary approach - Objectivity and subjectivity in social Science - Limits to objectivity in social science.

MODULE II: Methodology and tools of Economics

(30 Hours)

Economics as a social science –Subject matter and scope of Economics, Positive and Normative Economics, Economic theory and Economic laws, Role of assumptions in Economics, Method and Methodology - Deductive and inductive methodology, Economic Models The concept of equilibrium- Tools of Economic analysis- Graphs and diagrams.

MODULE III: Major Schools of Economic Thought (27 Hours)

Mercantilism and Physiocracy, Basic postulates of Classical economic thought, Marxian Economic Thought, Keynesianism and Monetarism.

MODULE IV: Research Methodology (30 Hours)

Meaning and objectives of research – Types of research - Steps in research Data - Primary and secondary Methods of data collection - Sampling Techniques – Schedules and questionnaires. Time series and cross sectional data, Economic variables. Undertaking a research study - Conceptualization of research issues, reviewing the literature, Hypothesis, analysis and presentation of data, writing a research report.

References

Module I:

- ☛ Blaug, M (1998): The Methodology of Economics, Cambridge Surveys of Economic Literature New York.
- ☛ Kaufmann, Felix (1958): Methodology of the Social Sciences, The Humanities Press, New York.
- ☛ Hunt, Elgin F (2008): Social Science and its Methods, Social Science and Introduction to the study of Society, Alyn and Bacon.
- ☛ Hunt, Elgin F and David C. Colander (2010): Social science-An introduction to the study of Society, 13th ed, Pearson, New Delhi.
- ☛ Perry, John A and Erna K Perry (2010): Contemporary Society – An introduction to Social Science, 12th ed, Pearson, New Delhi.
- ☛ Sayer, Andrew (1984): Method in Social Science a realist approach, Revised Second Edition, First published in 1984 by Hutchinson Second edition published in 1992 by Rout ledge.

Module II:

- ☛ Baumol, William J and Alan Blinder (2010): Economics: principles and Policy, 13th Ed, South Western Cengage Learning, New Delhi.
- ☛ Boland, Lawrence A. (2000): The Methodology of Economic Model Building Methodology after Samuelson, Routledge, London and New York.
- ☛ Boland, Lawrence A. (2003): The Foundations of Economic Method: A Popperian Perspective Second Edition, Routledge, London and New York.
- ☛ Hausman, Daniel M. (1992): Essays on philosophy and Economic Methodology, Cambridge University Press.
- ☛ Lipsey, Crystal (1999): Principles of Economic Analysis, 9th Edition, Oxford University Press.
- ☛ Lipsey, Christopher, T S Ragan, Paul A Storer (2007) : Micro Economics, 13th ed, Pearson.
- ☛ Mankiw, Gregory (2013) : Principles of Micro Economics, 6th ed, Cengage Learning India Private limited, Delhi.
- ☛ Samuelson, P (1948) : Foundations of Economic Analysis, Harvard University Press
- ☛ Samuelson P and Nordhaus (2002): Economics 7th ed, Tata McGraw-Hill.
- ☛ Wible, James R (1998): The Economics of science: Methodology and epistemology As if Economics really mattered, London and New York, First published 1998 by Routledge, London .This edition published in the Taylor & Francis e-Library, 2005.

Module III:

- Bruce, Stanley L. (1994): The Evolution of Economic Thought, 5th ed, the Dryden Press
- Blaug, Mark (1990): Economic Theory in Retrospect, 4th ed, Cambridge University Press, New York.
- Eric Roll (1956): A History of Economic Thought, 3rd ed Prentice Hall, New Jersey.
- Ekelund, Robert B Jr. and Robert F. Herbert (1975): “A History of Economic Theory and Methods”, Mc Graw Hill.
- Screpanti, Ernesto and Stefano Zmagni (2005): An outline of the History of Economic Thought, 2nd ed, Oxford University Press.
- Haney, Lewis H (1920): History of Economic Thought, Mc Milan, New York
- Hajela, T N (2015): History of Economic Thought, 18th ed, Ane Books, New Delhi.
- Hunt, E.K and Mark Lautzenheiser(2011): History of Economic Thought: A Critical Perspective, 3rd ed, Prentice Hall of India, New Delhi.

Module IV:

- Cooper, D. and Schindler P (2000): Business Research Methods, Tata McGraw Hill, New Delhi.
- Dasgupta, Manas (2007): Research Methodology in Economics: Problems and Issues, Deep & Deep Publications, New Delhi.
- Ethridge, Don (1995): Research methodology in Applied Economics: Organizing, Planning and Conducting Economic Research, IOWA State University Press.
- Krishna swami, O P and M Ranganathan (1993), Methodology of Research in Social Sciences, Himalaya Publishing House, New Delhi.
- Wilkinson and Bhandarkar(1990): Methodology and Techniques of Social Research, Himalaya Publishing House, New Delhi.
- Young, P.V (1984): Scientific Social Survey and Research, Prentice Hall of India Ltd, New Delhi.
- Kothari, C R(2010) : Research Methodology – Methods and Techniques, Rev edition, New Age Techno Press New Delhi
- Guthrie, Gerard (2010): Basic Research Methods- an entry to social science research, Sage publications, New Delhi.
- Goode, William J and Paul K Hatt (2006): Methods in Social Research, Surjeet publications, New Delhi.

CORE II**EC.1241 MICRO ECONOMICS-I****Inst. Hours – 6****Number of Credit – 4****Course Objective**

The course intends to provide basic principles of Micro Economics.

MODULE I: INTRODUCTION**(15 Hours)**

Micro economics- Scope- Basic concepts in Micro Economics- Micro- Macro distinction- The basic economic problem and solution - PPC- Functions of an economic system-Capitalism- Socialism- Mixed economy- Role of price mechanism.

MODULE II: DEMAND AND SUPPLY ANALYSIS**(30 Hours)**

Demand function- Law of demand- Reasons for the downward slope of the demand - Exceptions to the law of demand- Changes in demand- Elasticity of demand: price elasticity- factors affecting price elasticity - methods of measurement - Income elasticity- Cross elasticity- Uses of the concept of elasticity of demand. Demand Forecasting- Short term and long term demand forecasting- Methods of forecasting

Supply- determinants- Law of supply- Changes in supply- Elasticity of supply and its uses. Market demand and Market supply- Market equilibrium.

MODULE II: CONSUMER BEHAVIOR**(35 Hours)**

Consumption- Utility analysis- Cardinal and ordinal approach- Marshallian utility analysis- Derivation of demand curve- Indifference curve and consumer equilibrium- Price effect, Income and substitution effects(Hicks and Slutsky)- Effect of change in price and income on consumer equilibrium(Price consumption curve and Income consumption curve)- Derivation of demand curve- Engel curve- Revealed Preference theory- Consumer surplus - Cardinal and Ordinal measurement.

MODULE IV: PRODUCTION AND COST ANALYSIS**(32 Hours)**

Production function- Production function with one variable input- Production function with two variable inputs (Iso-quants) – Iso-cost line- Producer's equilibrium- Laws of production: Law of Variable Proportions and Law of Returns to Scale-Economies of Scale- Cobb-Douglas Production function.

Different concepts of costs and their interrelations- Traditional theory of costs-Short run and long run cost curves- Opportunity costs-Empirical costs and Empirical Cost curves.

Reading List**Module I:**

- Samuelson, P.A. and W.D. Nordaus (1998): Economics, Tata McGraw Hill, New Delhi.
- Robert. Y. Ahw (1976): Microeconomics: Theory and Application, John Wiley and Sons.
- Salvatore, D (2008): Microeconomics: Theory and Practice, Oxford University Press.
- Koutsoyiannis, A. (1990): Modern Microeconomics, Macmillan.
- Ahuja H. L (2012): Microeconomics: Theory and Applications, S. Chand, New Delhi.
- Besanko, Ronald R, Braeutigam, David A (2011): Microeconomics, 4th ed, Wiley India Edition.
- Mansfield, Edwin and Yohe,Gary (2010): Microeconomics 4th ed, Viva-Norton Indian Edition.
- Bernheim, Douglas B and Whinston, Michael D (2011): Microeconomics, Indian Edition, TMH.

- Maddala G S and Miller, Ellen(2004): Microeconomics: Theory and Applications, TMH.
- Landsburg, Steven E (2008): Pricing, Cengage Learning, IE.
- Chauhan S P S (2009): Microeconomics: Theory and Applications, PHI, New Delhi.

Module II:

- Koutsoyiannis, A. (1990): Modern Microeconomics, Macmillan.
- Pindyck, R.S and Rubinfeld, D.L (2001): Micro Economics, Pearson Education.
- Salvatore, D (2008): Microeconomics: Theory and Practice, Oxford University Press.
- Schaum's Series, Outline of Microeconomics: McGraw Hills.
- Dwivedi, D.N(2002): Microeconomics: Theory and Applications, 2nd Ed., Pearson, New Delhi
- Robert. Y. Ahw (1976): Microeconomics: Theory and Application, John Wiley and Sons.
- Varian, H.R. (2000): Intermediate Microeconomics: A Modern Approach, (5th ed), East West Press, New Delhi.
- Lipsey, R.G and K.A. Chrystal (1999): Principles of Economics, (9th ed.), Oxford University Press.
- Besanko, Ronald R, Braeutigam, David A (2011): Microeconomics, 4th ed, Wiley India Edition.
- Mansfield, Edwin and Yohe, Gary (2010): Microeconomics 4th ed, Viva-Norton Indian Edition.
- Bernheim, Douglas B and Whinston, Michael D (2011): Microeconomics, Indian Edition, TMH.
- Maddala G S and Miller, Ellen(2004): Microeconomics: Theory and Applications, TMH.
- Landsburg, Steven E (2008): Pricing, Cengage Learning, IE.
- Chauhan S P S (2009): Microeconomics: Theory and Applications, PHI, New Delhi.

Module III:

- Koutsoyiannis, A. (1990): Modern Microeconomics, Macmillan.
- Pindyck, R.S and Rubinfeld, D.L (2001): Micro Economics, Pearson Education.
- Dwivedi, D.N(2002): Microeconomics: Theory and Applications, 2nd ed, Pearson
- Salvatore, D (2008): Microeconomics: Theory and Practice, Oxford University Press.
- Varian, H.R. (2000): Intermediate Microeconomics: A Modern Approach, (5th ed), East West Press, New Delhi.
- Lipsey, R.G and K.A. Chrystal (1999): Principles of Economics, (9th ed.), Oxford University Press.
- Besanko, Ronald R, Braeutigam, David A (2011): Microeconomics, 4th ed, Wiley India Edition.
- Mansfield, Edwin and Yohe, Gary (2010): Microeconomics 4th ed, Viva-Norton Indian Edition.
- Bernheim, Douglas B and Whinston, Michael D (2011): Microeconomics, Indian Edition, TMH.
- Maddala G S and Miller, Ellen(2004): Microeconomics: Theory and Applications, TMH.
- Landsburg, Steven E (2008): Pricing, Cengage Learning, IE.
- Chauhan S P S (2009): Microeconomics: Theory and Applications, PHI, New Delhi.

Module IV:

- Koutsoyiannis, A. (1990): Modern Microeconomics, Macmillan.
- Salvatore, D (2008): Microeconomics: Theory and Practice, Oxford University Press.
- Da Costa(1980): Production, Cost and Distribution, McGraw Hill, New Delhi
- Schaum's Series, Outline of Microeconomics McGraw Hills.
- Besanko, Ronald R, Braeutigam, David A (2011): Microeconomics, 4th ed, Wiley India Edition.
- Mansfield, Edwin and Yohe, Gary (2010): Microeconomics 4th ed, Viva-Norton Indian Edition.
- Bernheim, Douglas B and Whinston, Michael D (2011): Microeconomics, Indian Edition, TMH
- Maddala G S and Miller, Ellen(2004): Microeconomics: Theory and Applications, TMH.
- Landsburg, Steven E (2008): Pricing, Cengage Learning, IE.
- Chauhan S P S (2009): Microeconomics: Theory and Applications, PHI, New Delhi.

Foundation Course II**EC.1321 Informatics****Inst.Hours- 4****Number of Credit- 3****Course Objective**

To acquire basic informatics skills and attitudes relevant to the emerging knowledge society and also to equip the students to effectively utilize the digital knowledge resources for their chosen courses of study.

MODULE I: Philosophical foundations of computing (5 Hours)

Hardware – Parts of a computer - Input and output devices. Software – Philosophy of open software - operating systems

MODULE II: Creation and manipulation of documents (10Hours)

Word processor basics. New Blank document and toolbars. Manipulation of first document. Designing and redesigning the document. Working with graphs, pictures and video in documents. Records and mail merge.

MODULE: III: Data analysis (20 Hours)

Spread sheet basics. Excel environment. Entering data. Excel tool bars. Analysis of data using Spread sheets - Creation and manipulation of charts and graphs. Manipulation of data. Importing and exporting data from excel. Mathematical and statistical calculations, Excel functions. Applications in economics using simple examples.

MODULE IV: Preparation of presentations (10 Hours)

Introduction to presentation techniques. Working with texts, graphs, pictures, audio and video in slides. Adding animation in slides. Previewing the content.

MODULE: V: The internet and E-Commerce.**(15 Hours)**

Meaning and scope of the internet, Search techniques, search engines – browsers. INFLIB NET, NICNET etc. Online shopping and e-business / e-commerce (concepts) - Challenges with internet security – malware, phishing Computer virus, Antivirus software and privacy.

MODULE: VI: Social informatics**(12 Hours)**

Digital Divide, Methods to counter Digital Divide. Cyber crimes - Plagiarism, Software piracy, Cyber ethics, Cyber Laws. Computer – Ergonomics and health issues. Guidelines for proper usage of computers.

Note: 20 marks for this paper are from internal examination. Internal marks should be awarded based on practical examinations. Expected practical sessions for teaching – not less than 20 hours.

Reading List**Module 1:**

- ☞ Peter Norton, Introduction to Computers, Mc Graw Hill, New Delhi.
- ☞ PK Sinha, Computer Fundamentals, BPB Publications
- ☞ Reema Thareja, Fundamentals of computers. Oxford.
- ☞ Anitha Goel, Computer Fundamentals, Pearson
- ☞ A Leon, Introduction to Computers, Vikas Publishing.

Module II:

- ☞ Peter Norton, Introduction to Computers, Mc Graw Hill, New Delhi.
- ☞ PK Sinha, Computer Fundamentals, BPB Publications
- ☞ A Leon, Introduction to Computers, Vikas Publishing.

Module III:

- ☞ Peter Norton, Introduction to Computers, Mc Graw Hill, New Delhi.
- ☞ PK Sinha, Computer Fundamentals, BPB Publications
- ☞ Reema Thareja, Fundamentals of Computers, Oxford.
- ☞ Ramez Elmasri and Shamkant B Navathe, Fundamentals of data base Systems, Pearson
- ☞ V Rajaraman, Fundamentals of Computers, PHI publications

Module IV:

- ☞ Peter Norton, Introduction to Computers, Mc Graw Hill, New Delhi.
- ☞ PK Sinha, Computer Fundamentals, BPB Publications
- ☞ Anitha Goel, Computer Fundamentals, Pearson
- ☞ Forouzan, Data Communications and Networking, Mc Graw Hill Publications.
- ☞ Ramez Elmasri and Shamkant B Navathe, Fundamentals of data base Systems, - Pearson

Module V:

- ☞ PK Sinha, Computer Fundamentals, BPB Publications

- ☉ Reema Thareja, Fundamentals of Computers. Oxford.
- ☉ Anitha Goel, Pearson, Computer Fundamentals -
- ☉ Forouzan, Data Communications and Networking, Mc Graw Hill Publications.
- ☉ Ramez Elmasri and Shamkant B Navathe, Fundamentals of data base Systems, Pearson

Module VI:

- ☉ Peter Norton, Introduction to Computers, Mc Graw Hill, New Delhi.
- ☉ PK Sinha, Computer Fundamentals, BPB Publications
- ☉ Forouzan, Data Communications and Networking, Mc Graw Hill Publications..
- ☉ V Rajaraman, Fundamentals of Computers, PHI publications.

CORE III

EC.1341 MICROECONOMICS- II

Inst. Hours – 5

Number of Credit – 4

Course Objective

The course intends to provide a basic understanding of microeconomics.

MODULE I: MARKET STRUCTURES

(27 Hours)

Market Structure- Perfect competition- Equilibrium of the firm and industry under perfect competition- Role of the time element- Monopoly- Price and output determination under monopoly- Price discrimination- Monopolistic competition- Price output determination and excess capacity under monopolistic competition-Oligopoly: features and types- Kinked demand curve theory.

MODULE II: FACTOR PRICING AND DISTRIBUTION

(32 Hours)

Distribution - Marginal Productivity theory- Ricardian and Modern theories of rent- Quasi rent. Wages- Subsistence theory - Wage determination under perfect and imperfect competition - Wage differentials- Collective bargaining, Logic behind the backward bending supply curve of the labour. Theories of interest: Classical, Neoclassical and Keynesian theories. Theories of profit: Dynamic theory, Risk and Uncertainty theory, Innovation theory.

MODULE III: WELFARE ECONOMICS

(15 Hours)

Definition- Criteria of social welfare- Bentham's criterion- Cardinalist criterion- Pareto optimality criterion- Compensation criterion: Kaldor-Hicks and Scitovsky.

MODULE IV: ECONOMICS OF UNCERTAINTY AND BASICS OF LINEAR PROGRAMMING

(23 Hours)

Risk – Probability- Expected value-Variability- Decision making under risk- Preference towards risk- Methods of reducing risk- Diversification, Insurance- Expected utility theory. Linear Programming- Graphic Solution.

Reading List**Module: I**

- ☞ Varian, H.R. (2000): Intermediate Microeconomics: A Modern Approach, (5th ed), East West Press, New Delhi.
- ☞ Pindyck, R.S and Rubinfeld, D.L (2001): Microeconomics, Pearson Education.
- ☞ Koutsoyiannis, A. (1990): Modern Microeconomics, Macmillan.
- ☞ Salvatore, D (2008): Microeconomics: Theory and Practice, Oxford University Press.

Module: II

- ☞ Koutsoyiannis, A. (1990): Modern Microeconomics, Macmillan.
- ☞ Salvatore, D (2008): Microeconomics: Theory and Practice, Oxford University Press.
- ☞ Da Costa (1980): Production, Price and Distribution, McGraw Hills Inc.
- ☞ Ahuja. H.L (2011): Microeconomics; theory and policy, S. Chand Publications.
- ☞ Dwivedi, D.N(2002): Microeconomics: Theory and Applications, 2nd ed., Pearson

Module: III

- ☞ Koutsoyiannis, A. (1990): Modern Microeconomics, Macmillan.
- ☞ Varian, H.R. (2000): Intermediate Microeconomics: A Modern Approach (5th ed), East West Press, New Delhi.
- ☞ Mishra: Welfare Economics, Ranada House Publications, New York.
- ☞ Pindyck, R.S and Rubinfeld, D.L (2001): Microeconomics, Pearson Education.
- ☞ Dwivedi, D.N (2002): Microeconomics: Theory and Applications, 2nd ed., Pearson.

Module: IV

- ☞ Pindyck, R.S and Rubinfeld, D.L (2001): Micro Economics, Pearson Education.
- ☞ Varian, H.R. (2000), Intermediate Microeconomics: A Modern Approach (5th ed), East West Press, New Delhi.
- ☞ Kreps, David (1990): A course in Microeconomic Theory, Princeton University Press.
- ☞ Allen; R.G.D(1938): Mathematical Economics, McGraw Hills .Inc
- ☞ Schaum's Outline Series, Introduction to Mathematical Economics (2nd ed), McGraw Hills. Inc
- ☞ Gupta S. P- Linear Programming for management,
- ☞ Robert. Y. Ahw (1976): Microeconomics: Theory and Application, John Wiley and Sons.

CORE IV**EC.1441 BASIC TOOLS FOR ECONOMICS – I****Inst. Hours – 5****Number of Credit – 4****Course Objective**

The objective of this course is to enable the students to understand economic concepts with the aid of mathematical tools and enable them to quantify the variables.

MODULE I: BASIC CONCEPTS**(25 Hours)**

Role of Mathematics in Economic Theory—Constant, Variable (Discrete and Continuous Variable), Coefficient, Slope. Algebraic Functions – Linear, Quadratic, Cubic, Exponential, Logarithmic functions. Economic functions. Equations – Linear, Quadratic and simultaneous Equations and their Solutions.

MODULE II: DIFFERENTIAL CALCULUS**(27 Hours)**

Limit and Continuity. Meaning of Differential Calculus—Rules of Differentiation – Partial and total differentiation – Maxima, Minima and Optimization. Economic applications of Differential calculus – Marginal Concepts – Marginal Cost – Marginal Utility, Marginal Revenue, Marginal Productivity, Elasticity of demand, Equilibrium Price and Quantity.

MODULE III: INTEGRAL CALCULUS**(20 Hours)**

Meaning - Rules of Integrals - Definite Integrals - Economic Applications of Integral Calculus - Total Cost, Total Revenue, Total Utility.

MODULE IV: MATRIX**(25 Hours)**

Meaning-Types-Addition, Substraction and Multiplication of Matrix. Properties of Determinants-Inverse of a Matrix-Simultaneous Equations-Cramer's Rule-Rank of a Matrix.

Reading List**Module I:**

- ☛ Allen, R.J.D, Mathematical Analysis for Economics: Macmillan Press, London.
- ☛ Dowling, E. T: Introduction to Mathematical Economics, Schaum's Outline Series, McGraw Hill, New Delhi

Module II:

- ☛ Allen, R.J.D, Mathematical Analysis for Economics: Macmillan Press, London.
- ☛ Dowling, E. T: Introduction to Mathematical Economics, Schaum's Outline Series, McGraw Hill, New Delhi
- ☛ Chiang A.C: Fundamental Methods of Mathematical Economics, McGraw Hill, New Delhi.
- ☛ Mik Wisneiwski, Introductory Mathematical Methods in Economics, McGraw- Hill, New Delhi

Module III:

- ☛ Allen, R.J.D, Mathematical Analysis for Economics: Macmillan Press, London.
- ☛ Dowling, E.T., Introduction to Mathematical Economics, Schaum's Outline Series, McGraw Hill, New Delhi
- ☛ Mik Wisneiwski, Introductory Mathematical Methods in Economics, McGraw- Hill, New Delhi.

Module IV:

- ☛ Allen, R.J.D, Mathematical Analysis for Economics: Macmillan Press, London.
- ☛ Dowling, E.T: Introduction to Mathematical Economics, Schaum's Outline Series, McGraw Hill, New Delhi

- ☛ Taro Yamane, Mathematics for Economists: An Elementary Survey, Prentice Hall of India Pvt. Ltd., New Delhi.
- ☛ Mik Wisneiwski, Introductory Mathematical Methods in Economics, McGraw- Hill, New Delhi.

Additional Reading List

- ☛ Black. J. and J.F Bradley [1973]: Essential Mathematics for Economic, John Wiley and Sons, New Delhi.
- ☛ Agarwal D R [2001]: Mathematic for Economic, Vrinda Publication [P] Ltd, Delhi.
- ☛ Aggarwal, D M [2009]: Business Mathematics and Statics, Ane Books [P] Ltd, New Delhi.

Core V

EC.1442 MACRO ECONOMICS – I

Inst. Hours - 4

Number of Credit – 3

Course Objective

To enable the students to understand the theoretical framework and the working of an economy as a whole. The paper also gives an insight to the students about the basic concepts used in Macro economics and policy alternatives used in controlling the economy.

MODULE I: Fundamental Concepts (15 Hours)

Macro Economic Variables – Stock and Flow Variables – Exogenous and Endogenous Variables – Partial and General Equilibrium – Actual GNP and Potential GNP- Net Economic Welfare (NEW)- Macro Statics, Comparative static and dynamics.

MODULE II: National Income Accounting (20 Hours)

National Income Concepts and their relationship-Real and Nominal GNP-National Income at Current and Constant Prices-GNP Deflator-Methods of Measurement-Difficulties in the measurement of National Income-Limitations in the present system-Green Accounting-Social Accounting

MODULE III: Classical Macro Economic System (22 Hours)

Classical approach – Say’s Law – Wage – Price Flexibility – Classical Dichotomy – Quantity Theory of Money (Fisher’s Version) – Saving-Investment Equality – Classical Theory of Employment, Output and price level and interest – Keynesian objection to Classical Theory.

MODULE IV: Keynesian Macro Economic system (23 Hours)

Keynesian Macro Economic System – Principles of Effective Demand (ASF and ADF)- Simple Keynesian model of income determination and Keynesian Cross – Role of taxation and Government spending in the determination of National Income – Determination of National Income in the Open Economy.

Basic Reading List

Module I:

- ☛ Mukherjee, Sampat (2002): Modern Economic Theory, (4th ed): New Age International Publishers, Bangalore.

- Brown, William S (2004): Macroeconomics, Prentice Hall, New Jersey.
- Dwivedi ,D.N.(2005): Macro economics—Theory and Policy (2nd ed): Tata Mc Graw Hill
- Wykoff, Frank C. (1982): Macroeconomics: Theory, Policy and Evidence 2nd ed, Prentice Hall, NJ.
- Diulio, Eugene A (1990): Macroeconomic Theory, 2nd ed (Schaum’s Outline Series), McGraw-Hill, NY.
- Edgmand, Michael R (1987): Macroeconomics: Theory and Policy, 3rd ed, Prentice Hall, NJ
- Gupta, G.S (2014): Macroeconomics Theory and Policy, 4th ed, TMH, New Delhi

Module II:

- Mankiw, Gregory (2011): Macroeconomics 7th ed: South Western Cengage Learning, USA
- Stone and Stone (1968): National Income and Expenditure, Bowes and Bowes.
- Ackley, Gardner (1978): Macroeconomics—Theory and Policy; MacMillan, New York
- Froyen, Richard.T (2008): Macro Economics 2nd ed: Dorling Kindersley, India.
- Joy.E.Hecht(2005): “National Environmental Accounting”, Routledge
- Rangarajan, Narayan and R, Dholakia (2001): Principles of Macroeconomics, Tata McGraw Hill Education (India) Private Limited, New Delhi.
- Brown, William S (2004): Macroeconomics, Prentice Hall, New Jersey.
- Wykoff, Frank C. (1982): Macroeconomics: Theory, Policy and Evidence, 2nd ed, Prentice Hall, NJ.
- Gupta, G.S (2014): Macroeconomics Theory and Policy, 4th ed, TMH, New Delhi.
- Cherneff, Robert V. (1983): Macroeconomics: Theory and Policy, Prentice Hall, Ontario.
- Sikdar, Soumyen (2011): Principles of Macroeconomics, 2nd ed, OUP India
- Natrass, Nicoli and VisakhVarma, G (2014): Macroeconomics Simplified: Understanding Keynesian and Neoclassical Macroeconomic Systems, Sage publications India, New Delhi.
- Diulio, Eugene A (1990): Macroeconomic Theory, 2nd ed (Schaum’s Outline Series), McGraw-Hill, NY.
- Edgmand, Michael R (1987): Macroeconomics: Theory and Policy, 3rd ed, Prentice Hall, NJ

Module III:

- Dornbusch et al (2008): Macroeconomics 10th ed, Tata Mc Graw Hill, New Delhi
- Dwivedi, D.N. (2005): Macro economics—Theory and Policy 3rd ed, Tata Mc Graw Hill, New Delhi.
- Shapiro, Edward (1996): Macro Economic Analysis – Galgolia Publications, New Delhi.
- Froyen, Richard.T. (2008): Macro Economics 2nd ed, Dorling Kindersley, India.
- Rangarajan ,Narayan and R,Dholakia (2001): Principles of Macroeconomics, Tata McGraw Hill Education (India) Private Limited , New Delhi
- Brown, William S (2004): Macroeconomics, Prentice Hall, New Jersey.
- Wykoff, Frank C. (1982): Macroeconomics: Theory, Policy and Evidence, 2nd ed, Prentice Hall, NJ
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- Rangarajan, Narayan and R, Dholakia (2001): *Principles of Macroeconomics*, Tata McGraw Hill Education (India) Private Limited, New Delhi.
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- Natrass, Nicoli and VisakhVarma, G(2014): *Macroeconomics Simplified: Understanding Keynesian and Neoclassical Macroeconomic Systems*, Sage publications India, New Delhi
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- Edgmand, Michael R (1987): *Macroeconomics: Theory and Policy*, 3rd ed. Prentice Hall, NJ.

Additional reading List

Module I:

- Bernhard Felderer, yStefan Homburg(1961) : *Macro economics and New Macro economics*, 2nd ed. Springer – Verlag, Germany.

Module II:

- Salah El Serafy(2013): *Macroeconomics and the Environment: Essays on Green accounting*, Edward Elgar Publishing, USA

Module III:

- Brain Snowden and Howard R Vane(ed.)(1977): *A Macro Economics Reader*, Routledge, London
- Robert J. Gordon(2011): *Macroeconomics: Addison-Wesley*

Module IV:

- Brain Snowden and Howard R Vane(ed)(1977): *A Macro Economics Reader*, Routledge, London.

- ☛ Branson W.A (1989): Macro Economic Theory and Policy, Harper and Row, New York.

Core VI

EC.1541 MONEY AND MODERN BANKING

Inst Hours- 4

Number of Credits- 4

Course Objective

The main objective of the course is to enable the students to know about the evolution and role of money in the economy. The paper also provides an insight into the innovative role of banks in the changing economic set up.

MODULE I: MONEY

(22 Hours)

Concept of Money—Kinds, Functions and Significance – Monetary Standards: Metallic Standard, Gold Standard and Paper Standard—Value of money—Measurement of changes in the value of money—Demand for Money: The Classical Approach, Keynesian Approach, Monetarist approach—Supply of Money: Definitions—Determinants of Money Supply—High Powered Money and Money Multiplier—Indian Currency system.

MODULE II: COMMERCIAL BANKING

(20 Hours)

Functions of Commercial Banks – Creation of Credit – Balance Sheet—Opening of an Account: Types of Accounts, Types of Deposits—Negotiable Instruments: Promissory Notes, Bills of Exchange, Demand Draft, Cheque, Payment and Collections of Cheques, Dishonouring, Crossing and Account payee—Bank Assets: NPA and its issues in Indian banking sector, concept and importance of SARFAESI ACT 2002.

MODULE III: INNOVATIVE FUNCTIONS BANKS

(18 Hours)

Telephone Banking, Internet Banking, Mobile Banking—Types of Cards: Credit Cards, Debit Cards, Smart Cards, ATM Cards—Personal Identification Number (PIN)—Electronic Fund Transfer—Electronic Clearing Services, NEFT, RTGS, SWIFT and IFSC.

MODULE IV: RESERVE BANK OF INDIA

(12 Hours)

Reserve Bank of India and its functions—Credit policy instruments of RBI—Role of Non-Bank Financial Institutions— Co-operative Credit Structure—Banking sector reforms in India.

References

Module I:

- ☛ Ghosh and Ghosh, Fundamentals of Monetary Economics, Himalaya Publishing House
- ☛ RR Paul, Monetary Economics, Kalyani Publishers
- ☛ Maheswari and RR Paul (2003): Banking and Financial Services, Kalyani Publications
- ☛ Mithani, D.M. (2007): Money, Banking, International Trade and Public Finance, Himalaya Publishing House, New Delhi
- ☛ Sundaram & Varshney(2002): Banking Law; Theory and Practice, Sultan Chand Co.
- ☛ Gupta, Suraj B. (2009): Monetary Economics –Institutions, Theory and Policy, S.Chand & Company Ltd, New Delhi.

Module II:

- ☞ Natarajan and Parameswaran(2013): Indian Banking, S.Chand and Co
- ☞ Sachdev, Banking law and Practise, Lekshmi Narain Publications, Agra
- ☞ Sharma, B.R. & Nainta, R.P. (2006): Banking Law & Negotiable Instruments Act, Allahabad Law Agency, Faridabad.
- ☞ Varshney, Banking Law and Practise, Sulthan Chand and Sons education publishers, New Delhi

Module III:

- ☞ Jagroop Singh, Banking and Financial Markets, Kalyani Publishers, New Delhi
- ☞ Fernandez and Monsalvez (2013): Modern Bank Behaviour, Palgrave Macmillan
- ☞ KC Shekhar and Lekshmi Sekhar, Banking Theory and Practice, Vikas Publishing House Pvt Ltd.

Module IV:

- ☞ Santhanam, B (2010): Banking and Financial Systems, Margham Publishers
- ☞ ML Seth, Monetary Economics, Lekshmi Narain Agarwal, Agra
- ☞ ML Seth, Money, Banking, International Trade and Public Finance, Lekshmi Narain Agarwal, Agra
- ☞ Ghosh and Ghosh, Fundamentals of Monetary Economics, Himalaya Publishing House
- ☞ Gupta, Suraj B. (2009): Monetary Economics –Institutions, Theory and Policy, S.Chand & Company Ltd, New Delhi.

Additional Readings

- ☞ Centre for Financial Training (2009): Banking Systems, Cengage Learning
- ☞ Indian Institute of Banking and Finance (2012): Principles of Banking, Macmillan
- ☞ Choudhry, Moorad (2012): The Principles of Banking, Wiley
- ☞ Shelagh, Heffernan (2005): Modern Banking, Wiley
- ☞ Sinha, NK (2012): Money Banking and Finance, Magical Book Series
- ☞ Stephen C and Schoenholtz K (2010) : Money, Banking and Financial Markets, McGraw-Hill
- ☞ Sunanda Sen (2010): Managing Finances in Emerging Economies, Published in the Alternative Economic Survey, India “Two decades of neo-liberalism” Alternative Survey Group, Daanish Books, Delhi.
- ☞ Rangarajan, C (1998): Indian Economy – Essays on Money and Finance, UBS Publishers and Distributors, New Delhi.
- ☞ Rakesh Mohan (2014): Growth with Financial Stability, Oxford University Publishers, New Delhi.

CORE VII**EC.1542 MACRO ECONOMICS - II****Inst. Hours - 4****Number of Credit – 3****Course Objective**

To enable the students to understand the theoretical framework and the working of an economy as a whole. The paper also gives an insight to the students about the basic concepts used in Macro economics and policy alternatives.

MODULE I: Components of Aggregate Demand in the Keynesian system (30 Hours)

Consumption Function – APC, MPC, APS and MPS- Short run and Long run - Keynesian Psychological Law of Consumption (Absolute Income Hypothesis) – Consumption function puzzle – Theories of consumption function – Life cycle, Permanent and Relative income hypothesis – Factors determining consumption(Objective and Subjective). Multiplier – static and dynamic-leakages of the multiplier. Saving function – Saving Paradox.

Investment - Gross, Net and Replacement Investment – Real and Financial Investment – Autonomous and Induced Investment – Inventory Investment- Determinants of Investment- Keynesian Investment Function - MEC and MEI- Accelerator – Dampeners on accelerator – Super multiplier.

MODULE II: Money, Prices and Interest Rate (20 Hours)

Money – Definition – Functions –Quantity Theory of Money – Cambridge Version – Liquidity Preference – Liquidity trap –Friedman’s Restatement of the Quantity Theory – Monetarism — Pigou Effect – Real Balance Effect- Keynes effect - Interest rate – Real and Nominal - Fisher effect.

MODULE III: Inflation, Unemployment and Trade Cycle. (20 Hours)

Inflation: Meaning- Types – Headline and Core Inflation - Causes and effects – Inflationary and Deflationary Gap analysis – Stagflation – Phillip’s Curve – Short run and Long run – Trade Cycle – Meaning and Phases – Theories of Trade Cycle- Hicks, Hawtrey and Hayek.

MODULE IV: Macro Economic Policy (15 Hours)

Macro Economic Policy – Objectives – Monetary and Fiscal Policy – Objectives and Instruments- Income Policy – IS and LM schedule for a two sector model- simultaneous equilibrium in goods and money market.

Basic Reading List**Module I:**

- Mankiw, Gregory (2011): Principles of Macroeconomics, 6th ed. South Western Cengage Learning, USA
- Dwivedi, D.N. (2005): Macroeconomics—Theory and Policy, 3rd ed. Tata Mc Graw Hill.
- Shapiro, Edward (1996): Macro Economic Analysis – Galgolia Publications, New Delhi.
- Brown, William S. (2004): Macroeconomics, Prentice Hall, New Jersey.

- Wykoff, Frank C. (1982): *Macroeconomics: Theory, Policy and Evidence* 2nd ed, Prentice Hall, NJ
- Gupta, G.S (2014): *Macroeconomics Theory and Policy* 4th ed, TMH, New Delhi
- Cherneff, Robert V. (1983): *Macroeconomics: Theory and Policy*, Prentice Hall, Ontario
- Nattrass, Nicoli and VisakhVarma, G (2014): *Macroeconomics Simplified: Understanding Keynesian and Neoclassical Macroeconomic Systems*, Sage publications India, New Delhi
- Edgmand, Michael R (1987): *Macroeconomics: Theory and Policy* 3rd ed, Prentice Hall, NJ

Module II:

- Dwivedi, D.N.(2005): *Macro Economics—Theory and Policy*, 3rd ed. Tata Mc Graw Hill
- Mankiw, Gregory (2010): *Macroeconomics*, 6th ed. Worth Publishers NY.
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- Froyen, Richard.T. (2008): *Macroeconomics*, 2nd ed. Dorling Kindersley, India
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- Snowden, Brian and Howard R Vane (2005): *Modern Macroeconomics, its origin development and current state*, Edward Elgar Publishing, UK.
- Abel, Andrew and Ben S Bernanke (2007): *Macroeconomics*, Dorling Kindersley, New Delhi.
- Samuelson, P A and Nordhaus(2007) : *Economics*, Tata McGraw-Hill, New Delhi.

Module III:

- Dwivedi: D.N(2005): *Macroeconomics-Theory and Policy*, 3rd ed. Tata Mc Graw Hill.
- Mankiw, Gregory(2011): *Principles of Macroeconomics*, 7th ed. South Western Cengage Learning, USA.
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- William illiam S (2004): *Macroeconomics*, Prentice Hall, New Jersey, 2004.
- Frank, Frank C. (1982): *Macroeconomics: Theory, Policy and Evidence*, 2nd ed, Prentice Hall, NJ.
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- Cherneff , Robert V. (1983): *Macroeconomics: Theory and Policy*, Prentice Hall, Ontario.

Module IV:

- Dwivedi, D.N(2005) :*Macroeconomics-Theory and Policy*, 3rd ed. Tata Mc Graw Hill.
- Blanchard, Olivier(2010) : *Macroeconomics*, 5th ed. Pearson Education.
- Dornbusch, et al (1978): *Macroeconomics*, 11th ed. Tata Mc Graw Hill.

- Mankiw, Gregory (2010): Macroeconomics, 6th ed. Worth Publishers NY.
- Edgmand, Michael R (1987): Macroeconomics: Theory and Policy, 3rd ed, Prentice Hall, NJ.
- Natrass, Nicoli and VisakhVarma, G(2014): Macroeconomics Simplified: Understanding Keynesian and Neoclassical Macroeconomic Systems, Sage publications India, New Delhi
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- Frank, Frank C. (1982): Macroeconomics: Theory, Policy and Evidence, 2nd ed, Prentice Hall, NJ.
- Gupta, G.S (2014): Macroeconomics Theory and Policy, 4th ed, TMH, New Delhi, 2014.
- Cherneff, Robert V. (1983): Macroeconomics: Theory and Policy, Prentice Hall, Ontario.

Additional Reading List

Module I:

- Errol. D'Souza(2008): Macroeconomics, Pearson Education
- Gupta, R.D and A.S. Rana (2004): Keynes and Post Keynesian Economics, Kalyani publishers, New Delhi.
- Branson W.A (1989): Macro Economic Theory and Policy, Harper and Row, New York.

Module II:

- Don Patinkin(1956): Money, Interest and Prices
- Ghosh, B.N.and Gosh, Rama(1996): Fundamentals of Monetary Economics, Himalaya Publishing house, New Delhi

Module III:

- Ghosh, B.N.and Gosh, Rama(1996): Fundamentals of Monetary Economics, Himalaya Publishing house, Mumbai

Module IV:

- Errol, D'Souza(2008): Macroeconomics, Pearson Education
- Branson, W.A (1989): Macro Economic Theory and Policy, Harper and Row, New York.

CORE VIII

EC.1543 ECONOMICS OF GROWTH AND DEVELOPMENT

Inst. Hours- 3

Credit - 2

Course Objective

To enable the students to understand the basic concepts of Development and Growth. It also intends to provide the theoretical framework for growth and development discourses under different schools of economic thought and a better insights and knowledge on issues and challenges on economic development.

MODULE I: Basic concepts of development (10 Hours)

Meaning, definitions and scope of Economic Growth and Development- Development gap- Development and under development- Basic characteristics of LDCs, Main obstacles to growth.

MODULE II: Tools for measuring Development (25 Hours)

Alternative measures of development and its limitations -Inequality and its measurements, Kuznets Inverted 'U' hypothesis, Lorenz Curve and Gini-coefficient- Physical Quality of Life Index, Human Development Index, Human Poverty Index, Happiness Index, Gender Development Index- Measurement of poverty – absolute and relative, Head-Count Index and Poverty Gap Indices- Sen's capabilities approach.

MODULE III: Theories of Economic Growth and Development (30 Hours)

Approaches to Development, Rostow's stages of growth, Nelson's Low level equilibrium trap, Lewis theory of unlimited supply of labour, Fei-Ranis model, Nurke's theory of disguised unemployment, Leibenstein's critical minimum effort thesis, The 'Big Push' theory, Balanced and unbalanced growth, Dualistic theories, Myrdal's theory of circular causation.

Classical theories of growth, Adam Smith, David Ricardo and Karl Marx- Neoclassical Model of Robert M. Solow-Neo Keynesian Model of Joan Robinson, Harrod-Domar model-concept of Endogenous growth.

References**Module I:**

- ☛ Ghatak, Subrata (2003): Introduction to Development Economics, 4th ed, Routledge, London.
- ☛ Todaro, Michael P and Stephen C Smith (2014): Economic Development, Pearson, New Delhi
- ☛ Somasekhar, N T (2007): Development Economics, New Age International, New Delhi.
- ☛ Taneja, M L and Myer R M (2014): The economics of Development and Planning, Vishal Publishing, Punjab.
- ☛ Thirlwal, A P (2011): Growth and Development with special reference to developing Economies, Palgrave MacMillan, London.
- ☛ Hayami, Yujiro and Yoshihisa Godo (2014): Development Economics-from Poverty of nations to the wealth of Nations, Oxford University Press, New Delhi.
- ☛ Ray, Debraj (2014): Development Economics, Oxford University Press, New Delhi.
- ☛ Perkins, et al (2001): Economics of Development, W.W Norton Company, USA.

Module II:

- ☛ Hayami, Yujiro and Yoshihisa Godo (2014): Development Economics-from Poverty of Nations to the Wealth of Nations, Oxford University Press, New Delhi.
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- Ray, Debraj (2014): Development Economics, Oxford University Press, New Delhi.
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- Behrman and Srinivasan T N (1955): Handbook of development economics, Vol3, Elsevier, Amsterdam.
- DasGupta, I (1993): An enquiry in a well-being and destitution, Clarendon press, Oxford.
- Higgins, B (1959): Economic Development, W.W. Norton, New York.
- Todaro, Michael P and Stephen C Smith (2014): Economic Development, Pearson, New Delhi
- Kindleberger, C.P (1977): Economic Development, 3rd ed, McGraw-Hill, New York
- Meier, G.M (1995): Leading Issues in Economic Development, Oxford University Press, and New Delhi.
- Perkins et al, (2001) 'Economics of development', W.W. Norton and company, U S A

Module III:

- Adelman, Irma (1961): Theories of Growth and Development, Stanford.
- Ghatak, Subrata (2003): Introduction to Development Economics, 4th ed, Routledge, London.
- Taneja, M, M L and Myer R M (2014): The economics of Development and Planning, Vishal Publishing, Punjab.
- Barro, Robert J and Xavier sala-i-Martin (2012): Economic Growth, Prentice Hall of India, New Delhi.
- Somasekhar, NT (2007): Development Economics, New Age International, New Delhi.
- Thirlwal, A P (2011): Growth and Development with special reference to developing Economies, Palgrave MacMillan, London.
- Jones, Charles I (2013): Introduction to Economic Growth, Viva Books, New Delhi.
- Ray, Debraj (2014): Development Economics, Oxford University Press, New Delhi.
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- Sen, Amartya (1974): Growth economics, Penguin Education, Harmondsworth, Middlesex, England.
- Kindleberger, C.P (1977): Economic Development, 3rd ed, McGraw-Hill, New York
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- Meier, G.M (1995): Leading Issues in Economic Development, Oxford University Press, and New Delhi.
- Snowden, Brian and Howard R Vane (2005): Modern Macroeconomics, its origin development and current state, Edward Elgar Publishing, UK

CORE IX**EC.1544 INDIAN ECONOMY****Inst. Hours-4****Number of Credit-4****Course Objective**

The purpose of this course on Indian Economy is to enable the students to have an understanding of the various issues of the Indian Economy, enabling them to comprehend and critically appraise current issues and problems of Indian economy. The focus of the syllabus is on the development of Indian Economy since Independence.

MODULE I: Demographic Features: An Overview (25 Hours)

Demographic Trend and Pattern since Independence-Changes in Major Demographic Indicators over the years (Literacy rate, Birth and Death Rates, Population growth rate, IMR, Child Mortality Rate) Changes in Rural –Urban Population - Urbanisation and its issues and Problems – Demographic Dividend in India and its issues and Challenges - National Population Policy 2000 - Salient features of Census 2011.

MODULE II: Economic Development Strategy since Independence (25 Hours)

Mixed Economic Framework - Key and Strategic Role of PSUs – Economic Crisis of 1990 – Macro Economic Reforms Implemented Since 1991-Structural Adjustment Programmes - Globalisation, Liberalisation and Privatisation – Fiscal and Financial Sector Reforms - Performance of Indian Economy before and after Economic Reforms -External Sector Reforms since 1991 - Trade and Currency Reforms, -Liberalisation of imports and exports - Second Generation Economic Reforms - Reforms from Product markets to Factor and Input Markets - Critical Assessment of Economic Reforms.

MODULE III: Agriculture, Industry and Service Sector (30 Hours)

Role of Agriculture in Indian Economy-Land Reforms-New Agricultural Strategy - Green Revolution — Need for Second Green Revolution - Agricultural Growth and Performance - New Agricultural Policy – Changes in Land use and Cropping Pattern-Agricultural Finance and Issues - Agriculture during Economic Reform Period - WTO and Indian Agriculture.

Industrial growth during pre reform and post reform period-Industrial Policy Resolution of 1956 and 1991 - Role of Micro, Small and Medium Scale Industries (MSMEs) in Indian Economy- Its problems and remedies- Relevance of MUDRA Bank - Role and Performance of Service sector in Indian Economy.

MODULE IV: Economic Planning and Development Issues (25 Hours)

Meaning and rationale of Planning-Basic Strategies, Objectives and Achievements of Planning in India-Strategies of 12th Plan, Inclusive Development -NITI Aayog -Concept of Poverty and Poverty Line-Trends and Pattern of Urban and Rural Poverty - Poverty alleviation Schemes- Structure and Growth of Employment-Trend and Pattern of Unemployment-Role of infrastructure-Both Physical and Social - Issues of Financing Infrastructure development in India - Energy, transport and communications.

References

Module I:

- Economic Survey 2014-15, Ministry of Finance, GOI, Chapter 9.
- Economic Survey 2012-13, Ministry of Finance, GOI Chapter-2. Seizing the Demographic Dividend. pp:26-55
- Asha A. Bhende, Tara Kanitkar (1978): Principles of population studies, Himalaya Publishing House, New Delhi.
- Uma Kapila (2013): Indian Economy since Independence, Academic Foundation, New Delhi.
- Aiyer, Shekar and Arora Mody (.2011): Demographic Dividend: Evidence from the Indian States. IMF Working Paper.
- Thirlwal, A.P (2011): Economics of Development, New York, Palgrave Macmillan.

Module II:

- Acharya, Shankar and Rakesh Mohan (2010) (ed), India's Economy – Performance and Challenges, Oxford University Press, New Delhi.
- Rakesh Mohan (2011): Growth with Financial Stability, Oxford University Press.
- Government of India, Economic Survey 2013-14, Chapter- 2.
- Dreze, Jean and AmartyaSen (2013): An Uncertain Glory – India and its Contradictions, Penguin Books.
- Alternative Economic Survey India, Two Decades of Neoliberalism, Alternative Survey Group, Daanish Books, New Delhi, 2010.
- Kanagasabapathi (2009): Indian Models of Economy, Business and Management, Prentice Hall of India, New Delhi. pp.62 – 75.
- Conference Proceedings of 83rd Annual Conference of the Indian Economic Association (IEA) in Jammu in 2000 – Second Generation of Economic Reforms in India.

Module III:

- Alternative Economic Survey India , Two Decades of Neoliberalism, Alternative Survey Group, Daanish Books, New Delhi, 2010.
- Khan, H.R. (2011): Infrastructure Financing in India - Progress and Prospects, <http://www.bis.org/review/r120117c.pdf>
- The World Bank, Financing Infrastructure: Addressing Constraints and Challenges, 2006.
- Uma Kapila (2013) Indian Economy since Independence, Academic Foundation, New Delhi.
- Dutt, Ruddar and Sundaram (2014): Indian Economy, S Chand and Company, New Delhi.
- Mishra, J K and V K Puri (2014): Indian Economy: The Development Experience, Himalaya Publishing House, Mumbai.

Module IV:

- Economic Survey 2013-14, Ministry of Finance, GOI. pp – 192 – 210.
- Alternative Economic Survey India , Two Decades of Neoliberalism, Alternative Survey Group, Daanish Books, New Delhi, 2010.
- Uma Kapila (2013): Indian Economy since Independence, Academic Foundation, New Delhi.

- ☛ Dutt, Ruddar and Sundaram (2014): Indian Economy, S Chand and Company, New Delhi.
- ☛ Mishra, J K and V K Puri (2014): Indian Economy: The Development Experience, Himalaya Publishing House, Mumbai.
- ☛ Economic Survey 2014-15, Ministry of Finance, GOI.

Additional Readings

- ☛ INDIA 2014, Publication Division, New Delhi
- ☛ Tomlinson.B.R (2013): The Economy of Modern India-From 1860 to the 21st Century, Cambridge University Press, New Delhi.
- ☛ Mishra, R K and K Trivikraman (ed) (2013): The Global Financial Crisis: Challenges and Opportunities, Academic Foundation, New Delhi.
- ☛ Ahluwalia, I.J. and I.M.D. Little (ed) (1999): India's Economic Reforms and Development, (Essays in honour of Manmohan Singh), Oxford University Press, New Delhi.
- ☛ Krueger, Anne. O. (ed) (2002): Economic Policy Reforms and Indian Economy, Oxford University Press, New Delhi.
- ☛ Jalan, B. (1992):The Indian Economy – Problems and Prospects, Viking, New Delhi.
- ☛ Joshi, V. and I.M.D. Little (1999): India: Macro Economics and Political Economy, 1964-1991, Oxford University Press, New Delhi.
- ☛ Kaushik Basu (ed) (2004): India's Emerging Economy, Oxford University Press, New Delhi.
- ☛ 11th Five Year Plan(2008): Volume 1, 2 and 3, Planning Commission, published by Oxford University Press, New Delhi.
- ☛ 12th Five Year Plan(2013): Volume I,2 and 3,Planning Commission, published by Sage Publications, New Delhi
- ☛ Prakash, B A (2012): The Indian Economy since 1991: Economic Reforms and Performance, Pearson Education, New Delhi.
- ☛ Gopa Kumar, G (2011): Towards an Inclusive India – Role of Parliament in Social Change, Manak Publications Pvt. Ltd.New Delhi.
- ☛ Census Data, Accessible via URL- <http://censusindia.gov.in/>

Core X

EC.1545 PUBLIC ECONOMICS

Inst.Hours- 4

Number of Credit – 4

Course Objective

The course intends to provide basic information to students on the scope of Public Economics, significance of government and its functions, governmental finance and its economic impacts, and budgeting with special reference to India.

MODULE I: Introduction to Public finance

(25 Hours)

Meaning and Scope-Classical, Keynesian and modern approach on Public economics-Public Finance and Private finance-Similarities and Dissimilarities-The principle of maximum social

Advantage- -The changing role of Government in modern economy-Market failure-Public goods. Externalities - Tragedy of commons, Free rider problem (concepts only) -Merit good, Social Good, Club good (concepts only).

MODULE II: Public Revenue and Public Expenditure (35 Hours)

Public revenue-Classification of public revenue-Sources of public revenue-Tax, Non-Tax sources-Canons of taxation, Principles of taxation-Direct tax-Merits and Demerits-Indirect tax-Merits and Demerits-VAT, MODE VAT, CENVAT, GST-Progressive, Proportional, Regressive, Digressive taxes-Merits and Demerits-Specific and Advalorem taxes-Merits and demerits— Incidence, Impact and Shifting-Theories of Incidence-Traditional Theories -Musgrave's theory of incidence- Effects of taxation- Laffer curve-Taxable capacity

Public expenditure-Types of public expenditure-Canons of public expenditure-Theories of public expenditure-Pure Theories of Public Expenditure-General theories-Wagner hypothesis, Peacock Wiseman hypothesis, Collin Clark hypothesis-Effects of Public expenditure- Reasons for growth in India's public expenditure.

MODULE III: Public Debt and Budgeting (25 Hours)

Public Debt- Meaning and objectives-Types-Sources of public debt-Internal and External Sources-Redemption of public debt- -Public debt and Deficit financing- Economic effects of Deficit financing-India's public debt.

Financial Administration-Budget- Concept, significance and characteristics-Classification of budget—Revenue and capital accounts - Budgetary deficits and its implications—Techniques of budgeting-PPBS, ZBB-Budgetary procedure in India-Public account-Consolidated fund of India-Contingency fund of India.

MODULE IV: Fiscal Policy and Fiscal Federalism (25 Hours)

Meaning-Approaches of Classical and Keynesian economists on fiscal policy-Functions Instruments -Importance of fiscal policy.

Fiscal federalism-Definition-Planning commission and Finance commission-Functions-Horizontal and Vertical imbalance-Measures to correct Fiscal imbalances -Allocation of resources between Central and State Governments-Gadgil formula, Mukharjee formula-Sources of revenue of Central, State and local Governments in India .

References

Module I:

- Hindrick, Jean and Gareth D Myles (2006): Intermediate Public Economics, Prentice Hall of India
- Singh, S. K (2010): Public finance-Theory and Practice, 6th ed, S Chand, New Delhi.
- Andley and Sundaram (2006): Public Economics and Public Finance, Ratan Prakash, Agra.
- Kennedy, Maria John (2012): Public Finance, Prentice Hall of India.
- Hajela, T N(2010): Public Finance, 3rd ed, Ann's Books, New Delhi
- Agarwal, R.C (2007): Public Finance Theory and Practice, Leksmi Narayan Agarwal, Agra, India.
- Kriparani, et al (2000): Public Finance- Fiscal policy, S Chand, New Delhi.

Module II:

- ☛ Mithani, D M(1998): Modern Public Finance, 1st ed, Himalaya Publishing House, New Delhi.
- ☛ Lekhi, R K (2003): Public Finance, Kalyani Publications, New Delhi.
- ☛ Ghosh and Ghosh (2014): Public Finance, 2nd ed, Prentice Hall of India
- ☛ Hajela, T N(2010): Public Finance, 3rd ed, Ann's Books, New Delhi
- ☛ Kriparani, Kaveri,K, Sudha Naik, UK and Girija (2000): Public Finance- Fiscal policy, S Chand, New Delhi.

Module III:

- ☛ Tyagi, BP (1994): Public Finance, Jain Prakash Nath and Company Meerut.
- ☛ Kriparani, et al (2000): Public Finance- Fiscal policy, S Chand, New Delhi.
- ☛ Kennedy, Maria John (2012): Public Finance, Prentice Hall of India, New Delhi
- ☛ Agarwal, R.C (2007): Public Finance Theory and Practice, Leksmi Narayan Agarwal, Agra, India.
- ☛ Singh, S. K (2010): Public finance-Theory and Practice ,6th ed, S Chand, New Delhi

Module IV:

- ☛ Bhargava, R N(1967): The Theory and Working of Union Finances in India, Chaitanya Publications, New Delhi
- ☛ Soory, M M (2010): Finance Commissions and Fiscal Federalism in India, New Century Publications, New Delhi.
- ☛ Jaffy, V S (1999) (ed): Federal India Emerging Economic Issues, 1st ed, Indian Tax Institute
- ☛ Lekhi, R K (2003): Public Finance, Kalyani Publications, New Delhi.
- ☛ Tyagi, BP (1994): Public Finance, Jain Prakash Nath and Company Meerut.
- ☛ Kriparani, Kaveri,K, Sudha Naik,U K and Girija (2000): Public Finance- Fiscal policy, S Chand, New Delhi.

Additional Readings

- ☛ Musgrave and Musgrave(1976): Public Finance Theory and Practice, Mc Graw-Hill, Kogakhusa, Tokyo.
- ☛ Atkinson A B and J E Stiglitz (1980): Lectures on Public Economics, TATA Mc Graw Hills, New York.
- ☛ Om Prakash(2012):Public Economic Theory and Practice, Vishal Publishing Co, Jalandhar, India
- ☛ Dalton, H(1971):Principles of Public Finance, Rontledge and Hegan Paul Limited, London.
- ☛ Herber, B. P (1976): Modern Public Finance, Richard D Iruin, Homewood.
- ☛ Datt, Ruddar and K.P.M. Sundaram, (2001) Indian Economy, S. Chand & Company Limited, New Delhi
- ☛ Ganguly, S.(1999): Public Finance, The World Press Private Ltd. Calcutta.

OPEN I**EC.1551 HUMAN RESOURCE MANAGEMENT (HRM)****Inst.Hours - 3****Number of Credit-2****Course Objective**

To enable the students to understand the significance of Human Resource in constituting economic growth. The course also teaches the basic principles of strategic human resource management and the various aspects of Human Resource Planning.

MODULE 1: Nature and Scope of HRM (14 Hours)

Meaning and Definitions – Objectives, Scope and Functions of HRM – Perspectives of Human Resource Management – Role of HRM in the Emerging Economic Scenario.

MODULE II: Human Resource Planning (HRP) and Development (20Hours)

Concept of Human capital – The economic principle of ‘Labour theory of value’. Human Resource Development (HRD) - The trend of Working age population in India (compared to other countries) and future potential in global scenario. Distinction between HRD and HRM.

Meaning and Objectives of HRP - Need for HRP at Macro Level - Methods of Recruitment – Selection and Placement - Defining Training - Needs and Benefits of Training - Training Methods.

MODULE III: Controlling Human Resources (20 Hours)

Promotion – Transfer – Demotion – Separation. Concept and Meaning of Discipline – Disciplinary Action Procedure. Industrial Democracy–Workers’ Participation in Management in India – Collective Bargaining in India.

References**Module I:**

- ☛ Michel, U.P (2001): Human Resources Development and Human Relations, Himalaya Publishing House, Mumbai.
- ☛ Tripathi, P.C (2004): Human Resources Management, S.Chand & Sons, New Delhi.
- ☛ Duderja, V.D (2000): HRM and Development in New Millennium, Common Wealth Publishers, New Delhi.
- ☛ Pattanayak, B (2001): Human Resource Management, PHI, New Delhi.

Module II:

- ☛ Barotia, G.R (1999): Human Resource Management, Mangal Deep Publications, Jaipur
- ☛ Blaug, Mark (1970): Economics of Education – A Selected Annotated Bibliography, 2nd ed, Pergamon Press, New York
- ☛ Drucker, Peter F (1969): The age of Discounting, Part IV, Harper and Row, New York.
- ☛ Gupta, C.B (1997): Human Resource Management, Sultan Chand, New Delhi.
- ☛ Taneja, M, M L and Myer R M (2014): The economics of Development and Planning, Vishal Publishing, Punjab.
- ☛ Wendel, C. French (1997): Human Resource Development, All India Publishers, Chennai.

- ☛ Wanous, John P (1979): Organisational Entry: Recruitment, Selection and Socialisation of New Comers, Reading Mass: Addison – Wesley

Module III:

- ☛ Sarma, A.M (1998): Personnel and Human Resource Management, Himalaya Publishing House.
- ☛ Thakur, C.P and K.C. Sethi (ed.)(1973): Industrial Democracy : Some Issues and Experiences, Shri Ram Centre for Industrial Relations and Human Resources, New Delhi,
- ☛ Virmani, B.R(1978): Workers' Participation in Management: A New Perspective, Indian Journal of Industrial Relations, Vol.13,
- ☛ Monappa.A (1985): Industrial Relations, Tata McGraw Hill, New Delhi.
- ☛ Chakravarte, K.P (1993): Law of Industrial Employment and Management and Discipline, Allahabad.

CORE XI

EC.1641 KERALA ECONOMY

Inst Hours-5

Number of Credit-4

Course Objective

To understand the structural changes, sectoral aspects and features of the Kerala Economy since the formation of the state and enable the students to have a basic understanding of the emerging trends and issues of Kerala Economy .

MODULE I: Structure of Economy

(15 Hours)

Kerala's development since the formation of the state-Features of the Economy- Kerala Model of Development-HDI Status -A Review of Economic Growth and Structural Change - Sector Wise contribution to GSDP

MODULE II: Demographic Features of Kerala

(20 Hours)

Demographic Change(birth rate, death rate, infant mortality rate, sex ratio, age distribution)- Urbanisation, Migration and Immigration-Economic Impacts of Migration - Nature and Magnitude of Urban, Rural and Educated Unemployment - Trends in Urban and Rural Poverty in Kerala-Major poverty alleviation schemes in Kerala

MODULE III: Productive Sectors

(25 Hours)

Agricultural development since 1956-Land reforms- Land Use Pattern and Cropping Pattern— Recent Trends in Agricultural Growth -Agricultural Credit and Indebtedness-Traditional and Modern Industries in Kerala, small scale industries and its prospects. Problems of Industrialization in Kerala – Status of Public sector industries in Kerala

MODULE IV: State Finance and Planning

(25 Hours)

Fiscal Situation in Kerala-Sources of Revenue Receipts-Items of Capital and Revenue Expenditure-Revenue, Fiscal and Primary Deficits-Public Debt- Planning-Types of planning: democratic and totalitarian planning, long term and short term planning, centralised and decentralised planning-Features and Problems of Decentralized Planning in Kerala.

MODULE V: Service sector in Kerala**(12 Hours)**

Kerala Perspective Plan 2030 - its perspectives on Service sector-Role and importance-Education, Health and Tourism and IT Sector in Kerala.

MODULE VI: Industrial visit and Reporting

Students have to visit an industrial unit, study some of the economic aspects and submit a report.

Note:One of the criteria for assigning internal marks to this paper is the study report prepared by students (Not less than 5 pages). Assignments are not compulsory to this paper.

References**Module I:**

- Oommen, M.A. (1993): Essays on Kerala Economy, Oxford & IBH.
- Planning Commission (2008): Kerala Development Report, Academic Foundation, New Delhi
- Ravi Raman,K (2010): Development, Democracy and the State : Critiquing the Kerala Model of Development, Routledge
- Govindan, Parayil (2000) (ed.): Kerala : The Development Experience – Reflections on Sustainability and Replicability, Zed Books, London
- Prakash, B.A (ed) (2004): Kerala’s economic development: Performance and prospects in the post liberalization period, Sage Publications, New Delhi.
- Prakash, B.A (ed) (1999): Kerala’s Economic Development: Issues and Problems, Sage Publication, New Delhi.
- State Planning Board , Economic Review, Various Years, Thiruvananthapuram
- Joseph Tharamangalam (2006): Kerala: The Paradoxes of Public Action and Development Hyderabad, India Orient Longman.

Module II:

- Zachariah, K.C. and S. Irudaya Rajan (2012):Kerala’s Demographic Future: Issues and Policy Options, Academic Foundation, New Delhi
- Rajan, K(ed) (2009): Kerala Economy :Trends during the post reform period, serials publications, New Delhi.
- Zachariah K.C. and S. Irudaya Rajan (2012):Kerala’s Gulf Connection 1998-2011: Economic and Social Impacts of Migration, Orient Black swan, New Delhi
- Rajasenan, D. and Gerard De Groot (ed) (2005): Kerala Economy: Trajectories, Challenges and Implications, CUSAT, Kochi.

Module III:

- Harilal, K.N. & K.J. Joseph(2000): “Stagnation and revival of Kerala economy: An open economy perspective,” Centre for Development Studies, Trivandrum Working Papers 305, Centre for Development Studies, Trivandrum, India.
- Rajan, K(ed)(2009): Kerala Economy :Trends during the post reform period, Serials Publications, New Delhi.

- Oommen, M.A. (1960): Financing of Small-Scale Industries in Kerala sponsored by the Banking Commission, Reserve Bank of India, Bombay.
- Oommen, M.A. (1999): Rethinking Development: Kerala's Development Experience (in two volumes), Concept, New Delhi.
- Oommen, M.A. (1979): Kerala Economy since Independence (ed.) Oxford & IBH, New Delhi.
- Oommen, M.A. (1975): A Study of Land Reforms in Kerala Oxford & IBH, New Delhi.
- Oommen, M.A. (1971): Small Industries in Indian Economic Growth: A Case Study of Kerala, Research Publications, New Delhi.
- State Planning Board, Economic Review, Various Years, Thiruvananthapuram
- Zachariah, K C et al (2003): Dynamics of Migration in Kerala, Orient Longman, India.

Module IV:

- Oommen, M.A. (2007) :A Decade of Decentralisation in Kerala: Issues, Options and Lessons. Har-Anand Publications Pvt. Ltd, New Delhi.
- Oommen, M.A. (1999): Rethinking Development: Kerala's Development Experience (in two volumes), Concept, New Delhi.
- George, K.K. K.K.Krishnakumar (2012): Trends in Kerala State Finances-1991-92 to 2012-13: A Study in the Backdrop of Economic Reforms in India Working Paper No.28 April 2012 Centre for Socio-economic & Environmental Studies, Kochi .
- State Planning Board, Economic Review, Various Years, , Thiruvananthapuram.

Module V:

- State Planning Board, Economic Review, Various Years, Thiruvananthapuram.
- Praveena Kodoth: Globalisation and higher education in Kerala: access, equity and quality Report of a Study sponsored by the Sri Ratan Tata Trust Centre for Development Studies, Trivandrum
- George, K K (2011): Higher Education in Kerala: How Inclusive is it to Scheduled Castes and Scheduled Tribes? Education Exclusion and Economic Growth Working Paper Series, Volume 1, Number 4, Centre for the Study of Social Exclusion and Inclusive Policy [CSSEIP] Cochin University of Science and Technology [CUSAT].
- Kerala State Planning Board (2014): Kerala Perspective Plan 2030, GOK Thiruvananthapuram
- Chandrasekhar, C. P. et al (2001) :Issues in School Education in Contemporary Kerala, A paper prepared for UNICEF, New Delhi.
- Jean Drez & Amartya Sen (1997):India: Economic Development and Social Opportunities, OUP, New Delhi.
- UGC (2003): Higher Education in India: Issues, Concerns and New Dimensions, UGC, New Delhi.
- Tara S. Nair (2010): Health and Education – A Policy Critique, Published in the Alternative Economic Survey, India “Two decades of neo-liberalism” Alternative Survey Group, Daanish Books, Delhi.
- Ved Prakash (2007): Trends in Growth and Financing of Higher Education in India, EPW, 42 (31):3249-58, 4-10th August.
- Human Development Report (2005) Prepared for the Government of Kerala by Centre for Development Studies Thiruvananthapuram.

- ☞ Health policy Kerala (2013: Health & Family Welfare Department, Government of Kerala.
- ☞ Kerala Perspective Plan 2030, Kerala State Planning Board, Thiruvananthapuram 2015,

Core XII

EC.1642 FINANCIAL ECONOMICS

Inst Hours- 5

Number of Credit - 4

Course Objective

The course intends to familiarize the students with the basic concepts in financial economics and develop comprehensive knowledge on the role of finance in the operation of an economy. It also enables them to know the operation of the Indian Financial System and activities in the financial markets.

MODULE I: Introduction to Financial system and Financial Markets (25 Hours)

Financial system-Structure-Functions- Financial markets- Financial Instruments-Role of Financial system-Financial system and Economic development.

Money market-Meaning-Functions-Instruments of money market-Call loans, Collateral loans, Promissory notes, Bills of Exchange, Treasury Bills, Gilt edged securities, Certificate of Deposits', Commercial papers, REPOS-Components of money market-Call money market, Collateral loan market, Acceptance market, Bill market-Institutions of money market-Acceptance houses, Discount houses, Central bank, Commercial bank-Features of Indian money market-DFHI and RBI in Indian Money market.

MODULE II: Capital Market (30 Hours)

Capital market- Meaning – Functions-Structure-Primary and Secondary markets-Primary market (New issue market)-Functions of NIM- Intermediaries in NIM (merchant bankers, underwriters, registrar and share transfer agents, bankers to an issue, stock broker) Instruments of Capital market- -Preference shares, Differed shares, Equities Ordinary shares-Bonds and debentures, Government promissory notes, Public sector bonds-Initial Public Offer-Methods of floatation of shares –Dematerialization of Shares- Depository-Functioning of depository.

Secondary Market- Nature and functions of stock exchanges -Settlement and trading in stock exchange- Players in stock exchanges-Speculators-Bulls, Bears, Lame duck, Stag- Kerb trading, Insider trading- Listing of securities

MODULE III: Security Market Analysis (20 Hours)

Risk-Return on risk-types of risk-Security Evaluation-Fundamental Analysis, Technical Analysis -Fundamental Analysis- Constant growth Model, P/E Ratio-Technical Analysis-Dow Theory, Dow-Jones Index, Elliot Wave Theory-Derivatives-Options, Futures/Forwards, Swaps-Construction of Stock market indices.

MODULE I V: Indian Financial System (25 Hours)

Structure of Indian Financial System-Organization and management of Indian Stock Exchanges-SEBI - OTCEI, BSE-BOLT, SENSEX-NSE-NEAT,NIFTY, ISE -Depositories in India-NSDL, CSDL- Development financial institutions -Pension and Provident Funds, National Pension system and PFRDA (Pension Funds Regulatory and Development Authority) Mutual funds-

Venture capital funds- NBFIS, Chit Funds-Credit rating agencies in India-CRISIL, ICRI, CARE -International credit rating agency- Sand P-Financial sector reforms-Narasimham Committee report.

References

Module I:

- Keith, P Ibeam (2005): Finance and Financial Markets, 2nd ed, Palgrave Mc Milan.
- Bhole, L M (1999): Financial Institutions and Markets, TATA Mc Graw Hill Co Ltd, New Delhi
- Gupta, S B (2007): Monetary Economics Institutions Theory and Policy, Chand and Co Ltd
- Smith, P F (1978): Money and Financial Intermediation: The Theory and Structure of the Financial System, Prentice Hall, New Delhi
- Khan, N Y (1996): Indian Financial system, TATA Mc Graw Hill Co Ltd, New Delhi
- Bharathi V Pathak(2003):Indian Financial system, Pierson Education, New Delhi
- Preethi Singh (2009) : Dynamics of Indian Financial system, markets, institutions and services, Annes Books Pvt Ltd, New Delhi

Module II:

- Guru Swamy, S (2009): Financial Markets and Institutions, 3rd ed, Vijay Nicole Imprints Pvt Ltd,Chennai, TATA Mc Graw Hills Co Ltd, New Delhi.
- Guru Swamy,S(2006):Capital Markets, 2nd ed, Vijay Nicole Imprints Pvt Ltd, Chennai, TATA McGraw Hills Co Ltd, New Delhi.
- Faboozi, J Frank, Modigliani Franco(2008):Capital Markets-Institution and Instruments, 4th ed, Pearson Education, New Delhi (PHI).
- Avadhani, V A (1993): Investments and Securities markets in India, Himalaya Publishing House, Mumbai.

Module III:

- Kevin, S (2008): Security Analysis and Portfolio Management, 2nd ed, Prentice Hall of India.
- Avadhani, V A (2008): Security analysis and Portfolio Management, Himalaya Publishing House
- Sasidharan, K, Mathews K Alex (2013): Security analysis and Portfolio Management, Tata McGraw Hills Co Ltd, New Delhi
- Bharathi V Pathak(2003): Indian Financial system, Pierson Education, New Delhi

Module IV:

- Guru Swamy,S(2009): Financial Markets and Institutions, 3rd ed, Vijay Nicole Imprints Pvt Ltd,Chennai, TATA Mc Graw Hills Co Ltd, New Delhi.
- Machi raju, M R (1999):Indian Financial System, Vikas Publishing House, New Delhi.
- Rajesh S Kothari (2010): Financial Services in India, Concepts and Applications, Sage Publications.
- Gupta, SB (2007): Monetary Economics Institutions Theory and Policy, Chand and Co Ltd
- Khan, N Y (1996): Indian Financial system, TATA Mc Graw Hill Co Ltd, New Delhi.

- ☛ Bhole, L M (1999): Financial Institutions and Markets, TATA Mc Graw Hill Co Ltd, New Delhi.

Additional Readings

- ☛ Faboozi, J Frank, Modigliani Franco, Ferry G Michael: Foundations of Financial Markets and Institutions, 4th ed, Pierson Education, New Delhi (PHI).
- ☛ Maria William Cornett and Saunders Anthony (2010): Financial Markets and Institutions, 4th ed, Mc Graw Hills.
- ☛ Chandra P (1997): Financial Markets, 4th ed, TATA Mc Graw Hill.
- ☛ Prasad KM (2001): Developments in India's Financial System, Sarup and Son's, New Delhi
- ☛ RBI Reports.

CORE XIII

EC.1643 BASIC TOOLS FOR ECONOMICS II

Inst. Hours: 5

Number of credit: 4

Course Objective

The course is intended to familiarize the students with statistical tools and techniques and enable them to apply these tools in economics.

MODULE I: Correlation and Regression (30 Hours)

Correlation-Types-Simple, Partial and Multiple correlation-Simple correlation analysis-Scatter diagram-Karl Pearson's coefficient of correlation-Spearman's rank correlation- probable error- uses and importance of correlation.

Regression - Simple linear regression-Method of Least Squares-Lines of regression-Regression coefficient-Relation between regression and correlation coefficients-Uses of regression in economics.

MODULE II: Index Numbers (20 Hours)

Definition – Construction of index numbers – Simple and Weighted index numbers - Problems in the construction of index numbers – Tests of index numbers – CPI – WPI – Deflating – Base shifting – Splicing – Uses of Index numbers.

MODULE III: Probability (25 Hours)

Set theory – Types of Sets – Basic set operations. Probability- Elements of probability theory (sample space, events) – Approaches to the definition of Probability: Classical definition, Relative frequency definition and Axiomatic approach – Addition rule – multiplication rule – Conditional Probability – Bayes' Theorem.

MODULE IV: Random variable and Theoretical distributions (22 Hours)

Random variable – Discrete and Continuous – Expectations and Variance of random variables. Probability distribution – Discrete distribution: Binomial distribution – Continuous distribution: Normal distribution.

Basic Reading List**Module I:**

1. Yule and Kendall, An Introduction to the Theory of Statistics, Charles Gtiffin and Company, London
2. Croxton, F.E. and Cowden, D.J. Applied General Statistics, Prentice- Hall of India, New delhi.
3. Gupta S. and V.K. Kapoor, Fundamentals of Applied Statistics, S.Chand and Sons, New Delhi.
4. Gupta, S.P, Statistical Methods, Sulthan Chand and Sons, New Delhi.
5. Monga, G.S. Mathematics and Statistics for Economics, Vikas Publishing, New Delhi

Module II:

1. Yule and Kendall, An Introduction to the Theory of Statistics, Charles Gtiffin and Company, London
2. Croxton , F.E. and Cowden, D.J. Applied General Statistics, Prentice- Hall of India, New Delhi.
3. Gupta S. and V.K. Kapoor , Fundamentals of Applied Statistics, S.Chand and Sons, New Delhi.
4. Gupta, S.P, Statistical Chand and Sons, New Methods, Sulthan Delhi
5. Monga, G.S. Mathematics and Statistics for Economics, Vikas Publishing, New Delhi

Module III:

1. Gupta, S.P, Statistical Methods, Sulthan Chand and Sons, New Delhi.
2. Gupta S. and V.K. Kapoor, Fundamentals of Applied Statistics, S.Chand and Sons, New Delhi.
3. Monga, G.S. Mathematics and Statistics for Economics, Vikas Publishing, New Delhi
4. Goon, Gupta and Dasgupta, Fundamentals of Statistics, Volume I & II

Module IV:

1. Gupta, S.P, Statistical Methods, Sulthan Chand and Sons, New Delhi.
2. Monga, G.S. Mathematics and Statistics for Economics, Vikas Publishing, New Delhi
3. Goon, Gupta and Dasgupta, Fundamentals of Statistics, Volume I & II

Additional Reading List

1. Goon, Gupta and Dasgupta, Basic Statistics.
2. N.G. Das, Statistical Method
3. Aggarwal, D.M.(2009), Business mathematics and Statistics, Ane Books(P) Ltd, New Delhi.
4. Oakshott(1998), Essential Quantitative Methods, Palgrave Macmillan, New York.
5. Yule and Kendall, An Introduction to the Theory of Statistics.

Core XIV**EC.1644 INTERNATIONAL ECONOMICS****Inst.Hours – 4****Number of Credits – 3****Course Objective**

To understand the basic concepts and theories of international trade and enable the students to have a basic understanding of the emerging trends ,issues and polices in the field of international Economic system .

MODULE I: THEORIES OF INTERNATIONAL TRADE (23 Hours)

International Economics - subject matter-basis of trade – Mercantilism and Physiocrats - Classical theory: Absolute and Comparative Advantage theories - Terms of trade- offer curve – community indifference curve – opportunity cost (concepts only).

The Heckscher-Ohlin theory- Leontief Paradox – gains from trade – static and dynamic gains- trade as an engine of growth, foreign trade multiplier

MODULE II: BALANCE OF PAYMENTS (20 Hours)

Balance of Payments – Components – accounting framework – disequilibrium – causes – measures to correct disequilibrium – automatic and deliberate measures – Devaluation – Effects of devaluation -Marshall –Lerner condition – J Curve effect – Absorption approach – FDI ,FII and MNC.

MODULE III: FOREIGN EXCHANGE (25 Hours)

Exchange rate determination – mint parity theory – purchasing power parity theory – BOP theory- Exchange rate systems – fixed and flexible exchange rates , Managed floating system– nominal, real and effective exchange rate- forward rate- spot rate– Foreign exchange risks – hedging and speculation - IMF and International liquidity management.

MODULE IV: THEORY OF COMMERCIAL POLICY (22 Hours)

Commercial policy – free trade vs protection – tariff barriers - impact of tariff- optimum tariff- Non tariff barriers- Quantitative Restrictions.

Economic Integrations – rationale and objectives – forms of integrations – Free Trade Area – Customs Union- Common Market – Economic Union – Economic Integration - EU – Regionalism Vs Multilateralism – WTO and its objectives.

References**Module I:**

- ☛ Soderstein, B O and Geffry Reed (2006): International Economics, Palgrave Mc Milan.
- ☛ Apple yard, Dennis R (2014): International Economics, 5th ed, TMH,New Delhi
- ☛ Salvatore, Dominic(2012): International Economics', John Wiley and Sons
- ☛ Chacholides, Miltiades(2012): International Economics, 5th ed, TMH,New Delhi
- ☛ Carbugh, Robert J(2008): International Economics ,11th ed, Cengage Learning.
- ☛ Barbara Ingham (2004):International Economics, Prentice Hall, New York

- ☞ Cherunilam, Francis (2012): International Economics, Tata McGraw Hill, New Delhi.
- ☞ Mannur, H G(2014): International Economics, Vikas publishing House, New Delhi
- ☞ Lindert, Peter H (1995): International Economics, Richard Irwin, New Delhi
- ☞ Sawyer, W Charles and Richard L Sprinkle (2013): International Economics, PHI, Delhi
- ☞ Rana, K C and K N Verma (2014): International Economics, Vishal publishing, Delhi.
- ☞ Gerber, James (2014) : International Economics, 6th ed,Pearson Education.

Module II:

- ☞ Soderstein, B O and Geffry Reed (2006): International Economics, Palgrave Mc Milan.
- ☞ Apple yard, Dennis R (2014): International Economics, 5th ed, TMH,New Delhi.
- ☞ Chacholides, Miltiades(2012): International Economics, 5th ed, TMH,New Delhi.
- ☞ Carbugh, Robert J(2008): International Economics, 11th ed, Cengage Learning.
- ☞ Barbara Ingham (2004):International Economics, Prentice Hall, New York.
- ☞ Salvatore, Dominic(2012): International Economics, John Wiley and Sons.
- ☞ Cherunilam, Francis (2012): International Economics, Tata McGraw Hill, New Delhi.
- ☞ Mannur, H G(2014): International Economics, Vikas publishing House, New Delhi.
- ☞ Lindert, Peter H (1995): International Economics, Richard Irwin, New Delhi.
- ☞ Sawyer, W Charles and Richard L Sprinkle (2013): International Economics, PHI, Delhi
- ☞ Rana, K C and K N Verma (2014): International Economics, Vishal publishing, Delhi.
- ☞ Gerber, James (2014) : International Economics, 6th ed,Pearson Education.

Module III:

- ☞ Soderstein, B O and Geffry Reed (2006): International Economics, Palgrave Mc Milan.
- ☞ Apple yard, Dennis R (2014): International Economics, 5th ed, TMH, New Delhi.
- ☞ Chacholides, Miltiades(2012): International Economics, 5th ed, TMH, New Delhi.
- ☞ Carbugh, Robert J(2008): International Economics,11th ed, Cengage Learning.
- ☞ Barbara Ingham (2004):International Economics, Prentice Hall, New York.
- ☞ Salvatore, Dominic(2012): International Economics, John Wiley and Sons.
- ☞ Cherunilam, Francis (2012): International Economics, Tata McGraw Hill, New Delhi.
- ☞ Mannur, H G(2014): International Economics, Vikas publishing House, New Delhi.
- ☞ Lindert, Peter H (1995): International economics, Richard Irwin, New Delhi.
- ☞ Sawyer, W Charles and Richard L Sprinkle (2013): International Economics, PHI, Delhi.
- ☞ Rana, K C and K N Verma (2014): International Economics, Vishal publishing, Delhi.
- ☞ Gerber, James (2014) : International Economics, 6th ed,Pearson Education.

Module IV:

- ☞ Soderstein, B O and Geffry Reed (2006): International Economics, Palgrave Mc Milan.
- ☞ Apple yard, Dennis R (2014): International Economics, 5th ed, TMH,New Delhi.
- ☞ Chacholides, Miltiades(2012): International Economics, 5th ed, TMH,New Delhi.
- ☞ Carbugh, Robert J(2008): International Economics,11th Ed, Cengage Learning.
- ☞ Barbara Ingham (2004):International Economics, Prentice Hall, New York.
- ☞ Salvatore, Dominic(2012): International Economics, John Wiley and Sons.
- ☞ Cherunilam, Francis (2012): International Economics, Tata McGraw Hill, New Delhi.

- Mannur, H G(2014): International Economics, Vikas publishing House, New Delhi.
- Lindert, Peter H (1995): International economics, Richard Irwin, New Delhi.
- Sawyer, W Charles and Richard L Sprinkle (2013): International Economics, PHI, Delhi.
- Rana, K C and K N Verma (2014): International Economics, Vishal publishing, Delhi.
- Gerber, James (2014) : International Economics, 6th ed, Pearson Education.

OPEN II ELECTIVE

EC.1661.1 AGRICULTURAL ECONOMICS

Inst. Hours - 3

Number of Credit- 2

Course Objective

The aim of this course is to provide a detailed treatment of issues in agricultural economics. Its aim is to familiarize students with policy issues that are relevant to Indian agricultural economics and enable them to analyze the issues, using economic concepts.

MODULE I: Introduction

(15 hours)

Nature and scope of agriculture—Role of agriculture in economic development—Interdependence between agriculture and industry—Different Systems of Farming—Farm budgeting and cost concepts—Sustainable Agriculture and Food Security

MODULE II: Models of Agricultural Development

(12 hours)

Lewis Theory of Unlimited Supplies of Labour—Mellor's Model of Agricultural Development—Boserup Model of Agricultural Development—Cobweb Theorem

MODULE III: Development Problems of Indian Agriculture

(27 Hours)

Agricultural Credit: Cooperative credit system—NABARD—Role of Commercial Banks—Non Agricultural Rural credit institutions—Unorganized credit system

Agricultural Marketing: Marketing and state policy—Agriculture Warehousing

Agricultural Pricing: Objectives of agricultural price policy—Food security in India—Food Security Act 2013 and public distribution system. Climate change and Indian agriculture

Organic farming in India-Status and prospects, Impact of WTO on Indian agriculture

Basic Reading List:

Module I:

- Norton and Allwinding: (Year) The Introduction to Economic and Agricultural Development, McGraw Hill Co. Publication. New Delhi.
- Sadhu A.N. & Singh Amarjit (1966): Fundamentals of Agricultural Economics, Himalaya Pub. House, Delhi.
- Soni, R.N.: Leading Issues in Agricultural Economics, Sohan Lal Nagin Chand and Co., Jalandhar.

Module II:

- ☛ Soni, R.N.: Leading Issues in Agricultural Economics, Sohan Lal Nagin Chand and Co., Jalandhar.
- ☛ Sadhu A.N. & Singh Amarjit (1966): Fundamentals of Agricultural Economics, Himalaya Pub. House, Delhi.

Module III:

- ☛ Misra S.K. & V.K.Puri (2007): Indian Economy – Himalaya Publication House, Mumbai.
- ☛ Datt R. & K.P.M. Sundharm (2007): Indian Economy, S. Chand & Co. Ltd. New Delhi
- ☛ Rao G.S.L.H.V. Prasada, Rao G.G.S.N., Rao V.U.M. (2010): Climate Change and Agriculture over India (2010), PHI. New Delhi.
- ☛ Narayanan, S (2005): Organic Farming in India: Relevance, Problems and Constraints (Occasional Paper – 38), Department of Economic Analysis and Research, National Bank for Agriculture and Rural Development, Mumbai.
- ☛ Prasad, C.S. (2006): Sixty years of Indian Agriculture, New Delhi.

OPEN II ELECTIVE**EC.1661.2 INDUSTRIAL ECONOMICS****Inst.Hours - 3****Number of Credit-2****Course Objective**

This course presents various aspects of industrial structure and location. It also provides an introduction to current theory in Industrial economics and discusses the role of policy in the context of competition, industrial policies and regulation.

MODULE I: BASIC CONCEPTS**(10 hours)**

Nature and Scope of Industrial Economics - Basic Concepts- Plant, Firm, Cartel, Industry, Industrial Productivity, Market Structure.

MODULE II: INDUSTRIAL LOCATION**(14 hours)**

Industrial Location – General determinant- Theories of Webber and Sargeant Florence – Industrial locational trends in India-Industrial Clustering – Regional growth – Measures of regional imbalance and backwardness

MODULE III: INDIAN INDUSTRIAL GROWTH AND PATTERN**(30 hours)**

Industrial growth in India - Pattern and Phase, Importance of Industrial Growth for agriculture, employment, tertiary sector and foreign exchange-Industrial Policy resolution – 1956, 1985 and 1991-Role of PSEs Small and Medium scale enterprises-Cottage Industries – Industrial backwardness – Climate change and Indian Industry-Disinvestment process in India-Policy Towards reviewing industry - EPZ, SEZ, Techno parks, FDI, FPI.

Basic Reading List:**Module I**

- ☛ Barthwal, R R (2010): Industrial Economics, New Age International (P) Limited, New Delhi, 2010.
- ☛ Penrose, E (1959): The theory of growth of the Firm, Blackwell, Oxford.

Module II

- ☛ Ahluwalia (1985): Industrial Growth in India, Oxford University Press, New Delhi.
- ☛ Barthwal, R R (2010): Industrial Economics, New Age International (P) Limited, New Delhi, 2010.
- ☛ Kuchal, S.C. (1980): Industrial Economy of India Chaitanya.

Module III

- ☛ Ahluwalia (1985): Industrial growth in India, Oxford University Press, New Delhi.
- ☛ Umakapila (2003) : Understanding the problems of Indian Economy, Academic Foundation
- ☛ Agarwal, A N (1995): Indian Economy Problems of development and planning Vishwas publication.
- ☛ Parikh, J.K. & Parikh, K. (2002): Climate change: India's perceptions, positions, policies and Possibilities, Climate Change and Development, OECD.

OPEN II ELECTIVE**EC.1661.3 MATHEMATICAL ECONOMICS****Inst. Hours- 3****Credit – 2****Course Objective**

The aim of the course is to provide a comprehensive introduction to basic mathematical techniques employed in Economic Theory

MODULE I: Introduction to Mathematical Economics (15 Hours)

Nature and Scope of Mathematical Economics-Economic model-Ingredients of a Mathematical model-Functions-Optimization-Maxima and minima-Lagrange multiplier Method

MODULE II: Theory of Value (15 Hours)

Cardinal and Ordinal Utility-Mathematical derivation of consumer's equilibrium-Consumer's surplus-Slutsky Theorem-Income and substitution effect-Method of demand forecasting.

MODULE III: Theory of Production (24 Hours)

Production function—Adding- up theorem—Cobb-Douglas—Derivation of cost function from a production function—Marginal analysis—Equilibrium of a firm—Perfect market equilibrium—Monopoly equilibrium—Discriminating Monopoly—Producer's surplus.

Basic Reading List**Module I:**

1. Dowling, Introduction to Mathematical Economics, Schaums Series.
2. Mehta and Madani, Mathematical Economics, S. Chand, New Delhi.
3. Bose,D, An Introduction to Mathematical Economics, HPH, Mumbai

Module II:

1. Dowling, Introduction to Mathematical Economics, Schaums Series.
2. Mehta and Madani, Mathematical Economics, S. Chand, New Delhi.
3. Bose,D, An Introduction to Mathematical Economics, HPH, Mumbai
4. Mik Wisneiwski, Introductory Mathematical Methods in Economics, McGraw- Hill, New Delhi

Module III:

1. Dowling, Introduction to Mathematical Economics, Schaums Series.
2. Mehta and Madani, Mathematical Economics, S. Chand, New Delhi.
3. Bose,D, An Introduction to Mathematical Economics, HPH, Mumbai, Delhi

OPEN II ELECTIVE**EC.1661.4 INTRODUCTORY ECONOMETRICS****Inst.Hours- 3****Credit - 2****Course Objective**

Econometrics intends to integrate economic theory, statistics, mathematics and the real-world data. It is a useful tool that allows estimating the magnitude and strength of the relationships that exist between various sets of variables. Econometrics has much practical application in modern world, not only as an academic endeavour, but also in the government and private sectors.

This course introduces students to simple and multiple regression methods for analyzing data in economics and related disciplines. The objective of the course is for the student to learn how to conduct and to critique empirical studies in economics and related fields. Although the emphasis of the course is on empirical applications, a treatment of traditional econometrics will also be made.

The course covers the foundations of econometrics. This course provides a comprehensive introduction to basic econometric concepts and techniques. It covers estimation and diagnostic testing of simple and multiple regression models.

MODULE I: Introduction

Nature and Scope of Econometrics—Methodology of Econometrics **(5 Hours)**

MODULE II: Simple Linear Regression Model: Two Variable Cases (14 Hours)

Estimation of model by method of ordinary least squares—Properties of estimators—Gauss Markov theorem—Goodness of fit—Tests of hypotheses— Forecasting

MODULE III: Multiple Linear Regression Model (20 Hours)

Least Square Estimation - R^2 and adjusted R^2 -Partial regression coefficients-Testing of hypotheses-Functional forms of regression models-Qualitative (dummy) independent variables – Forecasting

MODULE IV: Violations of Classical Assumptions (15 Hours)

Violations of classical assumptions: Consequences, Detection and Remedies-Multicollinearity-Heteroscedasticity-Serial Correlation

Assignments

In addition to assignments from the modules, areas like Random Variables and Probability distribution, Testing of hypotheses, Confidence interval etc may be given as assignments to enable the student to strengthen his/her statistical base.

Basic Reading List

Module I:

1. D.N.Gujarati and D.C.Porter (2009): Essentials of Econometrics Chapter 1, McGraw Hill, 4th ed, International Edition.
2. GMK Madnani (2008): Introduction to Econometrics: Principles and Applications, Chapter 1. Oxford&IBH Publishing Co, 8th ed.

Module II:

1. D.N.Gujarati and D.C.Porter (2009): Essentials of Econometrics, Chapter 2 & 3 McGraw Hill, 4th ed, International Edition.
2. Christopher Dougherty (2007): Introduction to Econometrics, Chapter 2 Oxford University Press, 3rd ed, Indian Edition.
3. Webster, Allen (2013): Introductory Regression Analysis: with Computer Application for Business and Economics, Chapter 2 & 3 Routledge.

Module III:

1. D.N.Gujarati and D.C.Porter (2009): Essentials of Econometrics, Chapter 4 McGraw Hill, 4th ed, International Edition.
2. Christopher Dougherty (2007): Introduction to Econometrics, Chapter 3 and 5 Oxford University Press, 3rd ed, Indian Edition.
3. Webster, Allen (2013): Introductory Regression Analysis: with Computer Application for Business and Economics, Chapter 4 Routledge.

Module IV:

1. D.N.Gujarati and D.C.Porter (2009): Essentials of Econometrics, Chapter 10 McGraw Hill, 4th ed, International Edition.
2. Christopher Dougherty (2007): Introduction to Econometrics, Chapter 3, 7 and 12 Oxford University Press, 3rd ed, Indian Edition.
3. Webster, Allen (2013) Introductory Regression Analysis: with Computer Application for Business and Economics, Chapter 4, 7 & 8 Routledge.

Additional Reading List

1. Jan Kmenta (2008): Elements of Econometrics, Indian Reprint, Khosla Publishing House, 2nd ed.
2. Greene, Willam H. (2013): Econometric Analysis, Pearson, 5th ed.
3. Robert. S.Pindyck and Daniel Rubinfeld (1998): Econometric Models and Economic Forecasts, MacGraw Hill, .
4. Stock, J.H. and M.W. Watson (2003): Introduction to Econometrics, Addison-Wesley, 1st ed.

OPEN II ELECTIVE

EC. 1661.5 INDIAN ECONOMIC HISTORY AND THOUGHTS

Inst. Hours-3

Number of Credit-2

Course Objective

The objective of this course is to make students aware of the economic history of India and to provide a historical perspective on the evolution and process of transformation of Indian economy in the pre-British and British periods. This paper intends to familiarise the students on the great contribution of our national leaders and Indian economists who critically perceived the direction of Indian economy under foreign rule. The focus of the syllabus is to inform students on the share and contribution of Indian economy in the world, economic exploitation of the British and the native thinking on the path of economic development of India.

MODULE I: The Pre-British Indian Economy – India in the World (15 Hours)

Share of Indian Economy in the World GDP before 1700 and comparing the share of different countries — Terms of Trade—Contribution of Agriculture – Industry and Trade- Centres and Higher Education system in Ancient India – The economic system in India in the Pre-British Period – Its salient features.

MODULE II: Indian Economy under British Rule (15 Hours)

Indian economy after 1700 – The nature and intensity of economic exploitation of India under British Rule – the declining share of India in the World GDP – Decline of Indian agriculture- Industry – Trade – Appearance of Poverty and Famines - Farmers' indebtedness.

MODULE III: Economic Thoughts I (10 Hours)

Kautilya's Arthashastra - Economic Thoughts of Dadabhai Naoroji – Mahadev Govind Ranade (M.G.Ranade) -Romesh Chandra Dutt (R.C. Dutt) - B.R. Ambedkar - J.C.Kumarappa – Amartya Sen

MODULE IV: Economic Thoughts II (15 Hours)

Economic thoughts of Gandhi – Decentralised Planning concept of Gandhi – Gandhian Economics - Economic Perspectives of Nehru- Compare and contrast Economic Perspectives of Nehru and Gandhi – Integral Humanism and its relevance today.

References

Module I:

- Maddison, Angus (2003): *The World Economy – A Millennial Perspective*, 1st Indian ed. Overseas Press (India) Private Limited, New Delhi
- Kanagasabapathi, P (2009): *Indian Models of Economy, Business and Management* Prentice Hall of India, New Delhi.
- Madhusudanan Pillai, K.N. (2014): *Indian Education: Genesis, Growth, Development and Decline*, Vivekananda Kendra Prakashan Trust, Chennai.
- Romesh Dutt (1906): *The Economic History of India – Under Early British Rule*, Vol. I & Vol. II, ed, Great Britain.

Module II:

- Maddison, Angus (2003): *The World Economy – A Millennial Perspective*, 1st Indian ed. Overseas Press (India) Private Limited, New Delhi
- Kanagasabapathi, P (2009): *Indian Models of Economy, Business and Management* Prentice Hall of India, New Delhi.
- Dadabhai Naoroji (1966): *Poverty and Un-British Rule in India*, 2nd ed; Ministry of Information and Broadcasting, Govt. of India, New Delhi.
- Dharamapal (1995): *The Beautiful Tree*, 2nd ed, Keerthi Publishing House Pvt. Ltd, and AVP Printers and Publishers Pvt. Limited, Coimbatore.
- Bhattacharyya, Dhires (1989): *A Concise History of Indian Economy*, Prentice Hall of India Ltd. (PHI), New Delhi.

Module III:

- Amartya Sen, *Choice, Welfare and Measurement*
- Amartya Sen, *On Economic Inequality*
- Amartya Sen, *On Ethics and Economics*
- *The Indian Economic Journal* (Journal of the Indian Economic Association), Special Issue, “Dr.B.R.Ambedkar’s Economic and Social Thoughts and their Contemporary Relevance”. December, 2013.
- Dasgupta, Ajit K. (1993): *A History of Indian Economic Thought*, Routledge, London.
- Rangarajan, L.N.(2001): *Kautilya – The Arthashastra*, Penguin Books India Pvt. Limited, New Delhi
- Singh, V.B. (1975): *From Naoroji to Nehru – Six Essays in Indian Economic Thought*, The Macmillan Company of India Limited, New Delhi.

Module IV:

- Singh, V.B. (1975): *From Naoroji to Nehru – Six Essays in Indian Economic Thought*, The Macmillan Company of India Limited, New Delhi.
- Devendra Swarup (1992): *Deendayal Upadhyaya’s Integral Humanism: Documents, Interpretation, Comparisons*, Deendayal Research Institute, New Delhi.
- Sudhakar Raje (ed.)(1972): *Pandit Deendayal Upadhyaya: A Profile*,
- Ajit K.Dasgupta, *Gandhi’s Economic Thought*, Routledge, London. Year.

- Balbir S. Shihag (2014): Kautlia: The True Founder of Economics, Vitasta Publishing Pvt Ltd.
- Panchamukhi, V.R.: An Integrated Paradigm for Development: Whither development Process in the Asian Countries? CMDR Monograph Series No. – 13. Centre for Multi-disciplinary Development Research (CMDR) Dharwad, Karnataka.

Additional Readings

- Swadeshi – The Nation - Building Philosophy, Vivekananda Kendra Prakashan Trust, Chennai.
- M.K. Gandhi, Hind Swarajya (2011): “Indian Home Rule”, (Text of the first edition of 1910 published under the title Published by the Centre for Policy Studies, Chennai.
- Maddison, Angus (1971): Class Structure and Economic Growth – India and Pakistan since the Muguls, George Allen and Unwin Ltd.
- Dreze, Jean & Amartya Sen (2013): An Uncertain Glory – India and its Contradictions, Penguin Books
- Raghavan, V.P. (2009): History of Economic Thought, Kunal Books, New Delhi,
- Lokanathan, V. (2013): A History of Economic Thought, S. Chand & Company Ltd, New Delhi,
- Amartya Sen (2000): Development as Freedom, Oxford University Press.
- M.K. Gandhi: An Autobiography OR the Story of My Experiments with Truth, Navajivan Publishing House, Ahmadabad. Reprint, 2011.
- Jitendra Kumar Bajaj and M.D. Srinivas (2001) Timeless India – Resurgent India, Centre for Policy Studies, Chennai.
- Jitendra Kumar Bajaj and M.D. Srinivas (2001): Food for all, Centre for Policy Studies, Chennai.
- Mukherji, Radha Kumud (1969): Ancient Indian Education, Motilal Banarsidas Delhi.
- Basham, A.L (2001): The Wonder that was India, Rupa & Co., New Delhi.
- Schumacher, E.F (1993): Small is Beautiful – A Study of Economics as if Mattered, Vintage London.
- Pulapre Balakrishnan (2010): Economic Growth in India: History and Prospect, Oxford University press, New Delhi.

OPEN II ELECTIVE

EC.1661.6 HEALTH ECONOMICS

Inst. Hours - 3

Number of Credit-2

Course Objective

The course intends to develop an understanding of the relevance of economic concepts to the health care sector and describes the system of health care financing and evaluation in the health care sector. It also imparts an understanding of the role of information in the health care system.

MODULE I: INTRODUCTION TO HEALTH ECONOMICS. (15 Hours)

Relevance of Health Economics-Features of economic analysis in health care-How health care is different-Presence and extent of uncertainty, insurance, information-Role of equity and need.

Birth rate-Death rate-Infant mortality rate-Maternal mortality rate-Morbidity-Quality of adjusted life year (QALY)

MODULE II: DEMAND FOR HEALTH CARE (15 Hours)

Utility, indifference curves and demand curves for health care- demand curve for the society – adding up of the individual demands – insurance and demand – role of quality in the demand for care – time costs and travel costs.

Production function of health, role of medicine – role of education – cost minimization and output maximization.

MODULE III: ECONOMIC EVALUATION OF HEALTH CARE SYSTEM. (12 Hours)

Meaning of economic evaluation – importance of economic evaluation – types of economic evaluations- cost of illness studies – cost- benefit analysis – cost effectiveness analysis.

MODULE IV: INFORMATION IN HEALTH CARE (13 Hours)

Asymmetric information – application of the principle of lemons – principal agent relationship – adverse selection – supplier induced demand – consumer information and quality – moral hazard – existence of monopony and monopoly rent in health care – price discrimination.

References

- Wonderling, David, Reinhold Gruen and Nick Black (2007): Introduction to Health Economics, Berkshire, Open University Press.
- Rushby, Julia Fox- and John Cairns (Ed) (2006): Economic Evaluation. Delhi, Tata McGraw-Hill.
- Neun, Santerre (1996): Health Economics Theories, Insight and Industry Studies, Health Economics' (3rd ed), (Published by Irwin 1996. Charles E Phelps, Addison Wesley).

Module I:

- Sherman, Folland, Allen C Goodman and Miron Stano (2012):The Economics of Health and Health Care, Pearson Prentice Hall.
- Neun, Santerre (1996): Health Economics Theories, Insight and Industry Studies, Health Economics' (3rd ed), (Published by Irwin 1996. Charles E Phelps, Addison Wesley).

Module II:

- Phelps, Charles E(2002) : health economics , Addison Wesley
- Sherman Folland, Allen C Goodman and Miron Stano (2012): The Economics of Health and Health Care, Pearson Prentice Hall.

Module III:

- Henderson, James W (2010) :Health Economics and Policy, Thomson South Western (3rd ed.)

Module IV:

- ☉ Sherman Folland, Allen C Goodman and Miron Stano (2012): The Economics of Health and Health Care, Pearson Prentice Hall.

EC 1645 PROJECT WORK**No of Credits - 4****Total Hours - 6****(SemV 3hrs & SemVI 3hrs)****Guidelines**

- 1) Students should (Group wise/ Single) strictly present the topic before the faculty for approving their project proposal. This should be carried out in the 5th semester.
- 2) One day orientation class on research methodology by an eminent resource person should be arranged for developing exposure in research work among students before starting the project work.
- 3) A pre submission seminar should be undertaken at the 6th semester for reviewing the nature and quality of the project work.

Specification of the Project Work

1. The Project Work may be on any economic problem relevant to the study of Economics.
2. It should be based on either primary or secondary source of data.
3. It should be a typed one of 40-60 pages (spiral bind)
4. The Project Work shall contain the following items.
 - A. Introduction and Review of literature.
 - B. Methodology
 - C. Analysis
 - D. Conclusion & Suggestion if any
 - E. Bibliography
5. The Project Assignment may be given in the 5th semester and report should be submitted at the end of 6th semester.
6. An acknowledgment, declaration certificate of the supervising teacher etc should also be attached.

Evaluation Indicators

Project Report Indicators	Score	Weightage
1. Introduction and Review of literature		10%
2. Methodology		20%
3. Analysis		40%
4. Conclusion & Suggestion		20%
5. Bibliography		10%

Complementary I**EC .1131 FOUNDATIONS OF ECONOMIC THEORY****Inst. Hours – 3****Number of credit - 2****Course Objective**

The main objective is to provide a basic understanding of economic concepts and theories.

MODULE I: INTRODUCTION TO ECONOMICS

Nature and Scope of Economics—Definitions: Wealth, Welfare, Scarcity and Growth definition—Basic Economic Problem—Micro and Macro Economics—Positive and Normative Economics—Significance of the study of Economics.

MODULE II: CONSUMER BEHAVIOUR

Consumption—The Concept of Utility—Cardinal Utility and Ordinal Utility—The Law of Diminishing Marginal utility—Consumer's Surplus—Demand and Supply and their determinants—Law of demand and law of supply—Changes in demand and supply.

MODULE III: THEORY OF PRODUCTION

Factors of production—Production function—Short run and Long run—Economies of scale—Concepts of cost, total cost, average cost, marginal cost, opportunity cost—Concepts of revenue: total revenue, average revenue and marginal revenue—Breakeven point.

MODULE IV: MARKET STRUCTURES

Market structures—Perfect competition, Monopoly, Monopolistic competition and oligopoly (Features only)—Factor pricing: wages, interest, rent and profit—Marginal Productivity theory of distribution.

References

- Samuelson. P.A. Nordhaus (2009), Economics, Tata McGraw Hill.
- Dewett, K.K. (Recent edition): Modern Economic Theory, S. Chand & Co., Delhi.
- Salvatore, D: (Year) Microeconomics: Theory and Practice, OUP.
- Dwivedi, D.N(2005), Microeconomics: Theory and Applications, 2nd ed. Pearson.
- Agarwal, H.S (2009) Micro-Economic Theory, ANE Books.

Complementary III**EC.1231 MONEY AND BANKING****Inst Hours-3****Number of credit -3****Course Objective**

The course provides basic understanding about the nature and significance of money and banking in the functioning of an economy.

MODULE I: MONEY

Concept of money—Nature of money—Kinds of money—Functions of money

MODULE II: VALUE OF MONEY

Value of money—Fisher's equation of exchange—Index number—Type of index number, Consumer price index, Whole sale price index, Share market indices—Construction of index number and its limitations

MODULE III: INFLATION

Inflation—Type of inflation—Causes and effects of inflation—Measures to control inflation— Deflation—Concept of trade cycle.

MODULE IV: BANKING

Banking system : Commercial banks—Functions of commercial banks—Central bank and its functions—Indian banking system—Public sector bank—Private sector bank –Scheduled bank and non scheduled banks—Reserve bank of India—Functions of Reserve Bank of India—Credit policy instruments—Banking Sector Reforms in India

References

- ☛ Hajela N (2001): Money and Banking Theory, Indian Ane Books Pvt Ltd-
- ☛ Dewett, KK: (Year) Modern Economic Theory - Publishers.
- ☛ Baye, M.R and D. W. Jansen(1996): Money, Banking and Financial Markets, AITBS.
- ☛ Jadhay, N (2006): Monetary Policy, financial stability and central banking in India, Macmillan.

Complementary V**EC. 1331 PUBLIC FINANCE AND TRADE**

Inst. Hours-3

Number of credit-3

Course Objective

The course inculcates the students about the significance of public finance in the context of increasing role of Government. It also provides the basic theoretical framework of budgetary mechanism in India, State activities and various aspects of International Trade.

MODULE I: PUBLIC FINANCE

Public Finance and Private Finance-Public revenue-Sources of revenue of government-Taxable source and Non Taxable source-Principles of Tax-Indian Tax System-Central and State Taxes.

MODULE II: PUBLIC EXPENDITURE

Public expenditure—Principles of public expenditure—Growth of public expenditure—Public expenditure in India.

MODULE III: PUBLIC DEBT

Public debt-Classification of public debt-Methods of debt redemption-India's public debt.

MODULE IV: INTERNATIONAL TRADE

International Trade—Internal trade and external trade—Ricardian theory of international trade—Balance of Trade and balance of payment—India's balance of Trade and payment—Globalization—WTO and the impact in India.

References

- ☛ Hajela, T N (2009): Public finance (3rd ed), Ane Book Pvt.Ltd
- ☛ Hajela, TN (2009) International Trade, Ane Books Pvt.Ltd-
- ☛ R.Dutt and S.P.M. Sundaram, Indian Economy, latest Edition.
- ☛ Kennedy, Maria John (2013): Public Finance, PHI, Delhi.

Complementary VII

EC.1431 INDIAN ECONOMY SINCE INDEPENDENCE

Inst. Hours- 3

Number of Credit – 3

Course Objective

The general objective of the course is to provide basic understanding of the Indian Economy. More specifically it familiarises the students about the various concepts of National Income and create awareness about the significance of agriculture, industry and service sector in the economy.

MODULE I: Basic Features

Features of Indian Economy-Major demographic features: birth and death rate, sex ratio and age composition-Special features of 2011 census-Concept of poverty and poverty line-Human Development Index and India.

MODULE II: National Income

Meaning of national income—Aggregate concepts of national income estimation—Methods and difficulties in the measurement of national income—Green Accounting.

MODULE III: Agriculture, Industry & Service Sector

Role of agriculture in Indian economy— Green Revolution—Major issues in agriculture— Role of Industries in Indian economy—Industrial Policy of 1991—Importance of small scale industries and its problems—Significance of service sector in Indian economy.

References

- ☛ Uma Kapila (2013): Indian Economy since Independence, Academic Foundation, New Delhi.
- ☛ Prakash, B A (2012): The Indian Economy since 1991: Economic Reforms and Performance, Pearson Education, New Delhi.
- ☛ Dhingra, C (2004): Indian Economic Problems, S Chand & Company.
- ☛ Dutt, Ruddar and Sundaram: Indian Economy, S Chand and Company, New Delhi.
- ☛ Mishra J K and V K Puri (Year): Indian Economy: The Development Experience, Himalaya Publishing House, Mumbai.

UNIVERSITY OF KERALA

Revised Scheme & Syllabus for First Degree Programme in

B A ECONOMICS (CBCS SYSTEM) 2019

Semester I

Credits	Instructional hours	Course Title	Course No	Sem No
4	5	(Language Course I (English I	EN 1111	I
3	4	Language Course II (Addl (Language I	1111	
2	4	Foundation Course I	EN 1121	
4	6	Core I Introductory Micro Economics	EC 1141	
2	3	Complementary I	1131	
2	3	Complementary II	1131	
20	25	Total		

Semester II

Credits	Instructional hours	Course Title	Course No	Sem No
4	5	(Language Course III (English II	EN 1211	II
3	4	(Language Course IV (English III	1212	
3	4	(Language Course V (Addl. Lang II	1211	

4	6	Core II Intermediate Microeconomics	EC1241	
3	3	Complementary III	1231	
3	3	Complementary IV	1231	
20	25	Total		

Semester III

Credits	Instructional hours	Course Title	Course No	Sem No
4	5	(Language Course VI (English IV	EN 1311	III
4	5	(Language Course VII (Addl.Lan III	1311	
3	4	Foundation Course II Informatics for Applied Econometrics	EC1321	
4	5	Core III Introductory .Macroeconomics	EC1341	
3	3	Complementary V	1331	
3	3	Complementary VI	1331	
21	25	Total		

Semester IV

Credits	Instructional hours	Course Title	Course No	Sem No
4	5	(Language Course VIII (English V	EN1411	IV
4	5	(Language Course IX (Addl.Lan IV	1411	
4	5	Core IV Mathematical Methods for Economics	EC1441	
3	4	Core V Intermediate Macroeconomics	EC1442	
3	3	Complementary VII	1431	
3	3	Complementary VIII	1431	
21	25	Total		

Semester V

Credits	Instructional hours	Course Title	Course No	Sem No
4	4	Core VI Methodology and Perspectives of Social Science	EC1541	V
4	4	Core VII Statistical Methods for Economics	EC1542	
4	4	Core VIII Readings in Political Economy	EC1543	
2	3	Core IX Economic Growth and Development	EC1544	

3	4	Core X International Economics	EC1545	
2	3	Open Course I – Introductory Economics	EC1551.1	
2	3	Human Resource Management	EC1551.2	
2	3	Indian Economy Since Liberalisation	EC1551.3	
-	3	Project / Dissertation		
20	25	Total		

Semester VI

Credits	Instructional hours	Course Title	Course No	Sem No
4	5	Core XI Indian Economy	EC1641	VI
4	4	Core XII Banking and Finance	EC1642	
4	5	Core XII Public Economics	EC1643	
3	4	Core XII Environment Economics and Disaster Management	EC1644	
2	4	Elective : Kerala Economy	EC1661.1	
2	4	Mathematical Economics	1661.2	
2	4	Introductory Econometrics	1661.3	
2	4	History of Economic Thought	1661.4	
3	3	Project/Dissertation	EC 1645	
21	25			
120	150	Grand Total		

:Complementary Courses Offered

Complementary I

EC 1131 Foundations of Economic Theory

Complementary III

EC 1231 Money and Banking

Complementary V

EC 1331 Introduction to International trade and Public Economics

Complementary VII

EC 1431 Indian Economy Since Independence

:Open Courses Offered

.A college can select one from the three courses given

Introductory Economics EC 1551.1

Human Resource Management EC1551.2

Indian Economy Since Liberalisation EC1551.3

:Elective courses offered

.A college can select one from the four courses given

Kerala Economy EC1661.1

Mathematical Economics EC1661.2

Econometrics EC1661.3

History of Economic Thought EC1661.4

Semester I

Core Course I

EC 1141 Introductory Microeconomics

Instructional Hours 6

Credits 4

Course objective: To develop a conceptual foundation and analytical methods used in Microeconomics

(Module I: Scarcity, Work and choice (15 Hrs

Labour and production – Preferences opportunity costs – The feasible set – Decision making and scarcity – Hours of work and economic growth – Income and substitution effects on hour of work and free time – Explaining our working hours: Changes overtime, Differences between .countries

(Module II: Consumer and Producer Theory (25 Hrs

Demand and Supply – Market Mechanism- Elasticities of Demand and Supply - Consumer behaviour: Consumer Preferences – Budget Constraints – Consumer choice – Revealed Preferences, Marginal Utility and Consumer Choice – Individual and Market Demand: Individual Demand - Income and Substitution Effect – Market Demand – Consumer Surplus - Production: Technology of Production – Production with one variable input – Production with Two Variable Inputs – Returns to Scale – The cost of production: Measuring Cost – Cost in the

short - run and Long -run – Short Run and Long Run cost curves - Profit Maximisation and Competitive Supply

(Module III Competitive Markets (25 Hrs

Price taking firms - Price setters and price taking firms - Competitive Equilibrium – The model of perfect competition – Perfectly Competitive Markets – Profit Maximisation- Marginal Revenue, Marginal Cost and Profit – Choosing output in the Short Run and Long Run – Competitive firms Short Run supply curve – Industry’s Long Run Supply Curve

(Module IV: Market Structures (25 Hrs

Monopoly – Average Revenue and Marginal Revenue – Monopolist’s Output Decision - Monopoly Power – Price Discrimination – Monopoly Pricing Policies– Monopsony and Monopoly - Monopolistic Competition –Equilibrium in the Short Run and Long Run – Oligopoly – Equilibrium in an Oligopolistic Market – Price Competition – Price Rigidity - . Cartels

Microeconomics Robert S. Pindyck, Daniel L. Rubinfeld & PL Mehta 7th Ed Part V Chapter 9) & 11, *Intermediate Microeconomics: A Modern Approach* Bernheim, Douglas B and Whinston, (Michael D (2011) Chapters 17,18 &19

References

.**Module I** *The Economy: Economics for a Changing World* by CORE team, Chapter 3

Module II *Microeconomics* Robert S. Pindyck, Daniel L. Rubinfeld & P L Mehta 7th Ed Part 2 .Chapter 3,4,6,7& 8

Module III *The Economy: Economics for a Changing World* by CORE team Chapter 8 and (*Microeconomics* Robert S. Pindyck, Daniel L. Rubinfeld & P L Mehta 7th Ed Chapter 7

Module IV Robert S. Pindyck, Daniel L. Rubinfeld & P L Mehta *Microeconomics* 7th Ed ,chapter 9 &11

Bernheim, Douglas B and Whinston, Michael D (2011) *Intermediate Microeconomics: A .Modern Approach, Chapters 17,18 and 19*

Ashok Sanjay Guha *Economics without Tears –A New Approach to Old Discipline*

Additional Readings

Hal R Varian: *Intermediate Microeconomics: A Modern Approach* 8th edition, W.W.Norton and .1 Company/Affiliated east-West Press (India), 2011

C. Synder and W Nicholson(S-N): Fundamentals of Microeconomics, Cengage Learning .2
(India), 2010, Indian Edition

Semester II

Core II

EC 1241 Intermediate Microeconomics

Instructional Hours 6

Credits 4

: Course Objective

The course intends to give basic understanding of Micro Economics

(Module I: Markets for Factor inputs: (25 Hrs

Competitive Factor markets – Equilibrium in factor markets – Investment, time and capital markets: Stocks vs Flows – Present Discounted value – Net Present Value criterion- How are .interest rates determined

(Module II: Risk and Uncertainty (20 hrs

Risk- Probability – Expected Value – Variability - Preferences towards Risk – Reducing Risk - .The Demand for Risky Assets – Behavioural Economics.. Uncertainty

(Module III: Social Interactions, Property and Power (20 hrs

Game Theory – Equilibrium in the invisible hand game – The Prisoner’s dilemma – Social preferences: Altruism – Public goods, free riding and repeated interactions – Public good contributions and peer punishment – Behavioural experiments in the lab and in the field - co

game – -operation, negotiation, conflicts of interest and social norms – Dividing a pie – Fair Farmers, self interested students – contribution in the ultimatum - Social interactions: Conflicts in the choice among Nash equilibrium. Institutions and power – Evaluating institutions and outcomes: Pareto Criterion – Fairness – A model of choice and conflict – Technically feasible allocations – allocations imposed by force – Economically feasible allocations and the surplus – The Pareto efficiency curve and the distribution of the surplus – Measuring economic inequality – A policy to redistribute the surplus and raise efficiency

(Module IV: General Equilibrium, Economic Efficiency and Market Failure: (25hrs
General Equilibrium and Economic Efficiency - General Equilibrium analysis - Efficiency in exchange – Efficiency in production – Efficiency in product-mix . The Gains from trade – .Market failure – Externalities – Ways to correct Market failure – Public Goods

:References

Module I Microeconomics / Robert S. Pindyck, Daniel L. Rubinfeld 7th Edition Part III Chapter .13 & 14

Module II Microeconomics / Robert S. Pindyck, Daniel L. Rubinfeld & P L Mehta 7th Edition .Part V Chapter 18

.Module III: The Economy: Economics for a Changing World by CORE team chapter 4 & 5

Module IV: Microeconomics / Robert S. Pindyck, Daniel L. Rubinfeld & P L Mehta 7th Ed , .chapter 15 &16

Ashok Sanjay Guha *Economics without Tears –A New Approach to Old Discipline*

:Additional Readings

Hal R Varian: Intermediate Microeconomics: A Modern Approach 8th edition, W.W.Norton and .1 Company/Affiliated east-West Press (India), 2010

C. Synder and W Nicholson(S-N): Fundamentals of Microeconomics, Cengage Learning .2 (India), 2010, Indian Edition

Semester III

Foundation Course II

EC 1321 Informatics for Applied Econometrics

Instructional Hours 4

Credits 3

Course Description

This course introduces a plethora of online resources which will help students improve their teaching-learning experience. The students will also be able to utilize these web resources to enhance their career and academics. The course also provides an exposition to econometric concepts and techniques. This is to enable the students to conduct and criticize empirical studies in economics and related fields. It covers estimation and diagnostic testing of simple regression models using computer software

((20 Hours

MODULE I: Role of ICT in Economics

Informatics: Meaning and Scope, Information Networks- INFLIBNET, NICNET. E-Books, (Audio Books, Blogs, Podcasts, Massive Open Online Courses (MOOCs

((15 Hours

Module II: Nature and Scope of Econometrics

What is Econometrics? –Methodology of Econometrics –Structure of Economic data- Cross Sectional, Time Series, Pooled Cross Sectional and Panel Data- Statistical Software for social science Research

Note : This course recommends the use of Gretl (a free software useful for econometric analysis) for practical exercises

((15 Hours

MODULE III: Two Variable Regression Analysis: Some Basic Ideas

The concept of Population Regression Function (PRF)- Stochastic specification of PRF- (Significance of the stochastic disturbance term- The Sample Regression Function (SRF

((20 Hours

MODULE IV: Simple Linear Regression Model: Two Variable Cases

Estimation of model by method of ordinary least squares—Properties of estimators—Classical Linear Regression Model: The Assumptions Underlying the method of Least Squares--Gauss Markov theorem—Goodness of fit—Interval estimation—Confidence intervals for Regression—Hypothesis testing—Prediction- Computer exercises

Basic Reading List

:Module I

V. Rajaraman, Introduction to Information Technology, Third Edition, PHI Learning Pvt. .1
.Ltd

Gammak, Hobbes and Piggot, The Book of Informatics, Cengage Learning .2

List of Web Resources provided at the end of References .3

:Module II

D.N.Gujarati and Sangeetha, Basic Econometrics, 4thEdition, McGraw Hill Publishing .1
Company Ltd, New Delhi. Chapter 1

.JeffreyM Wooldridge, Introductory Econometrics, 2nd Edition, chapter 1 .2

:Module III

D.N.Gujarati and Sangeetha, Basic Econometrics, 4thEdition, McGraw Hill Publishing .1
.Company Ltd, New Delhi. Chapter 2

JeffreyM Wooldridge, Introductory Econometrics, 2nd Edition. Chapter 2 .2

:Module IV

D.N.Gujarati and Sangeetha, Basic Econometrics, 4thEdition, McGraw Hill Publishing .1
.Company Ltd, New Delhi. Chapter 3,5& 6

.JeffreyM Wooldridge, Introductory Econometrics, 2nd Edition. Chapter 2 .2

WEB RESOURCES

E-Books	
/http://www.gutenberg.org	
/https://www.pdfdrive.net	
/http://www.getfreebooks.com	
Audio Books	
/http://www.learnoutloud.com	
Blogs	
/http://www.bloggeries.com	
/http://www.bloglisting.net	
www.blogspot.com	For Creating Blogs
www.wordpress.com	
Podcasts	
/http://podcasts.ox.ac.uk	
http://www.bbc.co.uk/podcasts	
Wikis	
/http://educationalwikis.wikispaces.com	
/http://wikieducator.org	
http://wikieducator.org/India	
/http://en.wikibooks.org	
Videos / Video Lessons / E-Content for Learning	
/http://www.learnerstv.com	
/http://webcast.berkeley.edu	
/http://epgp.inflibnet.ac.in	

MOOCs - Massive Open On-line Courses
/https://www.coursera.org
/https://www.edx.org
/http://ocw.mit.edu

Semester III

Core III

EC 1341 Introductory Macroeconomics

Instructional Hours 5

Credits 4

Course Objective

This course offers a short introduction to Macroeconomics. After introducing the multiplier and the Keynesian theory of income determination, the course further introduces the student to IS-LM analysis

(Module I-Economic Fluctuations and Unemployment (12 hrs

Introduction to Macroeconomics : Concepts-Growth and fluctuations-Output growth and changes in unemployment-Measuring the aggregate economy: The components of GDP-How households cope with fluctuations- Why is consumption smooth-Measuring the economy: Inflation

(Module II- Banks, Money, and the Credit Market (15 hrs

Money and wealth- Borrowing: Bringing consumption forward in time- Impatience and the diminishing marginal returns to consumption-Borrowing allows smoothing by bringing consumption to the present- Lending and storing: Smoothing and moving consumption to the future- Investing: Another way to move consumption to the future-Assets, liabilities, and net worth- Banks, money, and the central bank- The central bank, the money market, and interest rates- The business of banking and bank balance sheets-The central bank's policy rate can affect spending- Credit market constraints: A principal-agent problem-Inequality: Lenders, borrowers, and those excluded from credit markets

(Module III Unemployment and Fiscal policy (20 hrs

The transmission of shocks: The multiplier process- The multiplier model-Household target wealth, collateral, and consumption spending-Investment spending- The multiplier model: Including the government and net exports-Fiscal policy: How governments can dampen and amplify fluctuations- The Keynesian model of income determination, Consumption function –

[factors affecting consumption-Consumption and Savings-Consumption, AD, and Autonomous Spending-Saving and Investment- multiplier and economic policymaking-The government's finances-Automatic stabilizers-Fiscal policy and the rest of the world- Aggregate demand and unemployment](#)

(Module IV MONEY, INTEREST, AND INCOME (25hrs

The Goods Market and the IS Curve - The Money Market and the LM Curve - Equilibrium in the Goods and Money Markets -Deriving the Aggregate Demand Schedule - A Formal Treatment of the IS-LM Model . Introduction to Fiscal and monetary policy. Crowding in and crowding out . Liquidity trap. Fiscal and monetary policy multipliers

- [References](#)

Module I The Economy: Economics for A Changing World. OUP www.core-econ.org -Chapter-13

Module II

The Economy: Economics for A Changing World. OUP www.core-econ.org -Chapter- 10

Module III

The Economy: Economics for A Changing World. OUP www.core-econ.org -Chapter- 14 .1

Rudiger Dornbusch, Stanley Fischer & Richard Startz-Macro Economics-tenth edition-.2

Chapter-9 Titled Income and Spending

Module IV

Rudiger Dornbusch, Stanley Fischer & Richard Startz-Macro Economics-Eleventh edition Mc .1
GrawHil Irwin-Chapter-10 titled Money, Interest and Prices and Chapter 11titled Monetary and Fiscal Policy

Diulio, Eugene(2004) Schaum's Outlines on Macroeconomics. (for problems on this module) 2
McGrawHill

Semester IV

Core IV

EC 1441 Mathematical Methods for Economics

Instructional Hours 5

Credits 4

Course Objective

The key objective of this paper is to provide the students an insight into the importance of mathematical methods in Economics and also to familiarize them with the basic mathematical techniques used in economic analysis

(Module I Basic Concepts (20 Hours

Role of mathematics in Economics- Basic mathematical techniques: Equations (Linear, Quadratic and Simultaneous), Functions (Linear, Quadratic, Polynomial, Rational, Power), Variables (Discrete, Continuous), Constants, Coefficients-Introduction to Co-ordinate Geometry, Graphs, Slopes and Intercept

(Module II Matrix Algebra (25 Hours

Meaning and types of Matrices- Matrix Operations, Addition, Subtraction and Multiplication- Properties of Matrix Multiplication- Determinants and their properties- Minors and Cofactors- Simultaneous Equations: Inverse Matrix and Cramer's Rule-Rank of a Matrix

(Module III Differential Calculus (25 Hours

Concept of Limit- Rate of Change and the derivative. Rules of Differentiation - Higher Order Derivatives-Implicit Differentiation-Partial differentiation – Economic applications of Derivatives. Relative Extrema and Optimization. – Marginal Concepts, Marginal Cost, Marginal Utility, Marginal Revenue, Marginal Productivity- Optimising Economic Functions- Constrained optimisation with Lagrange Method- Relationship among total, marginal and average concepts

(Module IV Integral Calculus (20 Hours

Meaning and Rules of Integration – Integration by Substitution-Integration by Parts-Definite and Indefinite Integrals - Economic Applications of Integral Calculus: Total Cost, Total Revenue, Total Utility, Capital Formation. Consumer Surplus and Producer's Surplus

:References

Module I

Chiang & Wainwright, Fundamental Methods of Mathematical Economics McGraw-Hill -Chapter 1

Dowling, E.T, Introduction to mathematical Economics, Schaum's Outline Series, McGraw Hill, New Delhi. Chapter 1 and 2

Module II

Chiang & Wainwright, Fundamental Methods of Mathematical Economics McGraw-Hill -Chapter 4 and 5

Dowling, E.T, Introduction to mathematical Economics, Schaum's Outline Series, McGraw Hill, New Delhi. Chapter 10 and 11

Module III

Chiang & Wainwright, Fundamental Methods of Mathematical Economics McGraw-Hill -Chapter 6 - 12

Dowling, E.T, Introduction to mathematical Economics, Schaum's Outline Series, McGraw Hill, New Delhi. Chapter 3 and 6

CORE-The Economy: Economics For a Changing World (Leibnizes 2.2.1, 3.1.3, 3.3.1, 7.3.1, 7.6.1), accessible at [http:// www.core-econ.org](http://www.core-econ.org)

Module IV

Chiang & Wainwright, Fundamental Methods of Mathematical Economics McGraw-Hill -Chapter 14

Dowling, E.T, Introduction to mathematical Economics, Schaum's Outline Series, McGraw Hill, New Delhi. Chapter 14 and 15

Suggested Readings

.Allen, R.G.D Mathematical Analysis for Economists, AITBS Publishers, Delhi

.Chiang,A.C, Fundamentals of Mathematical Economics, McGraw Hill, New Delhi

Hoy, Michael, John Livernois, Chris McKenna, Ray Rees and Thanasis Stengos

Mathematics for Economics, Third Edition. PHI Learning

Black. J. and J.F Bradley: Essential Mathematics for Economic, John Wiley and Sons,

.New Delhi

Semester IV

Core V

EC 1442 Intermediate Macroeconomics

Instructional Hours 4

Credits 3

:Course Objective

To introduce students to the micro foundations of macroeconomics, inflation and unemployment, economic growth and fiscal and monetary policies in an open economy

(Module I Introduction to Open Economy Macroeconomics (12 Hours

The Balance of Payments and Exchange Rates - The Exchange Rate in the Long Run- Trade in .Goods, Market Equilibrium, and the Balance of Trade

(Module II- Aggregate demand and supply: Wages, Prices and Unemployment. (20Hours

The Aggregate Supply Curve - The Aggregate Supply Curve and the Price Adjustment Mechanism - The Aggregate Demand Curve - Aggregate Demand Policy under Alternative Supply-Assumptions - Supply-Side Economics - Putting Aggregate Supply and Demand Together in the Long Run

Inflation and Unemployment - Stagflation, Expected Inflation, and the Inflation-Expectations-Augmented Phillips Curve - The Rational Expectations Revolution - The Wage-Unemployment Relationship: Why Are Wages Sticky? From Phillips Curve to the Aggregate Supply Curve - Supply Shocks

(Module III Economic Growth (15 Hours

The Solow model of growth-steady state-golden rule-convergence-Endogenous growth

(Module IV Microeconomic Foundations (25 Hours

Consumption and Saving.1

The Life-Cycle–Permanent-Income Theory of Consumption and Saving - Consumption under Uncertainty: The Modern Approach- Further Aspects of Consumption Behavior

Investment Spending .2

The Stock Demand for Capital and the Flow of Investment- Investment Subsectors—Business .Fixed, Residential, and Inventory- Investment and Aggregate Supply

The Demand for Money.3

Components of the Money Stock - The Functions of Money- The Demand for Money: Theory - Empirical Evidence - The Income Velocity of Money

:References

Module I

Rudiger Dornbusch, Stanley Fischer & Richard Startz-Macro Economics-Eleventh Edition-.Chapter-12 titled International Linkages

Module II

Rudiger Dornbusch, Stanley Fischer & Richard Startz-Macro Economics-Eleventh edition-.1 .Chapter-5 & 6

Module III

Soumyen Sikdar-Principles of macro economics-second edition-Chapter-10-pages 163-172 (up (to the sub-heading Growth accounting

Module IV

Rudiger Dornbusch, Stanley Fischer & Richard Startz-Macro Economics- Eleventh edition-Chapter-13,14 &15

Semester V

Core VI

.EC 1541 Methodology and Perspectives of Social Science

Instructional Hours 4

Credits 4

Course Objective: The course intends to familiarize the students with the broad contours of Social Sciences, specifically Economics and its methodologies, tools and analysis procedures. The course also aims to create an enthusiasm among students, incorporating various concepts and issues in economics

(MODULE I: Methodology of Social Science (10 Hours

Social science Disciplines - Need for interdisciplinary approach - Objectivity and subjectivity in social Science - Limits to objectivity in social science. Economics as a Social science subject

((15 hours MODULE II: Economic Issues and Concepts

Resources and scarcity- Choice and opportunity cost- The production possibility boundary. Three key issues- what should be produced- Efficient production- Economic growth. Economic systems- Traditional systems, Command systems, Pure market systems and Mixed systems- Role of government in the modern mixed economy. Economic advice: Positive and normative economics- Economic theorizing- endogenous and exogenous variables

((20 hours Module III: Understanding the Organization of Economy

Capitalism defined: Private property, markets and firms- Capitalism as an economic system- Gains from specialization- Technology, population and growth- Economic models- Basic concepts: Prices, costs and innovation rents- Industrial Revolution and incentives for new technology

((30 Hours Module IV: Global Economic Events and Contemporary Issues

Great Depression- Golden age of high growth and low employment- stagflation and the end of golden age- Global financial crisis..The nation and the world economy- Globalisation and investment- Globalisation and migration- Trade and Growth

Economic inequality- measuring inequality and living standards- Economics of environment-economy and environment- Innovation process: invention and diffusion- Innovation systems- Intellectual Property Rights

References

:Module I

Blaug, M (1998): The Methodology of Economics, Cambridge Surveys of Economic Literature' New York •

Kaufmann, Felix (1958): Methodology of the Social Sciences, The Humanities press, New York •

Hunt, Elgin F (2008): Social Science and its Methods, Social Science and Introduction to the study of Society, Alyn and Bacon •

Module II

Lipsey& Chrystal (2009) Economics, Eleventh Edition, Oxford University Press, New York.Chapter I and II

Module III, (The Economy: Economics for a changing world by CORE team Chapter 1 & 2)
<http://www.core-econ.org/the-economy/book/text/0-3-contents.html>

Module IV & V

.The Economy : Economics for a changing world by CORE team , Chapter 17&18
<http://www.core-econ.org/the-economy/book/text/0-3-contents.html>

Semester V

Core VII

EC 1542 Statistical Methods for Economics

Instructional Hours 4

Credits 4

:Course Objective

The course is intended to familiarize the students with statistical tools and techniques and enable them to apply these tools in Economics

(MODULE I: Univariate Analysis, Correlation and Regression (35 Hours

Univariate analysis – frequency tables, Measures of central tendency, dispersion, standard deviation, coefficient of variation, Lorenz Curve, Gini Concentration ratio-Geometric mean, Harmonic mean

Correlation--Simple, Partial and Multiple correlation- Scatter diagram-Karl Pearson's coefficient of correlation-Spearman's rank correlation- probable error- uses of correlation

Simple and multiple linear regression- Method of Least Squares-Lines of regression- Regression coefficient-Relation between regression and correlation coefficients-Uses of regression in Economics

(MODULE II: Index Numbers and Time series Analysis (30 Hours

Time series analysis-meaning-components- Measurement of trend-graphic method, semi-average method, moving average method and method of least squares

Index numbers-Meaning and types of Index numbers – Simple and Weighted index numbers CPI and WPI- Problems in the construction of index numbers – Tests of index numbers- Fishers ideal index numbers- factor reversal test and time reversal test – Deflating – Base shifting – Splicing – Uses of Index numbers

(MODULE III: Probability (32 Hours

Probability- Elements of probability theory (sample space, events) –definition of Probability: Classical and Modern , Relative frequency definition and Axiomatic approach – Addition – theorem– multiplication theorem – Conditional Probability

.Random variable- discrete and continuous ,Expectation, Binomial and Normal distribution

References

.Murray R. Spiget (1999), Probability Theory Schaum's Series .1

,Lipshutz, (2000), Theory of Probability, Schaum 's Series .2

S P Gupta, Statistical Methods, Sultan Chand and sons .3

Semester V

Core VIII

EC 1543 Readings in Political Economy

Instructional Hours 4

Credits 4

(Module I Passages from the Classics (15 hours

Adam Smith-Division of Labour, Ricardo-On Rent and Of Machinery, Marx-CMC and MCM' circuit

'Adam Smith; Wealth of Nations, Book 1, Chapter 1 'of the division of labour.1

'Chapter 3 ' That the division of labour is limited by the extent of market,

<http://www.econlib.org/library/Smith/smWN1.html#B.I>, Ch.1, Of the Division of Labor

David Ricardo ; On the Principles of Political Economy and Taxation Chapter 2 On Rent.2

<http://www.econlib.org/library/Ricardo/ricP1a.html>

David Ricardo; On the Principles of Political Economy and Taxation, chapter 31 on Machinery

<http://www.econlib.org/library/Ricardo/ricP7.html#Ch.31>, On Machinery

Karl Marx –Capital Volume 1.3

Part II The Transformation of money into Capital

Chapter-4 The General formula for Capital

<https://www.marxists.org/archive/marx/works/1867-c1/ch04.htm>

Robert Heilbroner (1998) Wonderful World of Adam Smith

Worldly Philosophers, Robert Heilbroner (1998), Updated Seventh Edition ,

.TOUCHSTONE and colophon are registered trademarks of Simon & Schuster Inc. USA

http://starbooksfeaa.weebly.com/uploads/5/4/8/6/54869709/the_wordly_philosophers.pdf

(Module II Political Economy : Different Perspectives (20 hours

This section introduces the student to different perspectives of political economy : the

.perspectives of Adam Smith , John Maynard Keynes, Thorstein Veblen, and Joseph Schumpeter

Robert Heilbroner (1998) Wonderful World of Adam Smith .1

Worldly Philosophers, Robert Heilbroner (1998), Updated Seventh Edition ,

.TOUCHSTONE and colophon are registered trademarks of Simon & Schuster Inc. USA

http://starbooksfeaa.weebly.com/uploads/5/4/8/6/54869709/the_wordly_philosophers.pdf

The Rise and fall of money- The Mandarin Revolution (Great Depression and the Ideas of .2
(Keynes

Glabraith, John Kenneth, 'The age of Uncertainty' Houghton Mifflin Company, Boston, 1977.3

http://starbooksfeaa.weebly.com/uploads/5/4/8/6/54869709/the_wordly_philosophers.pdf

The Savage Society of Thorestein Veblen

http://starbooksfeaa.weebly.com/uploads/5/4/8/6/54869709/the_wordly_philosophers.pdf

The Contradictions of Joseph Schumpeter

http://starbooksfeaa.weebly.com/uploads/5/4/8/6/54869709/the_wordly_philosophers.pdf

(Module III Global Economic Crisis and its Aftermath (20 hours

THE Recent Crisis in Global Capitalism : Towards Marxian Understanding

:References

Vamsi Vakulabharanam, EPW Vol.44, Issue No.13, March, 2009 .1

www.epw.in/system/files/pdf/2009_44/13/The_Recent_Crisis_in_Global_Capitalism_Towards_a_Marxian_Understanding.pdf

(Module IV Issues in Political Economy and Development Thinking (20 hours

Indian Development thinking, Gender equality and Women's empowerment. Social justice
.through affirmative action in India

:References

Chapter 10, handbook of Alternative theories of Economic development, 2016 pp 212-227, Edward
.Elgar publishing

Naila Kabeer (2005) Gender equality and Women's empowerment Development

<http://nailakabeer.net/wp-content/uploads/2005/09/13552070512331332273.pdf>

Ashwini Deshpande (2012), Social Justice through Affirmative Action in India

<http://research.economics.unsw.edu.au/scho/WEE/papers/Ashwini%20Deshpande1.pdf>

Semester V

Core IX

EC1544 Economic Growth and Development

Instructional Hours 3

Credits 2

:Course Objectives

To ensure that students begin to understand basic concepts of Economic Growth and Development and thereby enable them to acquire multi dimensional aspects of developmental issues .1

To convey knowledge about theoretical framework of Growth and Development under .different Schools of economic thought .2

To impart knowledge about Political institutions, the role of the state in Economic .Development and problems that affect state Governance .3

(MODULE I : CONCEPTIONS OF DEVELOPMENT (10 Hours

Meaning, Definition and Scope of Economic Growth and Development, Development Gap, Alternative Measures of Development, Comparing Development Trajectories across nations .and within them

(MODULE II : TOOLS FOR MEASURING DEVELOPMENT (15 Hours

Measurement of Poverty – absolute and relative; Head-Count Index and Poverty Gap Indices Sen’s Capabilities approach; Measurement of Income inequality – Kuznet’s inverted U Hypothesis, Lorenz Curve, Gini Coefficient, Physical Quality Life Index, Human Development .Index, Happiness Index, Gender Development Index

(MODULE III : GROWTH MODELS (25 Hours

Classical theories of Growth, Adam Smith, David Ricardo and Karl Marx; Neo-Classical ;Model of R.M. Solow; Neo-Keynesian Model of Joan Robinson, Harrod Domar Model

MODULE IV : THEORIES OF ECONOMIC GROWTH AND DEVELOPMENT

((20Hours

Rostow's Stages of Growth, The Vicious Circle of Poverty, Nelson's Low Level Equilibrium Trap, Lewis Theory of Unlimited Supply of Labour, Nurk's Theory of Disguised Unemployment, Leibenstein's Critical Minimum Effort Thesis. The Big Push Theory, Balanced and Unbalanced Growth, Dualistic Theories

:References

Module I Development Economics, chapter 2, Growth and Development Chapter 2 and 3.,

.Human Development Report 2016, technical note 1

Module II Development Economics Chapter 6&8 (8.1,8.2,8.3 and Appendix for FGT measures)

Amartya Sen "Poverty as Capability of Deprivation", chapter 4 in Development as freedom ,

.OUP 2000

Module III Development Economics, ML Taneja & R M Myer

.Module IV Development Economics, Chapter 3&4, Growth and development Chapter 4

:Additional references

.Debraj Ray, Development Economics, Oxford University Press, 2009

(Todaro and Smith, Economic Development, Pearson Education, New Delhi (recent edition

Thirwall (2006), Growth and Development with Special Reference to Developing countries,

.Mcmillan, New Delhi

Subrata Ghatak (2003), Introduction to Development Economics, Routledge

Daron Acemoglu and James Robinson, (1994), Economic Origins of Dictatorship and

,Democracy, Cambridge University Press

Semester V

Core X

EC1545 International Economics

Instructional Hours 4

Credits 3

Objective of the Course: To understand the basic concepts and theories of international trade and enable students to have a basic understanding of the emerging trends, issues and policies in the field of international economic system

(Module I Theories of International Trade (23 Hours

International Economics- Subject matter- basis of trade- trade as an engine of growth- pure theory of international trade- Mercantilism and Physiocrats - Classical theory: Absolute and Comparative advantage theories- Modern theory of International trade- Heckscher Ohlin theory- .Leontieff paradox

Terms of trade- offer curve- Community indifference curve- opportunity cost (Concepts only), Gains from trade- Static and Dynamic gains- trade as an engine of growth, Foreign trade .multiplier

(Module II Balance of Payments (20 Hours

Balance of payments,- components- Accounting framework- Current Account deficit, -Disequilibrium- causes- measures to correct disequilibrium, Automatic and deliberate measures- Devaluation- Effects of devaluation- Marshall –Lerner condition- J curve effect- Absorption .approach- FDI ,FII and MNC

(Module III Foreign Exchange (25 Hours

Exchange rate determination- Mint parity theory- Purchasing power parity theory- BOP theory- exchange rate system- fixed and flexible exchange rate, Managed floating system- Nominal, Real and Effective exchange rate, Forward rate, Spot rate, Foreign exchange risks – hedging and speculation- IMF: Functions and International liquidity and Functions of World bank, ADB, and . UNCTAD

(Module IV theory of Commercial Policy (22 Hours

Commercial Policy- Free Trade vs Protection- Tariff barriers, Impact of tariff- Optimum Tariff- Non- tariff barriers- quantitative restrictions, General equilibrium analysis- Small and Large .country case- Stolper Samuelson theorem- Metzler paradox, Lerner Symmetry theorem

References

- Carbaugh, R J (2008) - International Economics, (11th Edition) Thomson South Western, .1
New Delhi
- Soderstein BO and Geffry Reed, (2006) International Economics, Palgrave, Mc Milan .2
- Salvatore, D (2008) - International Economics, (8th Edition). Wiley India, New Delhi.3
- Krugman P R and Obsfeild M (2009) - International Economics- Theory and Policy, (8th .4
Edition) Pearson, Dorling Kindersley (India) Pvt. Ltd, New Delhi
- Kindleberger, C P -International Economics (1973) Routledge, London.5
- Appleyard D. R and Field A J (2014) -International Economics (8th Edition) McGraw Hill, .6
New Delhi
- Richard E Caver and Harry G Johnson, Readings in International economics..7
- Grimwade Nigel (2001), International Trade, (Second Edition), Routledge, London.8
- Haberler G (1961), A Survey of International Trade Theory, International Finance Section, .9
.Department of Economics, Princeton University
- Reinert K A (2012), An Introduction to International Economics, Cambridge university .10
Press, New York
- Gandolfo, Giancarlo,(2016), International Finance and Open Economy Macro economics, .11
.Springer
- .Gandolfo, Giancarlo,(2014), International Trade Theory and Policy, Springer .12

Semester V

Open Course

EC1551.1 Introductory Economics

Instructional Hours 3

Credits 2

Objectives of the course

The purpose of this introductory economics course is to enable a student from the non economics background to gain an understanding and an appreciation of the nature and significance of

economic activities, conditions, institutions and Indian economy. Economics is a course that enlightens all students, but is especially significant to those who plan to pursue careers in .business

Learning outcome of the course

It is expected that on completion of the course, a student will have a working knowledge of the economic system in which he/she is able to make his/her living. Also it will help the student to .apply economic reasoning to the analysis of selected contemporary economic problems

(Module 1: Introduction to Economics (10 Hours

What is Economics? Definitions – Importance of Economics– Schools of thought The Economic Problem – Scarcity and Choice – Resource allocation – the question of What to produce, How to Produce and How to Distribute Output – its nature and Importance in developing countries- Economic Systems – Basics of Capitalism, Socialism, Mixed Economy, Market Economy and Third World Economies - Distinction between Micro and Macro Economics

(Module 2: Principles and Concepts of Micro Economics (10 Hours

Determinants of individual demand/supply, Demand/Supply schedule and demand/supply curve, Market versus individual demand/supply, Shifts in the demand/supply curve, Demand and Supply together, How Prices allocate resources - Equilibrium - Elasticity - Consumer equilibrium – Marginal utility – Consumer surplus - Production – factors of production, production function – Laws – TR, AR, MR- Costs – TC, AC, MC, OC – Variable Vs Fixed costs – Short Run Vs Long Run costs

(Module 3: Basics of Macro Economics (20 Hours

The roots of macroeconomics - macroeconomic concerns - the role of government in the Macro economy - components of the macro economy - methodology of macroeconomics. Concepts of GNP, GDP, NNP, NDP and National Income – Personal Income and Disposable Income – Nominal and Real GDP – Limitations – Black Economy – Definition, functions and value of Money – Banking – credit creation – central bank – Concept of Inflation, Deflation, Methods of calculation

(Module 4: Economic Development and International trade (10 Hours

Meaning of Development – Development Vs Growth, Measuring development - Problems of Growth – lessons and controversies, Developing Countries Vs Developed Countries, differences,

characteristics – International trade and development – role of international institutions like IMF, World Bank, WTO and WIPO in international trade and development - Globalization – Global – Financial Crisis

Text Books

Stephen Dobson and Susan Palfreman, “Introduction to Economics”, Oxford University Press
Samuelson, Paul A and William D Nordhaus “Economics” (18th Edition), Mc Graw Hill
.Nilanjan Banik, “The Indian Economy: A Macroeconomic Perspective”, Sage Publications

References

Arvind Subramanian, 2012, “Growth Experience” in K Basu and A Maertens, The New Oxford
.Companion to Economics, Oxford University Press
Chandrasekhar Rao and Mahendra Dev, 2010, Agricultural Price Policy, Farm Profitability and
.Food Security, EPW, June 26
Jean Dreze and Amartya Sen, 2013, India: An Uncertain Glory
Jeemol Unni () Employment and Industrial Development in India , in C P Chandrasekhar (ed)
Economics Vol 1. Indian Industrialisation
Pulapre Balakrishnan, 2007, “The Recovery of India: Economic Growth in the Nehru Era”,
Economic and Political Weekly, November
Walter Nicholson, Christopher Snyder Microeconomic Theory: Basic Principles and Extensions
11th Edition

Semester V

Open Course

EC1551.2 Human Resource Management

Instructional Hours 3

Credits 2

Objective of the Course

Keeping in view the broad objective of an open course in providing the basis for life enrichment and career orientation, a course in Human Resource Management is offered.. The course is aimed

at providing basis for understanding the significance of human resource in the growth of our .economy and society and to learn the ways for integrating HRM strategies in organisations

(MODULE 1: Introduction to Human Resource Management (10 Hours

Human resource management (HRM): evolution of the concept; meaning; scope- Major functional areas of HRM- Organisation of HR Departments -Role of HR managers- Emerging .trends in HRM- Distinction between HRD and HRM –Concept of human capital

(MODULE II: Human Resource Planning (HRP) (14 Hours

Essential characteristics of human resources Human Resource Planning: meaning; nature; .significance-Levels of HRP- Determinants of HRP- Steps in HRP(Process)- Limitations of HRP

(MODULE III: Recruitment, Selection and Training of employees (20 Hours

Recruitment strategies: job analysis; job description; job specification- Selection: Meaning and steps- Training: Objectives and needs-Training process-Methods of training(on- the- job & off- . (the job

(MODULE IV: Controlling Human Resources (10 Hours

Promotion ; Transfer ;Demotion ; Separation- Employee discipline: concept; features; types; objectives- Disciplinary Action Procedure: basic steps- Industrial Democracy: Meaning ,objectives and forms–Workers’ Participation in Management in India – Collective Bargaining ..Framework in post-liberalised India

:Essential Reading list

Aswathappa, K. 2007. Human Resource and Personnel Management:Text and cases. Tata .1 McGraw- Hill.New Delhi

.Monappa.A (1985): Industrial Relations, Tata McGraw Hill, New Delhi .2

Venkata Ratnam C.S, (2003), Negotiated Change: Collective Bargaining, Liberalization and .3 .Restructuring in India, Response Books, New Delhi

.Bhattacharya,D.K, (2005) Human resource Planning, Excel Books , New Delhi .4

Semester V

Open Course

EC1551.3 Indian Economy Since Liberalisation

Instructional Hours 3

Credits 2

:Course Objective

20 hrs

Module 1- Module 1: Features of Indian Economy

Indian economy since liberalisation: Factors leading to Liberalisation- Growth trends- National Income, Savings & investments-Demographic features – demographic transition and India, health indicators, literacy status, demographic dividend, Urbanization – rural urban migration, Poverty –poverty line, rural & urban poverty- programmes-Inequality – HDI- Unemployment – types and measures

15hrs

Module 2: Agriculture and Industry

Agriculture sector - land use and cropping pattern- food security- agriculture credit- .commercialisation and diversification-New Agriculture policy

Industry – Core Industries -growth of MSMEs- sources of industrial finances

15hrs

Module 3: Service Sector and International Trade

Services sector - Importance and composition, banking, insurance, transport and communication, education and health, public administration and defence, e-commerce-performance of public sector enterprises -India's foreign trade – volume, direction and composition- balance of payments

15hrs

Module 4: Indian Economic Reforms since 1991

Fiscal, financial and external sector reforms-Agriculture and industrial sector reforms- planning and economic growth-shifts in planning approach- NITI Ayog

References

- Uma Kapila (2018): Indian Economy since Independence, Academic Foundation, New Delhi •
- Prakash, B A (2012): The Indian Economy since 1991: Economic Reforms and Performance, Pearson Education, New Delhi •
- .Dhingra, C (2004): Indian Economic Problems, S Chand & Company •
- .Dutt, Ruddar and Sundaram(2018): Indian Economy, S Chand and Company, New Delhi •
- Mishra J K and V K Puri (2018): *Indian Economy: The Development Experience*, Himalaya Publishing House, Mumbai •

Semester VI

Core Course

EC1641 Indian Economy

Instructional Hours 5

Credits 4

Course Objective

The course intends to provide an understanding about growth process in Indian economy, sectoral aspects of the economy by focusing agriculture, industry and service sectors, relations of India with external sector and economic reforms

25 hrs

Module 1: Growth process in Indian Economy

Indian economy since independence: Growth trends- National Income, Savings & investments, Demographic features – demographic transition and India, optimum population, health indicators, literacy status, demographic dividend, Urbanization – trends and issues, rural urban migration, Poverty –poverty line, rural & urban poverty, measures and programs. Inequality – features, various indices-Employment and Unemployment – trends, types, measures and programs, inflation – trends, reasons and measures

20hrs

Module 2: Agriculture and Industry since independence

Agriculture sector – land use and cropping pattern-Strategies relating to technologies and institutions: food security, land relations and land reforms, agriculture credit, modern farm inputs and marketing - price policy and subsidies; commercialisation and diversification, New Agriculture policy

Industry - Strategy of industrial development - Core industries -growth of MSMEs- sources of industrial finances (banks, share market, insurance companies, pension funds, non-banking sources, MUDRA loan)-labour market-formal and informal- labour laws in India

20hrs

Module 3: Service Sector and international trade

Services sector - Importance and composition, banking, insurance, transport and communication, education and health, public administration and defence, e-commerce-performance of public sector enterprises

India's foreign trade – volume, direction and composition- balance of payments-exchange rate management- Role of international oil and gold prices in Indian economy

15hrs

Module 4: Indian Economic Reforms since 1991

Fiscal, financial and external sector reforms-Agriculture and industrial sector reforms- planning and economic growth-shifts in planning approach- NITI Ayog- Global financial crisis and Indian economy-Impacts of GST and demonetization- Impact of Digital economy

References

Module1

Jean Dreze and Amartya Sen, 2013, India: An Uncertain Glory, Oxford University Press

Pulapre Balakrishnan, 2007, "The Recovery of India: Economic Growth in the Nehru Era", Economic and Political Weekly, November

Arvind Subramanian, 2012, "Growth Experience" in K Basu and A Maertens, The New Oxford .Companion to Economics, Oxford University Press

Nilanjan Banik, "The Indian Economy: A Macroeconomic Perspective", Sage Publications

Chetan Ghate, The Oxford Handbook of Indian Economy", Oxford University Press

Mihir Rakshit(2011)Inflation and Relative Prices in India 2006-10: Some Analytical and Policy IssuesEconomic & Political Weekly EPW april 16, 2011 vol xlvi no 16

Vinoj Abraham (2017) Stagnant Employment Growth Last Three Years May Have Been the Worst Vo.52, Issue No.38,23 Sep 2017, EPW

Module 2

Hanumantha Rao, Bhattacharya & Siddharthan, ed.(2005) Indian Economy and society in the Era of Globalisation and liberalisation

Chandrasekhar Rao and Mahendra Dev, 2010, Agricultural Price Policy, Farm Profitability and Food Security, EPW, June 26

Jeemol Unni (2015) Employment and Industrial Development in India , in C P

Chandrasekhar(ed) Economics Vol 1. Indian Industrialisation

Jayati Ghosh (2008) The Indian Economy 1970-2003 pp1027-1045 Dharma Kumar(ed) The Cambridge Economic History of India with a new introduction by in Sabyasachi Bhattacharya. Orient Blackswan

Vaidyanathan (2008) The Indian Economy since independence pp945-994 Dharma Kumar(ed) The Cambridge Economic History of India with a new introduction by in Sabyasachi Bhattacharya, Orient Blackswan

Module 3

Rupa Chanda, 2012, Services Led Growth in New Oxford Companion to Economics

K Kanagasabapathy, Vishakha G Tilak, and R Krishnaswamy, 2013, A Rethink on India's Foreign Trade Policy, EPW August 3

.Biswajit Dhar 2015, India's New Foreign Trade Policy, EPW, May 24

Jean Dreze and Amartya Sen, 2013, India: An Uncertain Glory, Oxford University Press

-.Nilanjan Banik, "The Indian Economy: A Macroeconomic Perspective", Sage Publications

J.B.J. Tilak (2014) Private Higher Education in India, Vol.49, Issue No.40, 04 Oct, 2014, EPW

Module 4

Years Of Economic Liberalisation, Vol. 52, Issue No. 2, 14 Jan, 2017, EPW 25

Nagaraj, R(2013) Understanding the Boom and Its Aftermath: India's Dream Run Vol. 48, Issue No. 20, 18 May, 2013 <http://www.epw.in/journal/2013/20/special-articles/indias-dream-run-2003-08.html>

Mihir Rakshit (2018) Some Analytics of Demonetisation, MARCH 31, 2018 No.13 EPW

Kaushik Basu and Annemie Maertens(2010)The Concise Oxford Companion to Economics in India, Oxford

Mihir Rakshit (2011) Macro economics of Post-reform India, OUP

<https://cleartax.in/s/gst-analysis-and-opinions>

Atul Sood (2017) The New Moral Economy- Demonetisation, Digitalisation and India's Core Economic Problems, Vo.52, Issue No.1, 07, Jan 2017, EPW

Economic Survey, GOI, various years

www.mospi.nic.in

www.censusindia.gov.in

[/www.core-econ.org](http://www.core-econ.org)

Semester VI

Core Course

XII EC1642 Banking and Finance

Instructional Hours 4

Credits 4

Course Objective

The course intends to familiarize the students with the basic concepts in Banking and Finance and develop a comprehensive knowledge on the role of banks in the operation of an economy. It also enables them to know the operation of the Indian Financial System and activities in the financial markets

((20 Hrs

Module 1:Nature and role of Financial System

Structure of Financial system - Financial institutions, Financial markets, Financial instruments and Financial services. Financial system and economic development. Indicators of financial development. Cautionary view of financial system in development-reasons

Module 2:Banking System, Supply of Money, AND THE CONDUCT OF MONETARY

(POLICY (25hrs

Definition and functions of money; measures of money supply (monetary Aggregates).money creation by the banking system.Targets of monetary policy.Instruments of monetary policy-deficit financing.Financial Sector Reform: Changes in Fiscal and Monetary Policy in India. Foreign capital inflow, money supply, and Sterilization in India. An introduction to new .monetary Aggregates

Indian Banking System: Changing role and structure; banking sector reforms-Narasimham (committee report I and II and Basel norms- Capital Adequacy Ratio (concept only

(Module 3- Money market (25 hrs

Meaning of Money market – Constituents of Money market – Call money market – Collateral Loan market, Acceptance market, Bill market – Institutions of Money market –Central Banks,Commercial Banks, Acceptance houses, Non-banking financial intermediaries – mutual .funds-Features of Indian Money market

(Module 4: Capital Market (30hrs

Meaning and function – Components of Capital market – Important Financial Instruments – Equity shares, Preference shares, Debentures/Bonds – The Primary market – Methods of Public Issue – IPO – Demat – Stock Exchanges – Meaning and functions – BSE and NSE – Stock .Indices in India – SENSEX and Nifty – DIIs and FIIs – SEBI-Functions. NSDL,CSDL
CAPM :- The capital asset pricing model;use of the CAPM model in investment analysis and as a pricing formula. Options and Derivatives-swaps-futures-forward

:References

MODULE :1

L. M. Bhole and J. Mahukud, Financial Institutions and Markets, Tata McGraw Hill, 5th .1
(edition, 2011.chapter -1 pp (3-29

MODULE : 2

SoumyenSikdar : Principles of Macroeconomics (second edition), Oxford University Press .1
(New Delhi.2011 , Chapter 6 . pp - (88-101

New monetary Aggregates: An introduction. .2

<https://www.rbi.org.in/scripts/publicationReportDetails.aspx?ID>

M. Y. Khan, Indian Financial System, Tata McGraw Hill, 7th edition, 2011. Chapter-1 .3

F. J. Fabozzi, F. Modigliani, F. J. Jones, M. G. Ferri, Foundations of Financial Markets and Institutions, Pearson Education, 3rd edition, 2009. Chapter-1 pp 1-6, Chapter-2 pp 21-27

MODULE: 3

L. M. Bhole and J. Mahukud, Financial Institutions and Markets, Tata McGraw Hill, 5th .1 .edition, 2011

F.SMishkin AND S.G. Eakins: financial markets and institutions ,Pearson Education ,3rd .2 .Edition:2011

MODULE:4

,Faboozi, J Frank, ModiglianiFranco(2008):Capital Markets-Institution and Instruments . 4th ed, Pearson Education, New Delhi

Semester VI

Core Course

XII EC1643 Public Economics

Instructional Hours 5

Credits 4

:Objectives of the course

:The course is aimed at

- a. Introducing the subject matter and scope of public economics, role of government, types of market failures and the concept of public good
- b. Providing a general understanding on the basic fiscal policy instruments
- c. Generating awareness on public economics in India, with special focus on budgetary system and fiscal federalism

:Learning outcomes

It is expected that this course would connect students to the basic concepts, components and processes of public economics .This would impart the skills essential for understanding and analysing the fiscal policy instruments and budgetary process in India. Students would develop

an interest in unraveling the fiscal issues of India. The basic orientation would mould public .policy makers and analysts of the future

(MODULE I: Introduction to Public Economics (10 hours

Public economics: meaning and scope —Public finance and public economics- Public finance and private finance- Meaning and types of market failure – Concept and types of public goods- .Role of Government in correcting market failure-Principle of maximum social advantage

(.MODULE II: Public Revenue and Public Expenditure (30 hrs

Public Revenue: meaning – Sources of public revenue in India- Taxation: principles- Classification of taxes in India - Tax burden: Concepts of impact, incidence and shifting- Types of incidence: specific incidence, differential incidence, balanced budget incidence- Taxable .(capacity: concept- Concept of GST (in India
.Public expenditure; meaning , classification and Canons

(.MODULE III: Public Debt. (10 hrs

Public debt: meaning and objectives- Classification of public debt- Sources of public debt in India- Monetised deficit- Concept of deficit financing. -India's Public debt. Public debt .management

(.MODULE IV: Budgeting (15hrs

Budget: Meaning- Classification of budget- Budgetary procedure in India – Public account- Consolidated and Contingency fund of India. Performance budgeting, Zero based budgeting, .Gender budgeting. Budgetary deficits and its implications

(.MODULE V: Fiscal Policy and Federal Finance (20 hrs

.Fiscal Policy; Meaning and objectives- Fiscal consolidation: meaning; FRBM Act: objectives

Federal finance: Meaning and principles- Indian fiscal federalism: Revenue sources of the Union Government, State Governments and local governments-Allocation of resources between the

Union and States- Finance Commission: Functions - Fiscal Imbalance :Types (vertical and .(horizontal

:Essential Reading list

:For all chapters .a

Musgrave,R.E and Musgrave.P (2004).(Fifth edition). Public Finance in Theory and .1
(Practice. Tata Mcgraw- Hill.New Delhi. (for chapters 1,2 and 3

Bagchi,A.(2005). Readings in Public Finance.Oxford University Pess.New Delhi .2

:For specific chapter/topic .b

Das,Surajit.(2017).Some concerns regarding **Goods and Service Tax**, EPW.04 .3
(,March,2017. 52(9

Government of India. **Economic Survey** (latest) (for Chapter IV). .4
/http://mofapp.nic.in:8080/economicsurvey

Ministry of Finance, Govt.of India. **Union Budget** (for chapter IV). .5
/https://www.indiabudget.gov.in

Department of Economic Affairs, Ministry of Finance.**Economic and financial** .6
classification of the Central Government Budget. https://dea.gov.in/central-
.government-budget

Chakraborty,Lekha. 2016.A Survey of **Gender Budgeting** Efforts.IMF Working Paper .7
16/150. https://www.imf.org/en/Publications/WP/Issues/2016/12/31/Asia-A-Survey-of-
Gender-Budgeting-Efforts-44143

Ministry of Finance,Govt.of India. <https://www.indiabudget.gov.in/> (for the topic, **key** .8
(budget documents

Dasgupta. C and Surajit Mazumdar.2017.**Fiscal federalism in India** since .9
1991.Infirmities of sound finance paradigm.Economic and Political Weekly. 14 January
(2017.52(2

Chakraborty.P. & Lekha Chakraborty. 2018.New **FRBM** framework: time to recast Union .10
(.Government expenditure needs.EPW.03, March,2018.53(9

Chakraborty,P. 2015. Inter-governmental Fiscal Transfers in India: Emerging Trends and Realities. ICSSR Research Surveys And Explorations: Economics Volume 3.Edited . by C.P. Chandrasekhar, Jayati Ghosh and Prabhat Patnaik .12

:Suggested (additional) reference

- Stiglitz.J.E. & Jay K.Rosengard.2015. Economics of the Public Sector.Fourth .1
.International Student Edition. W.W. Norton& Co.New York
- Lekha.S.Chakraborty.(2016). Fiscal consolidation, Budget deficits and the Macro .2
.Economy.Sage Publications:New Delhi
- Pinaki Chakraborty,Lekha Chakraborty and Anit Mukherjee. 2016.Social sector in a .3
decentralized Economy:India in the era of globalization.Cambridge University Press.
(New Delhi.(chapters 1,3 and 4
- Suri.M.M. (2010). Finance Commissions and Fiscal Federalism in India. New Century .4
.Publications. New Delhi
- Suri,M.M. (2010).Budgets and Budgetary procedures in India.Indian Tax .5
.Foundation.New Delhi
- Suri.M.M.2017.Goods and services Taxes in India: Background, Present Structure and .6
Future Challenges.New Century Publications.New Delhi
- Rajaraman,I. 2017.Continuity and change in Indian fiscal federalism.India review. 7
- .Jha,Raghbendra .(2009). Modern Public Economics.Routledge . Abingdon .8
- Bhatia.H.L. 2017. Public Finance.Vikas Publications.New Delhi .9
- Sharma,C.K &Swenden,W. 2017.Continuity and change in contemporary Indian .10
.federalism.India Review. 16 (1).pp.1-13
- Rangarjan,C & D.K.Srivasatava.2011. Federalism and fiscal transfers in India. .11
.OUP.Oxford

Online resources

- <https://dea.gov.in/indian-public-finance-statistics> .10
- <http://www.mospi.gov.in/statistical-year-book-india/2017/174> Ministry of Finance. .11
- Government of India. Statistical Year Book of India. (data). 12. <http://www.mospi.gov.in/>
.Ministry of Statistics and Programme Implementation. Government of India.Fiscal Statistics

Semester VI

Core Course

EC 1644 Environmental Economics and Disaster Management

Instructional Hours 4

Credits 3

Course Objective: The course intends to create environmental awareness among students and provide exposure to disaster management

(Module I Basic Concepts (5 Hrs

Basic Concepts of environmental economics – economics and ecology – ecology and eco system

(Module II Theory of Externalities (15 Hrs

Market system and environment of externalities – Pareto optimum and Market failure in the presence of Externalities – Property rights and the Coase theorem

(Module III Environmental Policy Tools for Analysis (20 Hrs

Pigouvian Taxes and Effluent Charges; Tradable Permits – Environmental Valuation – Types of Economic Values – Non Market Valuation Methods – Cost Benefit Analysis – Sensitivity and Risk analysis

(Module IV Global Environmental Issues (7 Hrs

Economics of Climate Change – Agreements and Institutions - Population Growth and the Environment – Trade and Environment – Concept and Measurement of Sustainable Development

(Module V Disaster Management in India (8 Hrs

Concept and Definitions (Disaster, Hazard, Vulnerability, resilience, Risk) – Hazard and Vulnerability Profile of India – Institutional Arrangements (Mitigation, DM Act and Policy, Plans Programmes and Legislation), Disaster management in India

Basic Readings

Hussain, M, Ahmed. 2000. Principles of Environmental Economics, Routledge, London .1
.and New York

Charles Kolstad, Intermediate Environmental Economics, Oxford University Press, 2nd ..2
.edition

- Carter, Nick 1991. Disaster Management: Disaster Manager's Handbook, Asiaan .3
 .Development Bank, Manila Philippines
- Gupta Anil K, Sreeja S Nair, 2011 Environmental Knowledge for Disaster Management, .4
 NIDM, New Delhi

Semester VI
ELECTIVE COURSE
EC1661.1 KERALA ECONOMY

Inst Hours-4

Number of Credit-2

Course Objective

To understand the structural changes, Sector-wise contribution and features of the Kerala Economy since the formation of the state and enable the students to have a basic . understanding of the emerging trends and issues of Kerala Economy

(MODULE I: Structure of Kerala Economy (16 hours

Development experience of Kerala: An overview: Kerala's development since the formation of the state-Features of the Economy- Structural composition – Primary, Secondary and Tertiary Sectors – changes over the years NSDP,GSDP and PCI – “Kerala Model of Development” –A comparison with the highest SDP state in India – . HDI Status

(MODULE II: Demographic change: A boost to Economic change (20 Hours

Demographic Aspects (birth rate, death rate, infant mortality rate, sex ratio, age distribution)- why sex ratio is in favour of women in Kerala –need for women empowerment – Aging problem- Urbanisation, Migration and Emigration-Economic and social Impacts of Migration, return migration and interstate migration - Nature and Magnitude of Urban, Rural and Educated Unemployment - Trends in Urban and Rural .Poverty in Kerala- Major poverty alleviation schemes

(MODULE III: Kerala's Economic Development : Sector-wise Analysis (20 Hours

Agricultural development since 1956- Objectives of Land reforms- Measures of Land reforms - Land Use Pattern and Cropping Pattern - Recent Trends in Agricultural Growth – Need for organic farming – organic farming initiatives- Agricultural Credit and Indebtedness-Traditional and Modern Industries in Kerala, Small Scale Industries and its prospects. Industrial backwardness of Kerala – Status of Public sector industries in Kerala – Role and importance of service sector- Education – Health – Tourism and .IT sector in Kerala

:Module I

.Oommen, M.A. (1993): Essays on Kerala Economy, Oxford & IBH

Planning Commission (2008): Kerala Development Report, Academic Foundation, New Delhi

Prakash, B.A (ed) (2004): Kerala's economic development: Performance and prospects .in the post liberalization period, Sage Publications, New Delhi

Prakash, B.A (ed) (1999): Kerala's Economic Development: Issues and Problems, Sage .Publication, New Delhi

State Planning Board , Economic Review, Various Issues, Thiruvananthapuram

Varghese P.K. & Liji B.,(2015) “Gujarat Miracle: A Challenge to Kerala Model of .Development”, Southern Economist, Volume 54, Number 16

:Module II

Zachariah, K.C. and S. Irudaya Rajan (2012):Kerala's Demographic Future: Issues and Policy Options, Academic Foundation, New Delhi

:Zachariah K.C. and S. Irudaya Rajan (2012):Kerala's Gulf Connection 1998-2011

Economic and Social Impacts of Migration, Orient Black swan, New Delhi

.Zachariah, K C et al (2003): Dynamics of Migration in Kerala, Orient Longman, India

Rajaseenan, D. and Gerard De Groot (ed) (2005): Kerala Economy: Trajectories, Challenges

.and Implications, CUSAT, Kochi

M. Meera Bai, (2006), “ women and Economic Reforms: Kerala Experience”, Serials .Publications, New Delhi

M. Meera Bai (2012) “ Technology for women empowerment: Issues & Challenges”,
.Serials Publications, New Delhi

:Module III

Harilal, K.N. & K.J. Joseph(2000): “Stagnation and revival of Kerala economy: An
open
economy perspective,” Centre for Development Studies, Trivandrum Working Papers
,305

.Centre for Development Studies, Trivandrum, India

Rajan, K(ed)(2009): Kerala Economy :Trends during the post reform period, Serials
.Publications, New Delhi

Oommen, M.A. (1960): Financing of Small-Scale Industries in Kerala sponsored by
the
.Banking Commission, Reserve Bank of India, Bombay

Oommen, M.A. (1999): Rethinking Development: Kerala’s Development Experience
(in
.two volumes), Concept, New Delhi

Oommen, M.A. (1979): Kerala Economy since Independence (ed.) Oxford &
.IBH,New Delhi

Oommen, M.A. (1975): A Study of Land Reforms in Kerala Oxford & IBH, New
.Delhi

Oommen, M.A. (1971): Small Industries in Indian Economic Growth: A Case Study of
.Kerala, Research Publications, New Delhi
.State Planning Board, Economic Review, Various Issues, Thiruvananthapuram

Semester VI

ELECTIVE

EC 1661.2 MATHEMATICAL ECONOMICS

Instructional Hours

2 Credits 4

(Module I: - Introduction to Mathematical Economics (10 hrs

Nature and scope of mathematical economics – Mathematical representation of Economic Models- Ingredients of a mathematical model- Variables, constants and parameters- Relations and Functions- ordered pairs- Domain and Range- Types of Functions- constant function, Polynomial function, Rational function, Non algebraic functions – functions of two or more independent variables- Linear function, quadratic function, Explicit and Implicit Functions. Static (or Equilibrium) Analysis – the market equilibrium – Partial market equilibrium- General market equilibrium

:Reference

Alpha C. Chiang, Fundamental methods of Mathematical Economics; Tata Mc Graw-Hill (International Edition (Part 1, chapter 1 and 2

Edward T Bowling, Introduction to Mathematical Economics; Mc Graw Hill, New Delhi

(Module 2:- Optimization Problems (10 hrs

Maximum and Minimum of functions-first derivative test-second derivative test- Concavity and Convexity- Functions of several variables and Partial derivatives- optimization of multivariable functions- necessary versus sufficient conditions – constrained Optimization with equality Lagrange Multiplier – Linear Programming–Basis concepts- General formulation of Linear Programs – Nature of feasible, basic and optimal solution; Graphic solution

:Reference

Alpha C. Chiang, Fundamental methods of Mathematical Economics; Tata Mc Graw-Hill (International Edition. (Part 4: chapter 9 and 12; Part 6: Chapter 19

Edward T Bowling, Introduction to Mathematical Economics; Mc Graw Hill, New Delhi

(Module 3 :- Theory of value (18 hrs

Cardinal and Ordinal Utility - Mathematical derivation of consumer's equilibrium - Consumer's surplus-Slutsky Theorem - Income and substitution effect - Method of demand forecasting

:Reference

Henderson, J.M and R.E Quandt, Micro Economic Theory: A mathematical Approach, Mc Graw Hill, New Delhi

William J. Baumol, Economic Theory and Operations Analysis; Prentice- Hall of India Private , Limited

(.MODULE 4: Theory of Production (18 hrs

Production function—Adding- up theorem—Cobb-Douglas—Derivation of cost function from a production function—Marginal analysis—Equilibrium of a firm—Perfect market equilibrium—Monopoly equilibrium—Discriminating Monopoly—Producer’s surplus

:Reference

Henderson, J.M and R.E Quandt, Micro Economic Theory: A mathematical Approach, Mc Graw Hill, New Delhi

William J. Baumol, Economic Theory and Operations Analysis; Prentice- Hall of India Private Limited

Basic Reading List

Fundamental methods of Mathematical Economics; Alpha C. Chiang .1

Edward T Bowling, Introduction to Mathematical Economics; Mc Graw Hill, New Delhi .2

Henderson, J.M and R.E Quandt, Micro Economic Theory: A mathematical Approach, .3
.Mc Graw Hill, New Delhi

William J. Baumol, Economic Theory and Operations Analysis Prentice- Hall of India .4
Private Limited

.A. Koutsoyiannis, Modern Microeconomics, Palgrave Macmillan .5

Semester VI

ELECTIVE COURSE

EC.1655.3 INTRODUCTORY ECONOMETRICS

Inst. Hours- 4

Credit - 2

Course Objective

Econometrics intends to integrate economic theory, statistics, mathematics and real-world data. It is a useful tool that allows estimating the magnitude and strength of the relationships that exist between various sets of variables. Econometrics has much practical application in modern world, not only as an academic endeavour, but also in the government and private sectors

This course introduces students to simple and multiple regression methods for analyzing data in economics and related disciplines. The objective of the course is for the student to learn how to conduct and to critique empirical studies in economics and related fields. Although the emphasis

of the course is on empirical applications, a treatment of traditional econometrics will also be made

The course covers the foundations of econometrics. This course provides a comprehensive introduction to basic econometric concepts and techniques. It covers estimation and diagnostic testing of simple and multiple regression models

Introduction MODULE I:

Nature and Scope of Econometrics—Methodology of Econometrics – Normal Distribution; Chi-Sq; F and T distribution
(5 Hours

(Simple Linear Regression Model: Two Variable Cases (15 Hours MODULE II:

Estimation of model by method of ordinary least squares—Properties of estimators—Gauss Markov theorem—Goodness of fit—Tests of hypotheses— Forecasting

(Multiple Linear Regression Model (20 Hours MODULE III

Least Square Estimation — R^2 and adjusted R^2 —Partial regression coefficients—Testing of hypotheses—Functional forms of regression models—Qualitative (dummy) independent variables – Forecasting

(MODULE IV: Violations of Classical Assumptions (15 Hours

Violations of classical assumptions: Consequences, Detection and Remedies—Multicollinearity—Heteroscedasticity—Serial Correlation - specification bias

Basic Reading List

:Module I

D.N.Gujarati and D.C.Porter, Essentials of Econometrics, McGraw Hill, 4thEdition, .1
International Edition, 2009. Chapter 1

GMK Madnani, Introduction to Econometrics: Principles and Applications, Oxford&IBH .2
.Publishing Co, 8thEdition, 2008. Chapter 1

Christopher Dougherty, Introduction to Econometrics, Oxford University Press, 3rd Edition, .3
.Indian Edition, 2007. Chapter 2

Jan Kmenta, Elements of Econometrics, Indian Reprint, Khosla Publishing House, 2ndEdition, .4
2008

Semester VI

ELECTIVE COURSE

EC 1661.4 HISTORY OF ECONOMIC THOUGHT

Instructional Hours 4

Credits 2

The course intends to familiarize the students with the broad contours of Social Sciences, specifically Economics. The course also aims to create an enthusiasm among students regarding .the origin and evolution of different schools of thought in Economics

(Module I Early Economic Thought)(10 hrs

Greek and Roman economic thought - economic ideas of Plato and Aristotle-
Mercantilism-meaning-Factors responsible for the rise of mercantilism - Physiocrats-Natural
.order-primacy of agriculture-Tableau Economique

(Module II Classical Economic Thought (10 hrs

Three Pillars of Classical School: Adam Smith- laissez faire economy-division of labour,
theory of value- value in use and value in exchange – diamond-water paradox. David Ricardo-
Theory of value-views on distribution-theory of rent - stationary state. Say’s law of market.
.Thomas R. Malthus-Theory of population, Theory of Glut

(.Module III Marxist Political Economy)(10hrs

Karl Marx- Materialistic interpretation of History, Dialectical materialism, Labourtheory
of Value-surplus value-organic composition of capital- Industrial reserve Army- Class war- Crisis
.of capitalism

(Module IV Indian Economic Thought)(10 hrs

Kautilya’sArthasastra - Economic Thoughts of DadabhaiNaoroji –
MahadevGovindRanade (M.G.Ranade) -Romesh Chandra Dutt (R.C. Dutt) - B.R. Ambedkar -
J.C.Kumarappa –Mahatma Gandhi-Jawaharlal Nehru- AmartyaSen

:References

Eric Roll (1956): History of Economic Thought, 3rd , Englewood Cliffs, N.J. .1
.PrenticeHall, Inc, 1956

- Goddanti Omkarnath (2016): 'Indian Development Thinking' from Handbook of alternative theories of economic development Edited by Erik S. Reinert, Jayati Ghosh and Rainer Kattel .2
- Dasgupta, Ajit K. (1993): A History of Indian Economic Thought, Routledge, London .3
- Lokanathan, V. (2013): A History of Economic Thought, S. Chand & Company Ltd, New Delhi .4
- Additional Reading**
- Rangarajan, L.N. (2001): Kautilya – The Arthashastra, Penguin Books India Pvt. Limited, New Delhi .1
- Singh, V.B. (1975): From Naoroji to Nehru – Six Essays in Indian Economic Thought, The Macmillan Company of India Limited, New Delhi .2
- Ajit K. Dasgupta, Gandhi's Economic Thought, Routledge, London. Year .3
- Blaug, Mark, (1997) Economic Theory in Retrospect, 5th Edition, Cambridge University Press, Cambridge, UK .4

EC 1645 Project

No of Credits : 4 Instructional Hours : 6 (3 Hours each in V and VI Semester)

As part of the requirements for BA Programme , every student must do a project either individually or as a group under the supervision of a teacher. The project is expected to equip the student to identify an issue or topic and conduct the study in a systematic and scientific way. Students will get the opportunity to apply various tools they have learned and present the report .in a structured manner

Guidelines

Project work may be done individually or as a group (Maximum 5 students). The topic .1 selected should be related to theory or economic issues. The work may use primary or secondary source of data. It should be typed in 35- 60 pages with spiral binding. The printing has to be in .paper A4, with Times New Roman font 12 for content and 14 for titles with a line spacing 1.5 The guidance for doing the project has to be given in the V Semester and VI Semester. Three .2 .instructional hours in each semester have been provided for this purpose

The area of study should be finalized in the V Semester and final report should be submitted at .3
.the end of the VI semester

A pre submission Seminar should be undertaken in the VI Semester for reviewing nature and .4
quality of the project work. The supervising teacher should ensure that the work is not a
.reproduction of any work conducted earlier

Students should be given classes on research methodology before the commencement of the .5
.project work

: The project Work shall contain the following .6

An Acknowledgement of the student and declaration certificate of the Supervising
. teacher

Introduction and Review of literature

Methodology

Analysis

.Conclusions and Suggestions if any

.Bibliography

Evaluation Indicators .7

% - 10	Introduction and Review of Literature
- 20%	Methodology
- 40%	Analysis
% - 20	Conclusions and Suggestions if any.
- 10%	Bibliography.

Study Tour

A compulsory study tour is recommended as part of the paper entitled Economic growth
and Development in the fifth semester. A report of the tour should be submitted to the head of the
.Department after the completion of the tour

Complementary I

EC 1131 FOUNDATIONS OF ECONOMIC THEORY

Inst. Hours – 3

Instructional Hours 3

Credits 3

Course Objective

.The main objective is to provide a basic understanding of economic concepts and theories

(MODULE I: NATURE AND SCOPE ECONOMICS (10

Nature and Scope of Economics—Definitions: Wealth, Welfare, Scarcity and Growth definition

—Basic Economic Problems—Micro and Macro Economics—Positive and Normative

.Economics—Significance of the study of Economics

(MODULE II: CONSUMER BEHAVIOUR (20

Consumption—The Concept of Utility—Cardinal Utility and Ordinal Utility—The Law of

Diminishing Marginal utility—Consumer's Surplus—Demand and Supply and their

determinants—Law of demand and law of supply—Changes in demand and supply-Elasticity

of Demand-Price elasticity of Demand-Income elasticity of Demand-Cross elasticity of

Demand

(MODULE III: PRODUCTION AND COST (14

Factors of production—Production function—Short run and Long run—Concepts of cost: total

cost, Fixed Cost, variable cost, average cost, marginal cost—Concepts of revenue: total

.revenue, average revenue and marginal revenue

(MODULE IV: MARKET STRUCTURES (10

Market structures—Features of Perfect competition- Imperfect Competition: Monopoly,

(Monopolistic competition and oligopoly.(FeaturesOnly

Book

.Samuelson. P.A. Nordhaus (2010), *Economics,19th Edition*, Tata McGraw Hill •

References

Dewett, K.K., M H Navalur (2006), (Reprint edition): *Modern Economic Theory*, S. •

.Chand & Co., Delhi

.Salvatore, D: (2008), *Microeconomics: Theory and Practice*, 5TH Edition, OUP •

Dwivedi, D.N(2016), Microeconomics: Theory and Applications, 3rd Ed, Vikas Publishing House •

Complementary III

EC 1231 MONEY AND BANKING

Inst Hours-3

Number of credit -3

Course Objective

The course intends to provide a basic understanding about the nature and significance of .money and banking in the functioning of an economy

(MODULE I: MONEY (14

Concept and definitions of money—Kinds of money—Functions of money-
Measures of money supply-Value of money—Fisher’s Quantity theory of Money

(MODULE II: INFLATION (12

Inflation—Type of inflation—Causes and effects of inflation—Measures to control
.inflation--Deflation—Concept of trade cycle

(Module III: Commercial and Co-operative Banks (14

Origin and growth of banks- Structure and Functions of Commercial banks – Role of
Commercial Banks in Economic Development – Credit Multiplier-Credit Creation- Structure and
functions of co-operative banks

Digital money and Payment system- Virtual money (Crypto currency), RTEGS, NEFT,
.Net Banking, E-Wallets

(Module IV: Central Banking (14

Central banking in India-Functions of RBI - Monetary policy – Objectives and
Instruments of Monetary Policy

References

Hajela N (2009): Money and Banking Theory with Indian Ane Books Pvt Ltd •

RR Paul (2015): Monetary Economics, 11th Edition,Kalyani Publishers •

Partha Ray (2013): Monetary Policy, Oxford University Press •
RBI Bulletins •

Complementary V

EC 1331 INTRODUCTION TO INTERNATIONAL TRADE AND PUBLIC ECONOMICS

Inst.Hours-3

Number of credit-3

Course Objective

The course inculcates the students about the significance of public finance in the context of increasing role of Government. It also provides the basic theoretical framework of budgetary mechanism in India, State activities and various aspects of International Trade

(MODULE I: INTRODUCTION TO PUBLIC ECONOMICS (14

Meaning, Definitions and Scope of Private Finance and Public Finance-Concepts of Public Economics-Concepts in Budget

(MODULE II: PUBLIC REVENUE AND EXPENDITURE (14

Public revenue: Definitions-Sources and Classification— Features of Taxation- Types of Taxes- Impact, Incidence and Shifting of Taxes (concepts only)- Effects of Taxation

Definition - Causes of increasing public expenditure - Effects of public expenditure- Public expenditure in India

(MODULE III: PUBLIC DEBT (11

Meaning and Nature of Public debt—Classification and Trends of public debt in India—Methods of debt redemption

(MODULE IV: INTERNATIONAL TRADE (15

Concepts and Importance of International Trade—Basis of International trade—

Absolute and Comparative advantage theory-Balance of Trade and Balance of Payments—

Foreign Exchange market and Exchange Rate (Concepts only)- Devaluation- Depreciation

.(and Appreciation (Concept only

References

Hajela, T N (2010): Public finance (4th Edition), Ane Book Pvt.Ltd •

D Salvatore: (2014) International Economics 11thedition, Wiley Publication •

- Mithani: (2017) D M International Economics 8th Edition, Himalaya Publication •
- S K Singh (2010) Public Finance Theory and Practice, Revised Edition, S Chand •
Publication

Complementary VII

EC 1431 INDIAN ECONOMY SINCE INDEPENDENCE

Inst. Hours- 3

Number of Credit – 3

Course Objective

The general objective of the course is to provide basic understanding of the Indian economy and it will familiarises the students about the various concepts of National Income and create awareness about the significance of agriculture, industry and service sector in the Economy

(Basic Features of Indian Economy (24 MODULE I:

Features of Indian Economy—Major demographic features—Concept of poverty and Inequality-Extend of Unemployment—Human Development Index and PQLI-Role of agriculture in Indian Economy-Green Revolution-Role of Industry in Indian Economy-Industrial Policy of 1991-Urbanisation-Significance of Service Sector in Indian Economy

(National Income (14MODULE II:

Meaning of national income—Aggregate concepts of national income estimation—Methods and difficulties in the measurement of national income—Green Accounting

(MODULE III: Kerala Economy (16

Features of Kerala Economy-Structural changes-Trends of SDP in Kerala economy-Impact of migration in Kerala economy- Decentralised planning

References

- Uma Kapila (2013): Indian Economy since Independence, Academic Foundation, New •
.Delhi
- Prakash, B A, B R Prabakaran Nair: (2009) Kerala's Development Issues in the new •
.Millennium. Serials Publications
- Mishra S K and V K Puri: (2017) *Indian Economy: The Development Experience*, 35th •
.Revised Edition, Himalaya Publishing House, Mumbai

Ramesh Singh: (2017) Indian Economy ,7th Ed ,Mac Graw Hill New Delhi •

G Omkarnath (2016): Economics: A Primer for India, Orient BlackSwan Pvt Ltd, New Delhi •

FACULTY OF COMMERCE

Scheme and syllabus for the Career Related First Degree Programme in Commerce & Tourism and Travel Management Under the Choice Based Credit and Semester System (CBCSS) [Schedule 2 (a)] (To be introduced from 2018admissions)

The Career Related First Degree Programme in Commerce & Tourism and Travel Management is designed with the objective of equipping the students to cope with the emerging trends and challenges in the industrial and business world.

Eligibility for admission

Eligibility for admissions and reservation of seats for the Career Related First Degree Programme in Commerce & Tourism and Travel Management shall be according to the rules framed by the University from time to time. No student shall be eligible for admission to the Career Related First Degree Programme in Commerce Tourism and Travel Management unless he/she has successfully completed the examination conducted by a Board/ University at the +2 level of schooling or its equivalent.

Registration

Each student shall register for the courses in the prescribed registration form in consultation with the Faculty Advisor within two weeks from the commencement of each semester.

Duration

The normal duration of the Career Related First Degree Programme in Commerce Tourism and Travel Management shall be three years consisting of six semesters. The duration of each semester shall be five months inclusive of the days of examinations. There shall be at least 90 working days in a semester and a minimum 450 hours of instruction in a semester. Odd Semester (June- October) commences in June and Even Semester (November - March) commences in November every year.

Programme Structure

The Career Related First Degree Programme in Commerce & Tourism and Travel Management shall include:

1. Language courses
2. Foundation courses
3. Core courses
4. Vocational Courses
5. Complementary courses
6. Open Courses
7. Project

Language courses include 4 common courses in English and 2 courses in an additional language chosen by the student. The student shall choose any one of the following additional languages offered in the college: Malayalam, Hindi, Tamil, French, German, Russian, and Arabic.

Foundation courses include 2 courses which are compulsory basic courses. Foundation course I aims at providing an awareness on the methodology of business education and foundation II aims at

providing basic education on general informatics and cyber laws.

Core courses include 12 compulsory courses in the major subject, Vocational courses include 10 compulsory courses in Vocational subject and complementary courses include 4 courses in the allied subjects.

There shall be two open courses. The students attached to the Department of Commerce can opt one course from their Department and another from any one of the other Departments in the college. The open course (1) in the 5th semester is a non- major elective open to all students except to the students from the Department of Commerce and the open course (2) in the 6th semester is an elective course in the major subject offered to the students of the Department of Commerce.

All students are to carry out a project work either individually or in a group of not more than 5 under the supervision of a teacher. The project work may commence in the 5th semester.

The student secures the credits assigned to a course on successful completion of the course. The student shall be required to earn a minimum of 120 credits including credits for language courses, foundation courses, core courses, Vocational courses, complementary courses (as the case may be), project and open/ elective courses within a minimum period of six semesters for the award of the Degree excluding credits required for social service/ extension activities. The minimum credits required for different courses are given below:

Courses	Credits
Language courses	18
Foundation courses	5
Core courses including project	42
Vocational Courses	35
Complementary courses	16
Open courses	2
Elective Course	2

Social Service/ Extension activities	120
=====	
Social Service/ Extension activities	1

The course structure for the Career-related First Degree Programme in Commerce & Tourism and Travel Management is given below:

Sem No.	Courses	Instructional Hours Per Week	Credits	Uty Exam Duration (Hours)	Evaluation	Total credits
					Internal	End Semester Exam
SEMESTER I	Language Course I (English I)	5	3	3	20%	80%
	Language Course II (Additional Language I)	4	3	3	20%	80%
	Foundation Course I	4	2	3	20%	80%
	Core Course I	4	3	3	20%	80%
	Vocational Course I	4	3	3	20%	80%
	Complementary Course I	4	4	3	20%	80%
SEMESTER II	Language Course III (English II)	5	3	3	20%	80%
	Language Course IV (Additional Language II)	4	3	3	20%	80%
	Foundation Course II	4	3	3	20%	80%
	Core Course II	4	3	3	20%	80%
	Vocational Course II	4	3	3	20%	80%
	Comple	4	4	3	20%	80%

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SEMESTER III	mentary Course II						
	Language Course V (English III)	3	3	3	20%	80%	
	Core Course III	4	3	3	20%	80%	
	Core Course IV	5	3	3	20%	80%	
	Vocational Course III	5	4	3	20%	80%	
	Vocational Course IV	4	3	3	20%	80%	
SEMESTER IV	Complementary Course III	4	4	3	20%	80%	20
	Language Course VI (English IV)	3	3	3	20%	80%	
	Core Course V	4	3	3	20%	80%	
	Core Course VI	4	3	3	20%	80%	
	Vocational Course V	5	4	3	20%	80%	
	Vocational Course VI	5	4	3	20%	80%	
SEMESTER V	Complementary Course IV	4	4	3	20%	80%	21
	Core Course VII	4	3	3	20%	80%	19
	Core Course VIII	4	3	3	20%	80%	

SEMESTER VI

Core Course IX	4	4	3	20%	80%
Open Course I	3	2	3	20%	80%
Vocational Course VII	4	3	3	20%	80%
Vocational Course VIII	3	4	3	20%	80%
Project Core Course X	3				
	4	3	3	20%	80%
Core Course XI	5	4	3	20%	80%
Core Course XII	4	3	3	20%	80%
Open Course II	3	2	3	20%	80%
Vocational Course I	3	4	3	20%	80%
Vocational Course X	3	3	3	20%	80%
Project	3	4	-	-	100%

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**CAREER RELATED FIRST DEGREE PROGRAMME IN
COMMERCE & TOURISM AND TRAVEL MANAGEMENT
PROGRAMME STRUCTURE**

SEMESTER – I							
Courses	Course Code	Course Title	Instructio	End	Credit		
			nal Hours	Semester	Theory	Practical	
			Per Week	Exam			
			Theory	Hours	Theory	Practical	
Language Course I	EN 1111	English I	5	-	3	-	3
Language Course II	1111	Additional Language I	4	-	3	-	3
Foundatio n Course I	TT 1121	Method ology and Perspectives of Business Educatio n	4	-	3	-	2
Core Course I	TT 1141	Environ mental studies Tourism :	4	-	3	-	4
Vocational Course II	TT 1171	Principl es and Practice s	4	-	3	-	3
Complem entary Course I	PG 1131	Psychol ogy I	4	-	3	-	4
Total	25					19	

SEMESTER II							
Courses	Course Code	Course Title	Instructio	End	Credit		
			nal Hours	Semester	Theory	Practical	
			Per Week	Exam			
			Theory	Hours	Theory	Practical	
Language Course III	EN 1211	English II	5	-	3	-	3
Language Course IV	1211	Additional Language II	4	-	3	-	3
Foundatio	TT 1221	Informati	4	-	3	-	3

Core Course II	TT 1241	Financial Accounting	4	-	3	-	3
Vocational Course II	TT 1271	Emerging Trends in Tourism	4	-	3	-	3
Complementary Course II	PG 1231	Psychology II	4	-	3	-	4
Total	25					19	

SEMESTER – III

Courses	Course Code	Course Title	Instructional Hours Per Week		End Semester Exam Hours		Credit	
			Theory	Practical	Theory	Practical	Practical	
Language Course V	EN 1311	English III	3	-	3	-	3	
Core Course III	TT 1341	Management Concepts and Thoughts	4	-	3	-	3	
Core Course IV	TT 1342	Advanced Financial Accounting	5	-	3	-	3	
Vocational Course III	TT 1371	Tourism Marketing	4	-	3	-	3	
Vocational Course IV	TT 1372	Tourism Regulations	5	-	3	-	4	
Complementary Course III	PG 1331	Psychology III	4	-	3	-	4	
Total	25	-				20		

SEMESTER IV

Courses	Course Code	Course Title	Instructional Hours Per Week	End Semester Exam Hours	Credit
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			Theory	Practical	Theory	Practical	
Language Course VI	EN 1411	English IV	3	-	3	-	3
Core Course V	TT 1441	Business Regulatory Framework	4	-	3	-	3
Core Course VI	TT 1442	Banking and Insurance	4	-	3	-	3
Vocational Course V	TT 1471	Tourism Products	5	-	3	-	4
Vocational Course VI	TT 1472	Tour Guiding and Escorting	5	-	3	-	4
Complementary Course IV	PG 1431	Psychology IV	4	-	3	-	4
Total	25					21	

SEMESTER V

Courses	Course Code	Course Title	Instructional Hours Per Week		End Semester Exam Hours		Credit	
			Theory	Practical	Theory	Practical	Theory	Practical
Core Course VII	TT 1541	Entrepreneurship Development	4	-	3	-	3	
Core Course VIII	TT 1542	Cost Accounting	4	-	3	-	4	
Core Course IX	TT 1543	Marketing Management	4	-	3	-	3	
Open Course I	TT 1551	Open Course – 1/2/3	3	-	3	-	2	
Vocational Course VII	TT 1571	Sustainable Tourism Management	4	-	3	-	4	
Vocational Course VIII	TT 1572	Hospital Management	3	-	3	-	3	

l Course VIII		ity Management Project	3	-	-	-	-
Project Total	- 25					19	

SEMESTER VI

Courses	Course Code	Course Title	Instructional Hours Per Week		End Semester Exam Hours		Credit	
			Theory	Practical	Theory	Practical		
Core Course X	TT 1641	Auditing	4	-	3	-	3	
Core Course XI	TT 1642	Applied Costing	4	-	3	-	3	
Core Course XIII	TT 1643	Management Accounting	4	-	3	-	4	
Open Course II	TT 1651	Open Course – 1/2/3 Travel Agency, Tour	3	-	3	-	2	
Vocational Course IX	TT 1671	Operation and Airline Management	4	-	3	-	4	
Vocational Course X	TT 1672	Accounting for Tourism Organizations	3		3		3	
Project Total	TT 1644 25	Project -	3	-	-	-	4	
Grand Total (SI+SII+SIII+SIV+SV+SVI)						23		
				120				

S	Course	Course Title

e m e s t e r	Code	
V (for Students from the disciplines other than commerce)	TT15 51.1	Fundamental of Financial Accounting
	TT15 51.2	Principles of Management
	TT15 51.3	Capital Market Operations
V I (for students from the department of commerce)	TT16 51.1	Practical Accounting
	TT16 51.2	Management of Foreign Trade
	TT16 51.3	Strategic Management

Notes:

1. The open course offered in the fifth semester is an elective course for students from the Disciplines other than Commerce. He/ She can choose any one among the courses offered in that group as part of his/ her course of study.
2. The open course offered in the sixth semester is an elective course for students from the Department of Commerce and each student has to choose any one among the courses offered in that group as part of his/ her course of study.
3. On the Job Training Programme for a minimum of 30 days during 5th/6th semester is required for the successful completion of the programme. The students will have to submit the report to the department after completion of their job training and the same is to be kept in the college.

All courses included under Foundation Courses, Core Courses, Vocational Course, Open and Elective Courses shall be handled by teachers in Commerce.

V. Practical Sessions

Practical sessions are included for all Core and Elective Courses of B. Com Programme. This shall be on a module basis and needs to be included for at least one module where learning through experiencing has maximum relevance. Evaluation will be done internally.

Objectives

1. To impart knowledge and skills on the applications of the concepts learnt in a given context.
 2. To learn by experiencing and observing
 3. To document and reflect upon learnings
 4. To develop exhibits of case studies undertaken, analysis made, exercises done and fact-finding missions.

Process

1. Identify concepts in the module
 2. Identify real life cases/ situations/ illustrations where they find application
 3. Ascertain steps to link 1 to 2
- Collection of instruments/Vouchers/ Documents/ Annual reports/ Products/ Advertisements/ Pictures/ Charts.
 - Identify Parties involved with their functions and processes.
 - Record learning with supportive collections in a Commerce Lab Record
4. Presentations of Findings

The findings will be recorded in the Commerce Lab Record (CLR) along with the learning as the final outcomes. Based on this further assessment may be made in the form of supportive assignments, seminars, group discussions, quizzes etc. This would hammer the learning and strengthen the presentation skills of the learner.

VI. Industrial Visit - cum Study Tour

Study tour to be mandatory for the B.Com Programme. It should cover an organization where functional applications of concepts/ theories covered in the Programme are being practiced. The visit should be pre- planned with an objective to learn identified applications like:-

- Accounting processes (Computerized, Digitalized operations)
- Capital Market Operations
- Auditing Practices
- Integrated Financial Services
- Payroll Management
- Production/ Marketing/ Distribution/ Logistic Management

*The total time to be devoted in the organization is one day out of **five days** set aside for the tour. The outcome of the visit to be documented in a report with the following form*

Student Tour Dairy

1. Name of the College
2. Name of the Student
3. B.Com ProgrammeSemester
4. Name of the Organisation
5. Date of Visit
6. Learning Objectives
 - To Observe applications of
.....
.....
 - To Understand processes
.....
.....
7. Interactions held
.....
8. Outcome in the form of learnings
.....
9. Observations (along with pictures, citations, illustrations)

Counter Signed by HoD

Social Service/ Extension activities

Students have to participate in Extension/ NSS/ NCC or other specified social service, sports, literary and cultural activities during 3rd/ 4th semester. These activities have to be carried out outside the instructional hours and will fetch the required one credit extra over and above the minimum prescribed 120 credits.

Audit courses (zero credit)

The students are free to do additional courses (skill based, vocational courses) prescribed by the University outside the 25 hour weekly instructional period. These courses may be taken as zero credit courses.

Attendance

The minimum number of hours of lectures, seminars or practical's which a student shall be required to attend for eligibility to appear at the end semester examination shall not be less than 75 per cent of the total number of lectures, seminars or practical sessions.

Evaluation

There shall be Continuous Evaluation (CE) and End Semester Evaluation (ESE) for each course. CE is based on specific components viz., attendance, tests, assignments and seminars. The CE shall be for 20 marks and ESE shall be for 80 marks. The marks of each component of CE shall be: Attendance – 5, assignment / seminar – 5 and test paper -10. The teacher shall define the expected quality of an assignment in terms of structure, content, presentation etc. and inform the same to the students. Due weight may be given for punctuality in submission. Seminar shall be graded in terms of structure, content, presentation, interaction etc.

The allotment of marks for attendance shall be as follows:

Attendance less than 51%	-	0 mark
51 % - 60 %	-	1 mark
61 % - 70%	-	2 marks
71 % - 80%	-	3 marks
81 % - 90 %	-	4 marks
91% and above	-	5 marks

Assignments/ Seminars

Each student shall be required to do one assignment or one seminar for each course. The seminars shall be organized by the teacher / teachers in charge of CE and the same shall be assessed by a group of teachers including the teacher / teachers in charge of that course.

Tests

For each course there shall be at least one class test during a semester. Valued answer scripts shall be made available to the students for perusal within 10 days from the date of the test.

End Semester Evaluation (ESE)

End Semester Examination of all the courses in all semesters shall be conducted by the University. The duration of examination of all courses shall be 3 hours.

Evaluation of Project

The report of the project shall be submitted to the Department in duplicate before the completion of the sixth semester. There shall be no CE for project work. A Board of two examiners appointed by the University shall evaluate the report of the project work. The viva – voce based on the project report shall be conducted individually. The maximum marks for evaluation of the project shall be 100, distributed among the following components of project evaluation.

(i) Statement of the problem and significance of the study	-	10	
(ii) Objectives of the study	-	5	
(iii) Review of literature	-	5	
(iv) Methodology	-	15	
(v) Analysis and interpretation	-		15
(vi) Presentation of the report	-	10	
(vii) Findings and suggestions	-	10	
(Viii) Bibliography	-	5	
(ix) Viva-voce	-	25	

Promotion to Higher Semesters

Students who complete the semester by securing the minimum required attendance and by registering for the End Semester Examination of each semester conducted by the University alone shall be promoted to the next higher semester.

SEMESTER – I

Foundation Course I: TT1121

METHODOLOGY AND PERSPECTIVES OF BUSINESS EDUCATION

No of instructional hours per week: 4

No of credits: 2

Aim of the course: To provide the methodology for pursuing the teaching learning process with a perspective of higher learning in business education.

Course Objectives:

1. To create a basic awareness about the business environment and the role of business in economic development.
2. To provide a holistic, comprehensive and integrated perspective to business education
3. To give a fundamental understanding about ethical practices in business.

Module I: - Meaning of business information- learning business information - methods and techniques of collecting and learning business information- business linkages between business and different economic systems- meaning of economic systems - their functioning - different economic systems and their features - capitalism, socialism, communism and mixed economy. Different forms of business organizations - individual and organized, family and corporate, business for profit and business not for profit. Business entities - Individual, partnerships, co-operatives, trusts, undivided families, joint stock companies, Joint ventures –MNCs. (Basic concepts only) (15 Hours)

Module II: - Economic sectors of the Economy: An Overview – primary sector, secondary sector, tertiary sector - business examples in different sectors. Emerging areas in Service sector- Tourism, IT, Healthcare, KPO, BPO, Event Management etc. (A brief study only) (10 Hours)

Module III: - Business – objectives -economic - social. Establishing business - steps - environmental analysis: legal, physical, financial, social, economic, technical etc. - idea generation- mobilization of financial resources – sources- savings –loans and advances – shares.Role of entrepreneur. Payment to government – taxes, direct and indirect.(a brief study only) Economic development- meaning, measures of economic development- role of business in economic development - company, industry and economy interrelationship. Role of business (public sector and private sector) in economic development. New Economic Policy - Liberalization, Privatization and Globalization - merits and demerits. Managerialism- features. Infrastructure for industrialization and economic growth of an economy. (20 Hours)

Module IV: - Trained manpower for quality enhancement- role of trained manpower for quality at individual level, family level, organizational level and national level - Human Capital Management - concept, importance and benefits. Quality of life and Quality of Work Life - Quality circle.Management problems in small, medium and large organizations.Use of technology in business (a brief study only).

Business ethics - concept, need and importance.

Social ethics, social responsibility and social service – role of NCC and NSS in promoting social values among students. (a brief study only) (15 Hours)

Module V: - Individual and team presentations by observation, reading techniques - listening to lectures, note taking- seminars and workshops - conferences and symposiums, field studies, case studies and project reports (a brief study only) (12 Hours)

Note:

1. A field study on how far privatisation and globalisation enhance the quality of manpower.

2. Students are to be organised into groups of five and should be required to present papers on topics relating to the role of business in economic development and ethical practices in business. The assignments are to be based on the presentations made in the specified areas.

Books recommended:-

1. Keith Davis and William Frederic. C. *Business and Society: Management, Public policy, Ethics*, International student Edition McGraw- Hill Book Co New Delhi
2. Cherunilam Francis: *Business Environment* - Himalaya Publishing House, New Delhi.
3. C.B.Gupta: *Business Organisations and Management*- Sultan Chand , 8th Edition 2013
4. Murthy CSV: *Business Ethics and Corporate Governance*, Himalaya Publishing House
5. N.M.Khandelwal :*Indian Ethos and Values for Managers*
6. R. R. Gaur, R. Sanghal, G. P. Bagaria; *Human Values and Professional Ethics*.
7. Andrew Crane: *Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization*, DIRIC Matteu Oxford University Press, New Delhi.
8. Aswathappa, K: *Essentials of Business Environment*, Himalaya Publishing House, New Delhi.
9. Dutt R. and Sundharam K.P.M.: *Indian Economy*, S. Chand, Delhi.
10. DuttRuddar: *Economic Reforms in India-A Critique*; S. Chand, New Delhi.
11. Misra S.K. and Puri V.K.: *Indian Economy*- Himalaya Publishing House, New Delhi.

CoreCourseI:TT1141-ENVIRONMENTALSTUDIES

No. of instructional hours per week:4

No. of Credits:3

Aim of the course: To develop knowledge and understanding of the environment and enable the students to contribute towards maintaining and improving the quality of the environment.

Course objectives:

1. To enable the students to acquire basic ideas about environment and emerging issues about environmental problems.
2. To give awareness about the need and importance of environmental protection

Module I: Environmental studies—meaning—scope—importance (4hrs)

Module II: Ecology and Ecosystems, Biodiversity and its Conservation, and Natural resources—meaning of ecology – structure and function of an ecosystem – producers– consumers– decomposers—energy flow in the ecosystem—ecological succession- food chain –food webs and ecological pyramids. Ecosystem—concept—types of ecosystems—structure and functions of forest ecosystem, grass land ecosystem- desert ecosystem, aquatic ecosystem. Biodiversity and its conservation- introduction- definition- genetic, species and ecosystem diversity- value of biodiversity—biodiversity at global, national and local levels—India as a mega-diversity nation—hot-spots of diversity—threat to diversity—conservation of diversity in situ, ex-citu. Natural resources- features- air resources, forest resources, water resources, mineral resources, food resources-energy resources, land resources- over exploitation of natural resources-consequences- conservation of natural resources- role of an individual in conservation of natural resources (25hrs)

Module III :Industry and environment - pollution – environmental pollution—soil pollution—air pollution—water pollution—thermal pollution—noise pollution—causes, effect and control measures—waste management—waste minimisation through cleaner technologies—reuse and recycling—solid waste management. (18hrs)

Module IV: Social issues and environment—Unsustainable to sustainable development—urban problems related to energy—water conservation—water harvesting—resettlement and rehabilitation of people—environment ethics—waste land reclamation—consumerism and waste products. (15hrs)

Module V: Human Population and environment—population growth—variation among nations—population explosion – environment and human health –human rights – value education—Women and child welfare. (10hrs)

Note :: All students must visit a local area to document environmental issues and prepare a brief report on the same identifying issues involved and suggesting remedies.

Books recommended

Misra, S. and Pandey, S. N. *Essential Environmental Studies*, Ane Books India, New Delhi.

Kiran B. Chokkas and others. *Understanding Environment*, Sage Publications New Delhi. Arumugam N. and Kumaresan V.

Environmental Studies, Saras Publications, Kanyakumari. Benny Joseph. *Environmental Studies*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi.

Vocational Course 1: TT 1171- Tourism Principles and Practices

No of instructional hours: 3 No. of Credits: 3

Aim of Course: To familiarize students with the basic concepts of tourism and the impact of tourism.

Course Objectives:

1. To introduce the basic concepts of tourism
2. To give an insight into the impact of tourism.
3. To create an awareness about the role of various organizations of tourism in tourism promotion.

Module I: Tourism: Concepts:-Definitions - Historical development of tourism. Distinction between Tourist-Traveler-Visitor-Excursionist. Types and Forms of Tourism; Tourism system:- Nature, characteristics. Components of tourism and their characteristics. (10 hrs)

Module II: Domestic and International tourism: Domestic tourism: features, pattern of growth, profile. International tourism: Generating and Destination regions. Pattern of growth and Profile. (10 hrs)

Module III: Tourism Demand and Supply: Introduction to Tourism Demand; Determinants of tourism demands; Motivation and tourism demand; measuring tourism demand. Tourism Statistics (National and International). Emerging Trends and new thrust areas of Indian tourism. Reasons for high demand of tourism product in certain countries. (12 hrs)

Module IV: Tourism Impact: Impact: positive and negative impact of tourism; socio- cultural, economic, environmental and political. (10 hrs)

Module V: Status of Tourism in India - the Tourism Industry: Nature and characteristics, Components of Tourism Industry. Attractions, Transport, Accommodation, Shopping, Entertainment, Hospitality, Airlines, Travel agencies, Tourism declared as an Industry in India, consequences of Industry status. International Tourism Institutions and organizations, and their role in promoting international movement-UNWTO, WTTC, TAAI, IATO, IATA, ITC.(12 hrs)

Recommended Practical

Collection of various tourism statistics and interpretation, collection of data on various airline operators in various countries, collection of various pictures showing positive and negative impact of tourism.

Books Recommended:

1. Bhatia. Tourism Development (New Delhi, Sterling)
2. Seth: Tourism Management (New Delhi, Sterling)
3. Kaul: Dynamics of Tourism (New Delhi, Sterling)
4. Mill and Morrison – The Tourism system an Introductory Text (1992) Prentice Hall
5. Cooper, Fletcher, Tourism, Principles and practices (1993) Pitman
6. Burkart and Medlik Tourism, Past, Present and Future (1981) Heinemann, ELBS.
7. Gill, P.S. Dynamics of Tourism (4 Vols) Anmol Publication.
8. Sinha, P.C. Tourism Management. Anmol Publication.
9. Sinha, P.C. Tourism Evolution Scope Nature & Organization. Anmol Publication.

SEMESTER – II

Foundation Course II: TT1221-INFORMATICS AND CYBER LAWS

No. of instructional hours per week: 4 **No. of credits: 3**

Aim of the course: To update and expand informatics skills and attitudes relevant to the emerging knowledge society and to equip the students to effectively utilize the digital knowledge resources for business studies.

Course objectives:

1. To review the basic concepts and fundamental knowledge in the field of informatics.
2. To create awareness about the nature of the emerging digital knowledge society and the impact of informatics on business decisions.
3. To create an awareness about the cyber world and cyber regulations.

Module I: Overview of Informatics- meaning, feature and importance - Computer networks & Internet, wireless technology, cellular wireless networks, introduction to mobile phone technology, Purchase of technology, license, guarantee, and warranty. New development in informatics (12hrs)

Module II: Knowledge Skills for Higher Education- Data, information and knowledge, knowledge management, Internet access methods –Dial-up, DSL, Cable, ISDN, Wi-Fi. Internet as a knowledge repository, academic search techniques, creating cyber presence. Academic websites, open access initiatives, opens access publishing models, Introduction to use of IT in teaching and learning - Educational software, Academic services – INFLIBNET, NICNET, BRNET. (15hrs)

Module III: Social Informatics- IT & Society– issues and concerns– digital divide, IT & development, IT for national integration, overview of IT application in medicine, healthcare, business, commerce, industry, defence, law, crime detection, publishing, communication, resource management, weather forecasting, education, film and media, IT in service of disabled, Futuristic IT – artificial intelligence, Virtual reality, bio computing. Health issues – guide lines for proper usage of computers, internet and mobile phones E-wastes and green computing, impact of IT on language & culture-localization issues (18hrs)

Module IV: CYBER WORLD - Cyber space, information overload, cyber ethics, cyber addictions, cybercrimes – categories – person, property, Government – types - stalking, harassment, threats, security & privacy issues, (12 hrs.)

Module V: CYBER REGULATIONS – Scope of cyber laws, - Provisions under IT Act 2000, cyber related Provisions under IPC (15 hrs.)

Books Recommended:

1. Ramesh Bangia. *Learning Computer Fundamentals*, Khanna Publishers, New Delhi.
2. Rajaraman, *Introduction to information Technology*, PHI, New Delhi.
3. Alexis Leon & Mathews Leon. *Fundamentals of Information Technology*, Vikas Publishing House, New Delhi.
4. Barbara Wilson. *Information Technology: The Basics*, Thomson Learning.
5. Ramachandran et. Al. *Informatics and Cyber laws*, Green Tech Books, Thiruvananthapuram
6. George Beekman, Eugene Rathswohl. *Computer Confluence*, Pearson Education, New Delhi.
7. IT Act 2000,
8. Rohas Nagpal, IPR & Cyberspace – Indian Perspective.

CoreCourseII:TT1241-FINANCIAL ACCOUNTING

No. of instructional hours per week: 4

No. of credits: 3

Course Objectives

1. To familiarize the students with different methods of depreciation.
2. To equip the students to prepare the accounts of specialised business enterprises.

Module1-Introduction to accounting. Review of Financial Accounting- Concepts- Principles- Preparation of Accounts for sole trader.

Depreciation Accounting- Meaning -Fixed and reducing balance methods with adjustments – Annuity method – Depreciation fund method – insurance policy method - Revaluation method- estimated life and estimated resale value as per AS 6 Depreciation. (20 hrs)

Module 2- Accounts of Hire Purchase and Installment purchase system- Meaning – difference between Hire Purchase and Installment- Accounting entries in the books of purchaser and vendor- Default in payment- Complete and partial repossession – Installment system – Entries in the books purchaser and seller. (15 hrs)

Module 3- Voyage, Packages and containers accounts –Voyage Accounts Meaning- Advantages- Preparation of voyage accounts- Voyage in progress – Accounting for packages and containers – Accounting treatment – Containers trading account- Containers provision account. (12 hrs)

Module 4- Investment Accounts- Fixed income bearing securities- Variable income bearing securities- Purpose of Investment ledger-Cum Interest- Ex Interest- Difference- Columnar Investment Accounts- Adjustment for Equity shares Investment accounts- Dividend received-Bonus share- Right Shares. (12 Hrs)

Module5- Insurance Claims- Types of risks- preparation of statement to ascertain value of stock on the date of fire – Treatment of salvage – valuation of stocks prior to date of fire —Treatment of Average Clause, Treatment of Abnormal items Claims for loss of stock- Average Clause- Journal entries- calculation of Amount of Claim- Loss of Profits on insurance (13Hrs)

Recommended Structure of questions for ESE:-. Theory 30% Problem 70%

Recommended Practicals:

1. Collection of details of Repossessed Assets which were sold on hire purchase system and making a presentation on their actual accounting treatment.
2. Collection and evaluation of the statements from insurance companies to ascertain the value of stock at the date of fire and to understand the settlement.

Books Recommended

1. Gupta R. L. and Radhaswamy .M. *Advanced Accounting* , Sultan Chand & Sons , New Delhi.
2. Shukla M. C .Grewal .T. S. and S.C. Gupta. *Advanced Accounts* S. Chand &Co. Ltd. New Delhi.
3. Jain S.P. and Narang K. L. *Financial Accounting* , Kalyani Publishers , New Delhi.
4. NaseemAhmed ,Nawab Ali Khan and Gupta . M. L. *Fundamentals of Financial Accounting Theory and Practice* ,Ane Books Pvt . L td.New Delhi.
5. A Mukharjee and M Hanif ,*Modern Accountancy*, TATA McGraw Hill Publishing Company Ltd. New Delhi.

Vocational II: TT 1271: Emerging Trends in Tourism

No. of instructional hours per week: 3 No. of credits: 3

Aim of the Course: To enable the students to understand the recent trends in tourism aspects pertaining to e-tourism, event and conference or Convention Management.

Objectives:

1. To familiarise the students with the different aspects of event management
2. To enable the students to understand the concept of MICE.

Module 1

Trends in tourism- e tourism, virtual tourism, sustainable tourism, responsible tourism, accessible tourism, event tourism, MICE Tourism (10 hrs)

Module 2

E Tourism- History and development of CRS, introduction to GDS (Galileo / Amadeus) – Online ticketing: Travel portals and examples as case study, trends, disintermediation, internet as a tool for tourism promotion- e passport, e visa (12 hrs)

Module 3

Event Management: Role of events for promotion of tourism, types of Events, need of event management, key factors for best event management, role of travel agency and tour operators in event management. (10 hrs)

Module 4

MICE Tourism- Introduction of meetings, incentives, conference/conventions, and exhibitions. Definition of conference - conference market : nature and components. The impact and benefits of conventions on local and national communities. (12 hrs)

Module 5

Supportive mechanism in Event Tourism- History and function of ICCA, Role of ICCA, Role and functions of ICIB, Government of India, Government of Kerala. (10 hrs)

Practicals:

Collection of pictures relating to fairs and festivals of various regions, states and countries.

Books Recommended:

1. V. Rajaraman (2013), *Introduction to Information Technology*, Prentice Hall, New Delhi
2. Alexis Leon & Mathews Leon, *Computers Today*, Leon Vikas
3. Peter Norton (2004), *Introduction to Computers*, 6edn, (Indian Adapted Edition) , McGraw-Hill Education, New Delhi
4. Alexis & Mathews Leon (2009), *Fundamentals of Information Technology*, Vikas Publishing House Pvt Limited, New Delhi
5. Avrieh, Barry (1994), *Event and Entertainment Marketing*, Vikas Publications, New Delhi.
6. Gaur Sanjay Singh (2001), *Event Marketing and Management*, Vikas Publications, New Delhi.
7. Diwakar Sharma (2009), *Event Planning and Management*, Deep & Deep Publications. New Delhi.

SEMESTER – III

Core Course III: TT 1341 – MANAGEMENT CONCEPTS AND THOUGHT

No: of instructional hours per week: 4 No: of credits: 3

Aim of the course: To provide a comprehensive perspective on management theory and practice

Course objectives:

- 1) To equip learners with knowledge of management concepts and their application in contemporary organizations
- 2) To facilitate overall understanding of the different dimensions of the management process.

MODULE-I: Nature and Evolution of Modern Management Meaning and Definition of Management-Effective Management- Concept and Need-Qualities and styles of an effective manager-Empowerment style, Participation style, Guidance style -Management skills-Technical, Interpersonal, Conceptual, Diagnostic and Political skills- Mintzberg's Managerial roles- Schools of Management Thought-The Classical School -Human Relations School and the Hawthorne Studies-Behavioural Science School-The Systems School- The Contingency School -Contemporary management Thought-Drucker, Porter, Prahalad, Hamel and Tom Peters (15hrs)

MODULE-II: Overview of the Management Process Planning: Meaning – Definition –Importance- Organizing: Meaning and Definition- Concepts of Authority, Responsibility and Accountability – Delegation and Decentralization - Organization Culture-Types of Organisational Culture-Staffing -Significance of Staffing- Staffing Process(overview only) Directing-Concept-Elements of the Direction function - Controlling- Steps in the Process of Controlling (15 hrs)

MODULE-III: Leadership - Meaning - Leadership Qualities- Leadership Styles-Leadership Theories-Trait Theory – Charismatic Leadership Approach - Managerial Grid Theory -Contingency Theory- Fiedler's Model- Situational Leadership Theory -Transactional and Transformational Leadership.(12 hrs)

MODULE-IV: Motivation and Communication - **Motivation**-Meaning and Importance, Intrinsic and Extrinsic motivation, Positive and negative motivation; Motivational Theory-Carrot and stick theory, Maslow's Hierarchy of Human Needs Herzberg's Two Factor theory, Alderfer's ERG theory, Vroom's-Expectancy theory, David McClelland's Need based Motivational Models-Factors determining motivational policy. **Communication**-Meaning, Need, Process, Types-Verbal, Non-verbal, Visual, Internal, External, Formal, Informal; Barriers to Communication-Physical, psychological, Attitudinal, Semantic, Cross-cultural, Gender; Guidelines for effective communication. (21 hrs)

MODULE-V: New Horizons of Management (Conceptual Framework only) TQM-Meaning-Principles of TQM-Deming's 14 points, Barriers to TQM, Customer requirements- The Five Fs-Change Management – Concept and Importance, Knowledge Management- Concept and Importance- Concept of Learning Organisation. (9hrs)

Recommended Practicals:

- 1) Collect Vision/Mission Statements of leading organizations. Examine ways in which elements of these statements are being put into practice.

- 2) Identify Best Practices of business concerns in your locality with regard to different managerial functions.
- 3) Study the Reward and Recognition system used by any leading business organization in your local area.
- 4) Conduct an interview with a successful business leader. Identify the leadership style followed by the leader based on the information collected.
- 5) Study the Quality Management Practices adopted by any business concern.

Recommended Books:

1. *Principles of Management*, 5/Edn- Tripathi, P.C. McGraw Hill Education Pvt Ltd, New Delhi.
2. *Essentials of Management*,10/Edn- Harold Koontz, McGraw Hill Education Pvt Ltd, New Delhi.
3. *Management Theory and Practice*- Mahajan. Ane Books Pvt Ltd, New Delhi
4. *Principles of Management:Text and Cases*, Bhattacharyya, Pearson Education , New Delhi
5. *Principles of Management* :Ramaswamy, Himalaya Publishing House, Bangalore.
6. *Principles of Management*- Govindarajan, PHI Learning, Pvt Ltd, New Delhi.
7. *Principles of Management*-Gupta Meenakshi
8. *Total Quality Management*, 2/Edn – CharantimathPoornima M, Pearson Education , New Delhi

Core CourseIV: TT1342- ADVANCED FINANCIALACCOUNTING

No.of instructionalhoursperweek:4No.of Credits:3

Aim of the course: To equip the students with the preparation of accounts of various business areas.

Course Objectives

1. To create awareness of accounts related to dissolution of partnership firms.
2. To acquaint students with the system of accounting for different branches and departments.
3. To enable students to prepare accounts of consignments.

Module 1: Partnership Accounts – Introduction- features- Dissolution of Partnership Firm- preparation of Realisation Accounts and Capital Accounts- insolvency of a partner- application of the decision in Garner vs. Murray- insolvency of all partners – Piece - meal Distribution-Dissolution of Limited Liability Partnerships. (20 hrs)

Module 2: Accounting for consignment- meaning – terms- used in consignment accounting – difference between consignment and sales. Accounting treatment in the books of the consignor and consignee- cost price method and invoice price method – valuation and treatment of unsold stock- loss of stock- normal and abnormal- loss in transit.(20 hrs)

Module 3: Joint venture: Meaning- features- difference between joint venture and partnership – joint venture and consignment-Accounting treatment when one of the ventures is appointed to manage the venture-When separate set of books are not maintained for recording joint venture transaction- when separate set of books are kept for the venture–when memorandum method is followed. (15 hrs)

Module 4: Branch Accounts- meaning, features and types of branch accounting- accounting for the branches not keeping full system of accounts- Debtors system, Stock and Debtors system, final accounts – wholesale branch- accounting for branches keeping full system of accounts- adjustment for depreciation of fixed assets, expenses met by Head office for the branch and reconciliation- incorporation of branch Trial Balance in the Head Office books.(20 hrs)

Module 5: Departmental Accounting- meaning - features- advantages- objectives- methods of departmental accounts- allocation and apportionment of departmental expenses- difference between departmental accounts and branch accounts- inter departmental transfers- preparation of departmental trading and profit and loss account. (15 hrs)

Structure for preparing question paper: Theory 30% Problem 70%

Recommended Practicals

1. Visit some branches and identify their accounting methods.
2. Collect data from one or two partnership firms/ joint ventures on the accounting procedure adopted.

Books Recommended:

1. Gupta R.L. and Radhaswamy. M. *Advanced Accountancy*, Sultan Chand & Sons, New Delhi.
2. Shukla M.C.,Grewal T.S and Gupta S.C. *Advanced Accounts*, S. Chand & Co. Ltd., New Delhi.
3. Jain S.P. and Narang. K.L. *Advanced Accountancy*, Kalyani Publishers, New Delhi.
4. Naseem Ahmed, Nawab Ali Khan and Gupta M.L. *Fundamentals of Financial Accounting Theory and Practice*, Ane Books Pvt. Ltd., New Delhi.
5. Maheswari S.N. and Maheswari S.K. *Advanced Accountancy*, Vikas Publishing House, New Delhi.

Vocational Course III: TT 1371 - TOURISM MARKETING

No. of instructional hours per week: 4**No. of credits: 4**

Aim of the Course:

To give knowledge about the various concepts of marketing and tourism marketing.

Course Objectives:

To introduce tourism products

To explain the various marketing strategies.

To provide knowledge on the role of media in marketing.

Module I

Concepts – Marketing – Tourism Marketing- characteristics, classification and nature of services and tourism products (12 hrs)

Module II

Tourism markets – International and domestic market- segmentation- necessity, requirements and variables - market planning and marketing strategies for service firms.

(15 hrs)

Module III

Marketing Strategies – Strategies adopted by tour operator, Travel agencies and the accommodation sector. Marketing Mix – tourism fairs and travel markets. Interactive and relationship marketing

(15 hrs)

Module IV

Public Relations – Role of public relations in Tourism Marketing – tools of public relations- Publicity for tourism marketing – kinds of publicity – personal selling- merchandising.

(15 hrs)

Module V

Role of Media: Meaning and kinds – media terms- writing for tourism products including destinations and themes –cuisine – promotion – tourism literature and video scripts and steps in preparing brochures, posters, advertisement.

(15 hrs)

Practicals

Collection of brochures, tourism logos of different regions, states and organizations.

Books recommended:

1. Kotler Philip. Marketing Management, Universal Publications, New Delhi.
2. McCarthy D.K.J. Basic Marketing – A Management approach
3. Douglas Foster. Travel and Tourism Management.
4. Negi. M.S. Tourism and Hoteliering.
5. Wahab. S.Grampter, L &RethFibbs: Handbook on Tourism Marketing anManagement.

Vocational IV TT 1372: TOURISM REGULATIONS

No of instructional Hours:4

No of Credits: 3

Objectives:

To give the students a general awareness about laws relating to tourism.

Module I

Tourism Regulations- Inbound and outbound travel regulations, Passport – Classification Visa – classification –requirements for getting Passport and Visa- Special Permits- Customs Regulations- Passport Act 1967. (20 hrs)

Module II

Economic Regulations- Currency, insurance, income tax and foreign travel tax- Health Regulations- vaccination, health insurance- Foreign Exchange Regulation Act 1973. (12 hrs)

Module III

Law and order regulations- Police and district officials and law on cheating, law on antiquities, shopping malpractices- regulations- Kerala Registration of Tourism and Trade Act-1991 (12 hrs)

Module IV

Accommodation and Catering Regulations- Legislation for hospitality sector, catering regulations - Foreigners Act 1942 (13 hrs)

Module V

Environment Protection and Conservation- Environmental concern and conservation- Tourism Conservation and Preservation Act 1998. (15 hrs)

Practicals:

Collection of documents – passport, visa, forms, various currencies etc.

Books Recommended:

1. PranNath Seth (2006) :*Successful Tourism Management* , Sterling, NewDelhi
2. Goswami B. K.; *A Text Book of Indian Tourism*
3. Pearce D.G and Butler (1999); *Contemporary Issues in Tourism Development*, Psychology Press, New Delhi
4. Potti . L. R. – *A Text Book of Indian Tourism*.

SEMESTER – IV

CoreCourseV: TT1441-BUSINESS REGULATORY FRAMEWORK

No. of instructional hours per week: 4

No. of credits: 3

Aim of the course: To acquaint the students with the legal framework influencing business decisions and operations.

Course objective:

1. To provide a brief idea about the framework of Indian business Laws
2. To enable the students to apply the provisions of business laws in business activities
3. To motivate the students to take up higher studies in business Laws

Module 1: Introduction to law- Meaning of law- definition of law – importance of law- branches of law –sources of law- mercantile law- importance- sources- other business regulations – statutory and professional- objectives(basic study only) (4 hrs)

Module 2: Law of contracts- The Indian Contract Act 1872- definition of contract – law of contracts- nature of contracts- classification- essential elements of a contract- offer and acceptance – considerations- capacity of parties- coercion- undue influence, fraud, mistake, misrepresentation, free consent legality of object and considerations- performance of contract- discharge of contract- breach of contract- remedies for breach of contract. (25 hrs)

Module 3: Special contracts-Bailment and pledge- bailment definition- essential elements- rights and duties of bailor and bailee – finder of lost goods. Pledge - essentials- rights and duties of pawnor and Pawnee. Indemnity and guarantee- indemnity–definition, nature of liability of surety, rights of surety, discharge of surety. Meaning and definition of guarantee.Law of agency–essentials, kinds of agents- rights and duties agent and principal-creation of agency, termination of agency contract.(15 hrs)

Module 4: Sale of Goods Act 1930-meaning of contract of sale- formation of contract of sale – Goods and their classification- condition and warranties- transfer of property in goods- performance of contract of sale- unpaid seller and his rights. (8 hrs)

Module 5: Regulatory authorities - salient features and functions, IRDA, TRAI, Intellectual Property Rights - meaning – patent rights- trademarks- copy rights-plagiarism. Right to Information Act, 2005- objects of the Act- information to be disclosed by public authorities- exemption from disclosure of information- request for obtaining information- Central Information Commission- State Information Commission- powers and functions of Information Commission. (20 hrs)

Recommended Practical

- 1) Prepare model of a (a) Power of Attorney Contract (b) Indemnity Bond (c) Contract of Guarantee
- 2) Collect newspaper cuttings relating to Right to Information Act, TRAI and Intellectual Property Rights, with special focus on recent legal judgments.
- 3) Prepare a Model RTI Application for obtaining information under the Right to Information Act, in any area.

Books Recommended

1. Kapoor. N .D, *Business law*, Sulthan Chand and Sons
2. Chandha P.R, *Business law*gajotia, New Delhi
3. Garg K.C, V.K Surendran, Mahesh Sharma and Chawla R.C, *Busiess regulatory frame work*, Kalyani Publishers, New Delhi
4. Tulsian P.C, *Business Laws*, Tata Macgraw-Hill publishing Co.Ltd, New Delhi
5. B S Moshal, *Modern Business law*,Ane books, New Delhi
6. Awathar Singh, *Company Law*, Eastern Law Books
7. BARE Acts: *Contract Act, Sale of Goods Act, RTI Act 2005 IRDA, TRAI*

Core Course IX: TT 1442 BANKING AND INSURANCE

Number of instructional hours per week: 4 Number of Credits: 3

Aim of the course: To expose the students to the changing scenario of Indian banking and Insurance.

Course objectives:

1. To provide a basic knowledge about the theory and practice of banking
2. To provide a basic understanding of Insurance business .
3. To familiarize the students with the changing scenario of Indian Banking and Insurance.

Module I: Banking:-Banking functions -Liquidity management- credit creation- Banking and non-banking functions- CORE bank solutions- Retail bank product and services-Mergers in banking-Central bank system-Central banks in different countries - Role of RBI- General policies of RBI. (15hrs)

Module II: Banking Practice: Banker – customer – Definition as per Banking Regulation- – Relationship between banker and customer – General and special relationship – Negotiable instruments – differences between transferability and negotiability- Asset liability management- opening and operation of accounts by special types of customers – minor, married woman, firms, company. (20 hrs)

Module III: Innovations and Reforms in Banking:– E-banking - ECS - EFT – RTGS-NEFT-SWIFT- Unified payment interface -Mobile Banking – Shift from plastic money - Apps based banking - Internet banking- Digital banking-, virtual banking- small banking- Post office banking- green banking- Recovery of Debts due to Banks and Financial Institutions Act, 1993 (DRT Act), SARFAESI, Payment & Settlements Act, 2007, Banking Ombudsman. Basel reforms- Capital adequacy norms- NPA management- Demonetization. (20 hrs)

Module IV: Introduction to Insurance: Meaning of risk- Classification of risk-features of insurable risk-Meaning and functions of Insurance-Importance of Insurance - classification of insurance business in India- Life – General - fire, accident, asset, medical, home, commercial travel, rural, and marine -Underwriting-meaning-procedure of life Insurance and Non-Life Insurance-Insurance premium-Insurance documents. (20 hrs)

Module V: Insurance Claims and regulations-Meaning-Importance-types of claims-Procedure of settlement of Life Insurance claims and Non-Life Insurance claim-Privatization of insurance industry-FDI in insurance – Bancassurance - IRDA regulations (15 hrs)

Recommended Practical

1. Collect application forms for opening Account in banks and make a presentation in class .
2. Study the Internet banking and, Mobile banking procedure and document it.
3. Collect cheques with different types of crossing and examine the differences.
4. Collect model Insurance Policy documents- Life/ General and identify different conditions and implications.

Books Recommended:

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

7. Dekock .*Central Banking*, Crosby Lockwood Staples, London.
8. O P Agarwal,*Principles and practice of insurance*.
9. M N Mishra, and S B Mishra :*Insurance Principles and Practice*, , S. Chand Publishers.

Vocational V: TT 1471: TOURISM PRODUCTS

No of instructional hours: 4 hrsNo of Credits: 4

Course Objectives

1.To give a description about the natural products and manmade products. 2.To
give an insight into the natural resources of India.

Module 1: Tourism Products - Definition - Tangible and Intangible products. (10 hrs)

Module 2: Classification of products - Natural Tourism products - Climate - Water Features, Beaches - Bird and wildlife sanctuaries - National parks - Sports - Winter and summer sports - Water Bases sports - Aero sports. (10 hrs)

Module 3: Historical and socio - cultural tourism products - Art and architecture - paintings - historical monuments - museums - Art galleries - Libraries - ancient literature - fairs and festivals - Folklore - music - dance - handicraft - sports and costumes - Indian and international cuisine. (20 hrs)

Module 4: Religious philosophies of Hinduism , Buddhism , Jainism , Christianity and Islam - Hindu Sanskrit - philosophies of Saivism and Vaishnavism. (10 hrs)

Module 5: Adventure tourism – aerial adventure sports – parachuting, sky diving, hang gliding, Para sailing, bungee jumping – water adventure sports – white water rafting, white water kayaking, canoeing, water skiing, wind surfing, - land based – mountaineering, trekking, skiing, heli-skiing(22 hrs)

Practicals:

Collection of various pictures regarding adventure tourism, national parks and bird sanctuaries.

Books Recommended:

1. Douglas Pearce. *Tourism Today - A Geographical Analysis* - Longman Group Ltd.,
2. Pran Seth. *Successful Tourism Management*, Sterling Publishers Pvt.,Ltd.,
3. Bhatia A.K. *Tourism Development.Principles and Practices*. Sterling Publishers Pvt.,Ltd.

Vocational VI: TT 1472: TOUR GUIDING AND ESCORTING

No. of instructional Hours: 3 Hours per weekNo. of Credits: 3

Course Objectives: To provide an in-depth knowledge about the profession of tour guiding and escorting.

Module 1

The Tour Guide- Meaning and classification- qualities of an ideal tour guide - various roles of tour guide- the business of guiding- organizing a guiding business ,The guiding techniques- leadership and social skills, presentation and speaking skills (15 Hrs)

Module II

The guide's personality, moments of truth, the seven sins of guide, the service cycle, working with different age groups, working under difficult circumstances (10 Hrs)

Module III

The role of guide and interpreter: Creating memorable interpretations, Interpreting different themes- nature, history, art, architecture and incidental interpretations, responsibilities to locals and society. Tour guides code of conduct. (15 Hrs)

Module IV

Conducting tours: Pre tour planning, modes of transportation, types of tours, traveler with special needs, guidelines for working with disabled people, relationship with fellow guides, motor / car operators and companies. Dealing with emergencies- Accidents, Law and order, theft, loss of documents; First aid- importance - general procedures - evaluation of situation; Complaints handling. (20 Hrs)

Module V

Escorting- meaning, difference between guide and escort, skills responsibilities of escort, interpreting sites, personal hygiene, grooming, pre, post and during tour responsibilities, check list, handling emergencies, leading a group, code of conduct. (12 Hrs)

Practicals:

Tour guide requirements, region wise tour guides, different transportation agencies in region, states and countries

Books Recommended:

1. JagmohanNegi – Travel Agency and Tour Operations.
2. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
3. Dennis L Foster – Introduction to Travel Agency Management
4. Pat Yale – Business of Tour Operations

SEMESTER – V

Core Course VII: TT1541-ENTREPRENEURSHIP DEVELOPMENT

No of instructional hours per week: 4

No. of credits: 3

Aim of the Course: To equip the students to have a practical insight for becoming an entrepreneur

Course Objectives:

1. To familiarize the students with the latest programmes of Government in promoting small and medium industries.
2. To impart knowledge regarding starting of new ventures.

Module I: ENTREPRENEURIAL COMPETENCIES: - Entrepreneurship - concept- Entrepreneurship as a career- Entrepreneurial Personality- characteristics of a successful entrepreneur- qualities and skills of successful entrepreneur-classification of entrepreneur- Entrepreneurial Functions-factors affecting entrepreneurial growth- women entrepreneurs- problems.
(12 Hrs)

Module II: ENTREPRENEURIAL ENVIRONMENT: - Business Environment-Role of family and Society-Entrepreneurship Development - Training and other Support Organizational Services- phases of EDP -Central and State Government Industrial Policies and Regulations-MSME Act 2006.
(15 hrs)

Module III: BUSINESS PLAN AND FEASIBILITY STUDY: - Sources of Project Idea-Feasibility Study-Criteria for Selection of Project-techniques for Project appraisal-preparation of Feasibility Report- Profile Preparation -matching Entrepreneur with the Project-Feasibility Report Preparation and Evaluation Criteria-factors affecting Project Development. (15 hrs)

Module IV: PROJECT REPORT PREPARATION: - Project Report-Requirements of a good report-General Principles of a Good Report-Performance of a Project Report(15 hrs)

Module V: LAUNCHING OF SMALL BUSINESS: - Finance and Human Resource Mobilization- Operations Planning-Market and Channel Selection-Growth Strategies-Product Launching-Incubation, Venture Capital, startups-Techno parks-Industrial Estates-Incentives-Institutional Support Subsidies-DIC-SIDBI-SISI-KVIC-NIESBUD- Single window - Margin Money-Seed Capital-Registration- - Industrial Sickness - Causes and Prevention - Rehabilitation - Effective Management of Small Business. (15 hrs)

Recommended Practicals:

1. Interview a local entrepreneur and acquire practical knowledge in starting business.
2. Visit any institution supporting entrepreneurship and prepare visit report.
3. Generate unique project ideas and prepare feasibility report.
4. Prepare a project report for establishing a new business.

Books Recommended

1. Vasanth Desai, *Small Business Entrepreneurship*, Himalaya Publications
2. Sangram Keshrai Mohanty, *Fundamentals of Entrepreneurship*, PHI, New Delhi.
3. Sontakki C N, *Project Management*, Kalyani Publishers, Ludhiana.
4. MSME Act 2006
5. Peter F. Drucker- *Innovation and Entrepreneurship*
6. Nandan H. *Fundamentals of Entrepreneurship*, PHI, New Delhi
7. Shukla M.B *Entrepreneurship and small Business Management*, Kitab Mahal Allahabad
8. Sangam Keshrai Mohanty. *Fundamentals of Entrepreneurship*, PHI, New Delhi.

Core Course VIII: TT 1542 - COST ACCOUNTING

No of instructional hours per week: 5

No of Credits: 4

Aim of the Course: To impart knowledge of cost accounting system and acquaint the students with the measures of cost control.

Objectives:

1. To familiarize the students with cost and cost accounting concepts
2. To make the students learn cost accounting as a distinct stream of accounting

MODULE I: Introduction to Cost Accounting—Meaning and definition—cost concepts—cost centre, cost unit, profit centre, cost control, cost reduction—objectives—Distinction between financial accounting and cost accounting—Methods and Techniques of costing—Advantages of Cost Accounting—Limitations of Cost Accounting—Installation of Costing System—Cost Accounting Standards (CAS 1-19 an overview) (12 Hours)

MODULE II: Accounting and control of material cost—Documentary design—EOQ—Levels of inventory - Methods of pricing issue of materials—ABC VED and FSN analyses—JIT System—Perpetual Inventory Control System-Periodical inventory System—Continuous Stock taking—Materials Losses and accounting treatment—Primary and Secondary packing materials and their accounting treatment. (20 Hours)

MODULE III: Accounting and control of labour cost—Time keeping—Time booking—Systems of Wage Payment—Incentive plans—Idle time—Overtime and their accounting treatment—Labour turnover—Concept of learning curve. (20 Hours)

MODULE IV: Accounting for overheads—Classification—Departmentalization (Allocation and Apportionment)—Absorption—Determination of overhead rates—under/over absorption—Accounting treatment—Allocation of overheads under Activity Based Costing. (20 Hours)

MODULE V: Cost Accounting records—Integral and non-integral Systems—Preparation and presentation of cost sheets—Unit Costing—Tender-Quotations—Reconciliation of Cost and Financial Accounts. (18 Hours)

Recommended structure for preparing Question Paper: Theory-40% Problems—60%

Recommended Practicals:

1. Prepare a list of activities those come across daily, wherein cost accounting applications can be made.
2. Prepare cost sheets in respect of milk production, farming activities, hospitals nearby, margin free shops and small and tiny enterprises in any region.
3. Analyse and present consumption of various materials in the household and explore the possibility of applying inventory control techniques.
4. Prepare comparative cost sheets of products we regularly consume by using published annual accounts.

Books Recommended:

- 1.SP Jain and KL Narang—*Advanced Cost Accounting*, Kalyani Publishers New Delhi
2. NK Prasad- *Advanced Cost Accounting*, Book Syndicate Pvt. Ltd. Kolkata
3. MY Khan and PK Jain- *Advanced Cost Accounting*, Tata McGraw Hill
4. Thulsian PC- *Practical Costing*, Vikas Publishing House, New Delhi
5. MN Arora, *Principles and Practice of Cost Accounting* Vikas Publishing House, New Delhi
6. BM Nigam and Jain K *Cost Accounting* PHI, New Delhi
7. SN Maheswari- *Cost and Management Accounting*, Sultan Chand & Sons, New Delhi

Core Course IXTT 1543: MARKETING MANAGEMENT

No: of instructional hours per week: 4 No: of credits: 3

Aim of the course: To impart the knowledge of various concepts of modern marketing management

Course objectives:

- 1) To provide an understanding of the contemporary marketing process in the emerging business scenario.

2) To study various aspects of application of modern marketing techniques for obtaining a competitive advantage in business organizations.

MODULE-I: Meaning and Definition of Marketing -Evolution of Modern Marketing Concept-Marketing Orientation vs. Selling Orientation- Comparison- Role of Marketing in Modern Organizations- Marketing Mix- Concept and Components- New Horizons of Marketing- Global Marketing- Service Marketing- Social Marketing or Cause Marketing- Online Marketing- Sustainable Marketing-Micro marketing-Relationship Marketing- Customised Marketing. (12hrs)

MODULE-II: Consumer Behaviour- Concept- Process of Consumer Buying- Factors influencing Consumer Buying Decisions- Customer Relationship Management. Market Segmentation- Concept-Process- Bases for Market Segmentation- Requirements of Effective Market Segmentation – Market Targeting- Market Positioning - Concept-Importance (15 hrs)

MODULE-III: Product-Meaning and importance- Classification of products-Concept of product item, product line and product mix -Product Life Cycle-stages-Management strategies of different stages of Product Life cycle- New Product Development process Product innovation and product diversification-Branding ,Packaging and Labeling- Factors contributing Brand equity. (15 hrs)

MODULE-IV: Pricing Decisions-significance of price-pricing objectives-Factors affecting pricing decisions-internal and external factors in marketing decisions-Approaches to pricing-cost oriented, demand oriented and competition oriented pricing-Different Methods of pricing-Pricing strategies for new products.Distribution Management-Channels of distribution-Meaning-Types of distribution channels-Factors influencing Length of distribution channel-Logistics Management-Logistics decisions-Traditional Logistics management approach Vs Supply chain Management. (15hrs)

MODULE-V: Promotion-Nature and Importance-Concept of push and pull mix-Types of promotion: Advertising-Personal selling, sales promotion and public relations-Functions and advantages of Advertising-Advertisement copy-Requirements of good advertisement copy.- Advertising media-Factors influencing selection of advertisement media-personal selling-essentials of effective selling-Sales promotion-Meaning, functions and different methods of sales promotion. (15hrs)

Recommended Practicals:

1. Prepare a questionnaire and conduct a mini survey of a few customers for identifying the factors influencing the buying behaviour for any product of your choice.
2. Collect advertisements of leading brands of any five products and identify the unique selling propositions.
3. Trace the brand history of any product.
4. Identify different sales promotion techniques in foreign markets and prepare a report.

Recommended Books

1. *Marketing management*-Philip Kotler, Kevin Lane Keller, Abraham Koshy and Jha, Pearson Publications.
2. *International marketing*-Philip RCaterop, Tata McGraw Hill Publications.
3. *Marketing Management*, 5/Edn –Rajan Saxena, McGraw Hill education, New Delhi.
4. *Marketing Management :Concepts and Cases* – Sherlekar S.A., Himalaya Publishing House, New Delhi.
5. *Marketing Management*- Pillai, R.S.N., S. Chand & Co, New Delhi.
6. *Modern Marketing: Principles & Practices*, Pearson Education , New Delhi
7. *Marketing*,Verma/ Duggel, Oxford University Press, New Delhi.

Open Courses (For students from Disciplines other than Commerce)
Open Course I: TT 1551.1- FUNDAMENTALS OF FINANCIALACCOUNTING

No. of instructional hours per week: 3

No. of credits: 2

Aim of the course: To provide basic accounting knowledge as applicable to business and to form a background for higher learning in financial accounting.

Course objectives:

1. To enable the students to acquire knowledge in the basic principles and practices of financial accounting.
2. To equip the students to maintain various types of ledgers and to prepare final accounts.

Module I: Introduction to financial accounting – Accounting – meaning, objectives – accounting concepts and conventions - systems of accounting. Accounting Standards – meaning and objectives. Double entry book keeping–basic concepts–rules of debit and credit.(8hrs)

Module II: Recording Business Transactions – Journal – Ledger – Subsidiary books. (8 Hrs)

Module III: Cash book – Simple cash book, cash book with cash and discount columns, cash book with cash, discount and bank columns – Petty Cash Book. (10hrs)

Module IV: Trial Balance – meaning and objectives – preparation of Trial Balance. (10 Hrs)

Module V: Financial Statements – Final accounts of Sole trader – Trading and Profit and Loss Account – Balance Sheet – Preparation of final accounts with adjustments (Simple Adjustments including Provision for bad debts, outstanding, prepaid expenses and incomes, bad debts, provision for bad debts and depreciation)(18hrs)

Books Recommended:

1. Jain S.P. and Narang K.L. *Basic Financial Accounting*, Kalyani Publishers, New Delhi.
2. Maheswari S.N and Maheswari S.K. *Advanced Accounting-Vol.I*, Vikas Publishing House, New Delhi.
3. Naseem Ahmed, Nawab Ali Khan and M.L. Gupta. *Fundamentals of Financial Accounting – Theory and Practice*, Ane Books Pvt. Ltd., New Delhi.
4. Krishnankutty Menon M. and George Chakola. *Principles of Book-Keeping And Accountancy*, Sahitya Bhawan Publications, Agra.
5. Gupta R.L. and Gupta V.K. *Principles and Practice of Accountancy*, Sultan Chand & Sons, New Delhi.

Open Course: 1 - TT 1551.2 PRINCIPLES OF MANAGEMENT

No. of instructional Hrs per week: 3 No. of Credits: 2

Aim of the Course: To familiarise the students from other faculties on the framework of management.

Course objectives: To provide knowledge on the fundamentals of management principles and functions.

Module 1: Introduction to Management : - Meaning and definition, scope, importance, management and administration, management levels- Management- science, art or profession- Henry Fayol's principles of management. (10 Hrs)

Module 2:- Planning: - Meaning, objectives, types of plans, steps in planning and limitations of planning. (9 Hrs)

Module 3: Organising: - Concept, significance, types- formal and informal, line and staff and functional, centralisation, decentralisation, delegation and departmentation. (15 Hrs)

Module 4: Staffing: - Importance, sources of recruitment and selection, training and development. (Conceptual framework only) (10 hrs)

Module 5: Directing and controlling : - Meaning and elements of direction -Controlling- Meaning - steps-. Methods of establishing control.(10 Hrs)

Books recommended:

1. Koontz.O. Donnel, *Principles of management*, Tata Mcgrawhill, publishing co, New Delhi.
2. L. M. Prasad, *Principles of Management*, Sultan Chand & sons, New Delhi.
3. R.C. Bhatia, *Business Organisation and Management*, Ane books, P. Ltd. New Delhi.
4. Tripathy Reddy, *Principles of Management*, Tata McGraw Hill Publishers, New Delhi.

Open Course 1. TT 1551.3 CAPITAL MARKET OPERATIONS

No. of instructional Hours per week: 3 No of Credits: 2

Aim: To create an interest among students towards stock market investment

Objective: To familiarize the students with capital market operations

Module I: Capital Market- meaning – structure- capital market instruments (Brief discussion only) – Primary market (Meaning) Methods of public issue, Book building – meaning – procedure (10 Hrs)

Module II: Secondary Market – Leading stock exchanges in India – Securities traded in the stock exchange – ownership and creditor ship securities (Concept only) – Procedure for buying and selling securities – Types of orders – Online trading – Stock market indices (Meaning) (12 Hrs)

Module III: Dematerialization of Securities – meaning –advantages of dematerialization – Depositories – functions of depositories – Procedure of dematerialization (12 Hrs)

Module IV: Types of investors – Speculation Vs Investment – Types of speculators (10 Hrs)

Module V: Derivatives – Meaning – Forwards, Futures, Options – Put option - Call option (10 Hrs)

Books Recommended

1. Kevin S .*Security Analysis and Portfolio Management* ,PHI, New Delhi.
2. PreethiSingh .*Dynamics of Indian Financial System*, Ane Books Pvt. Ltd., New Delhi.
3. Sojikummar.K and Alex Mathew .*Indian Financial System and Markets*, Tata McGraw-Hill Publishing Co.Ltd., New Delhi.
4. Bharathi V. Pathak .*Indian Financial System*, Pearson Education,Noida.

Vocational VII: TT 1571: SUSTAINABLE TOURISM MANAGEMENT

No of instructional hours: 4

No of credits: 4

Course Objectives:

- 1.To provide an in-depth knowledge about sustainable tourism management.
- 2.To familiarise students with the techniques and approaches for sustainable tourismmanagement.

Module-I

Sustainable Development: back ground, concept and definition. Dimensions of Sustainability; Social, Economic, Environmental- Stockholm Conference 1972- Brundtland Commission 1987- Rio Declaration 1992- WSSD 2002, Global Warming and Sustainable Development. Sustainability and climate changing issues in tourism. (15 hrs)

Module – II

Sustainable Tourism: Meaning, definition, Global Significance of Sustainable Tourism Agenda – 21 for Travel and Tourism Industry- World Conference on Sustainable Tourism 1995 -Benefits and issues of Sustainable Tourism Development, Millennium Development Goals and sustainability in tourism, role and significance of Millennium Development Goals in tourism development. (15 hrs)

Module – III

Sustainable Tourism Planning; Principles of STP-Basic concepts in Sustainable Design: Climate analysis, Locality analysis and Site analysis - Design for Environment, Socio-economic conditions, and Culture and Experimental values. (15 hrs)

Module – IV

Standardization and Certification for tourism sustainability; ISO 14000 – Role of WTTC, UN-WTO, PATA, UNEP, IUCN in sustainable tourism development - need and importance of tourism sustainability. (12 hrs)

Module – V

Approaches in sustainable tourism: Ecotourism; Global initiative under Quebec City and Oslo conventions- Responsible Tourism; Concept and Global responses; Cape Town and 45 Kerala Declaration-Community based and Pro poor tourism including STEP. Eco-friendly practices and Energy Waste Management.Benefits of sustainable tourism development. (15 hrs)

Practicals:

Preparation of lists of various sustainable activities, sustainable tourism places, eco- tourism activities etc..

Books Recommended:

1. *Sustainable Tourism – A Marketing Perspective*, Victor T.C. Middleton and Rebecca Hawkins
2. *Sustainable Tourism*, Salah Wahab and John J. Pigram.
3. *Sustainable Development – Economic and Policy*, P.K. Rao.

Vocational VIII: TT 1572: Hospitality Management**Instructional Hours: 3****No of Credits: 3**

Course Objectives:

1. To familiarise the students with various types of accommodation.
2. To familiarise the students with various business activities in the accommodation segment.

Module 1. Hospitality management - meaning - development of hospitality industries - hospitality services - catering - managerial issues - laws pertaining to hospitality. (10 hrs)

Module 2. Accommodation - types - classification and grading - categorization - supplementary accommodation - motels - dormitories - youth hostels - travel bungalows - paying guest accommodation – spas-Home stays- Criteria for getting classified home stay by Department of Tourism. (12 hrs)

Module 3. Functions of hotels - front office management - room tariff plans - house keeping & allied services - food and beverages - restaurants - management - lobby managing - kitchen equipment and cutlery. (10 hrs)

Module 4. Human Resources Management of hotels - sales marketing - purchase and storage - financial statements preparation- Preparation of various forms of one check in- Preparation of guest log book. (10 hrs)

Module 5. Catering – types of menu- types of catering - railways - airways - role of private and public agencies in catering for tours - national and continental cuisine - packaging the food - training-- food preservation – Food adulteration prevention rules and food safety rules. (12 hrs)

Practicals:

Preparation of Menus, List of famous hotels, Different room tariff plans

Books recommended:

1. Chon. *Welcome to Hospitality: An introduction*, Delmar Publishers, London.
2. Walker John R. *Introduction to Hospitality*, PHI, New Delhi.
3. Sudhir Andrews. *Hotel Front Office Training Manual*, Tata McGraw-Hill Publishing company Ltd. New Delhi.
4. Negi. *Hotel for Tourism Development*, Metropolitan books Co. New Delhi.
5. Jagmohan Negi. *Hotel and Tourism Laws*, Frank Brothers, New Delhi.
6. David.J. *Text Book of Hotel Management*, Anmol Publications, New Delhi.
7. Alastair M.Morrison. *Hospitality and Travel Marketing*, Delmar Publishers, London.

SEMESTER – VI
CoreCourseX:TT1641– AUDITING

No of instructional hours per week: 4 No. of credits: 3

Aim of the Course: The acquaint the students with the principles and practice of auditing

Course Objectives

1. To provide students the knowledge of auditing principles, procedures and techniques in accordance with current legal requirements and professional standards.
2. To familiarize students with the audit of Companies and the liabilities of the auditor.

Module 1: Introduction Meaning and definition of auditing – objectives – accounting ethics and auditing – Auditing and Assurance Standards- concept of auditor’s independence – concept of true and fair value – types of audit – statutory audit – internal audit – continuous audit – final audit – cost audit – management audit – tax audit – government audit – performance audit – social audit
(15 Hours)

Module 2: Audit Process, Documentation and Internal Check – Preparation before audit -Audit Programme – audit process -audit note book – audit working papers – audit files – internal control – internal check – duties of auditors as regards cash transactions, purchases, sales, wages and stores.
(15Hours)

Module 3: Vouching and Verification - Vouching – meaning – importance – vouchers – requirements of a voucher – verification meaning – difference between vouching and verification – principles – valuation of assets – Difference between verification and valuation -verification of assets and liabilities – precautions. (15 Hours)

Module 4: Auditors of Joint Stock Companies. As per Provisions in the Companies Act 2013 - Auditor’s qualifications – disqualifications – appointment – remuneration – removal –status -Removal of an auditor – powers, duties and liabilities of auditor with relevant legal judgments. Audit Report–types.(17Hours)

Module 5: Investigation - Meaning – investigation vs. auditing – types of investigation – investigation on acquisition of running business – investigation when fraud is suspected.
(10 Hours)

Recommended Practical

- 1) Prepare a Model Audit Programme.
- 2) Collect vouchers of different kinds of transactions. Examine whether they have all the essential requisites of a valid voucher. Prepare a record with the documents collected.
- 3) Prepare a report of legal judgments relating to liability of auditors with reference to recent cases in India as well as in the global context.

Books Recommended

1. Bhatia RC. *Auditing*, Vikas Publishing House , New Delhi
2. Jagadeesh Prakash. *Auditing:Priciples and Practices*, Chaithanya Publishing House, Allahabad
3. Kamal Gupta.*ContemperoryAuditing*,TataMcGraw Hill Publishing Co, New Delhi.
4. Saxena and Saravanavel. *Practical Auditing*, Himalaya Publishing Co, Mumbai.

5. Sharma R. *Auditing*, Lakshmi Narain Agarwal, Agra.
6. Tandon B.N. *Practical Auditing*, S Chand & Co Ltd, New Delhi

Core Course- XI: TT1642-APPLIED COSTING

No. of instructional hours per week: 4 No. of Credits: 3

Aim of the Course: To develop the skill required for the application of the methods and techniques of costing in managerial decisions.

Course objectives:

1. To acquaint the students with different methods and techniques of costing.
2. To enable the students to apply the costing methods and techniques in different types of industries.

MODULE I: Specific Order Costing—Job Costing—Meaning—Accounting procedure—Batch Costing—Meaning and accounting procedure—Economic Batch Quantity—Contract Costing—Meaning—Determination of profit or loss on Contracts—Cost plus contracts—Escalation Clause—Sub-contracts. (18 Hours)

MODULE II: Process Costing—Features—Treatment of Process losses and abnormal gain—Joint products and by - products—Methods of apportioning joint costs—Equivalent Production.(20 Hrs)

MODULE III: Service Costing—Meaning—Features—Composite Cost Unit—Service Costing applied on Transport—Hospital—Power House—Canteen. (15 Hours)

MODULE IV: Marginal Costing—Meaning—Difference between marginal costing and absorption costing—Break Even Analysis—Cost Volume Profit Analysis—Decision making—Key factor—Make or buy—Product/Sales mix decisions—Pricing decisions—Capacity determination. (25 Hrs)

MODULE V: Standard Costing—Meaning—Difference between standard cost and estimated cost—Historical costing Vs standard costing—Constituents of standard cost—Analysis of Variance (Materials only – quantity, price, cost, mix and yield) (12 Hours)

Recommended structure for preparing Question Paper: Theory - 30% Problems 70%

Recommended Practicals:

1. Visit a coconut oil mill or similar process industries to have real feel of process industries and prepare process cost accounts using actual data.
2. Visit passenger transport or goods transport utilities and analyse their cost structure.
3. Visit construction sites and study the pattern of contracting, subcontracting, etc and prepare contract accounts from actual figures.

Books Recommended:

1. Jain SP and Narang K.L.—*Advanced Cost Accounting*, Kalyani Publishers New Delhi.
2. Prasad N. K, *Advanced Cost Accounting*, Book Syndicate Pvt. Ltd. Kolkata.
3. Khan M.Y and Jain PK, *Advanced Cost Accounting*, Tata McGraw Hill.
4. Thulsian P.C, *Practical Costing*, Vikas Publishing House, New Delhi.

5. Arora M.N, *Principles and Practice of Cost Accounting*, Vikas Publishing House, New Delhi.
6. Nigam B.M and Jain K, *Cost Accounting* PHI, New Delh.
7. Maheswari. S.N, *Cost and Management Accounting*, Sultan Chand & Sons, New Delhi.

CoreCourseXII:TT1643-MANAGEMENTACCOUNTING

No.of instructionalhoursperweek:4

No.of Credits:4

Aim of the course: To develop professional competence and skill in applying accounting information for decision making.

Course objectives:

1. To enable students to acquire sound knowledge of concepts, methods and techniques of management accounting
2. To make the students develop competence with management accounting usage in managerial decision making and control.

Module I: Management Accounting – Nature and Functions; Financial vs. Management Accounting; Cost vs. Management Accounting; Role of Management Accountant - role of management accounting in decision making. Tools and techniques of management accounting - Management Reporting - essentials of a good report – methods and types of reports (15hrs)

Module II: Decision making: Concept and nature of decision making process; Information for decision making - Risk and uncertainty and the Decision making - Decision Analysis - Handling uncertainty, decision tree - Cost-Benefit vs. Cost-Effectiveness Analysis - Costs for decision making – fixation of selling price - Relevant Information and Short-Run Managerial Decisions - (*Theoretical aspects only*). (10hrs)

Module III: Fund flow analysis and cash flow analysis - Fund flow statement- Meaning - objectives- uses of Fund Flow statement- differences between Fund Flow Statement and Balance sheet- differences between Fund Flow Statement and Income statement- Preparation of Fund Flow Statement. Cash Flow statement– meaning- objectives and uses-differences between Cash Flow Statement and Fund Flow Statement- Preparation of Cash Flow Statement.(25hrs)

Module IV: Budgeting and Control -Meaning –Nature and functions; Preparation of Different Types of Budgets, Fixed Versus Flexible Budgeting - uses – functional budgets – cash budget – flexible budget – meaning and concept of master budget. (20hrs)

Module V: Capital Expenditure – Decision and Control – Need for sound capital investment policy – Average Rate of Return – Payback Method – Present Value Method – NPV – IRR - Profitability Index – Control of Capital Expenditure – Capital Rationing (20hrs)

Recommended Practical: Students are expected to analyse live cases of cost and management accounting reports attached to Annual Reports and make a presentation in the class.

Books Recommended:

1. Lal, Jawahar. *Cost Accounting*. Tata McGraw Hill Publishing Co., New Delhi.
2. Garrison H., Ray and Eric W. Noreen. *Managerial Accounting*, Tata McGraw Hill Co. New Delhi
3. Khan, M.Y. and P.K. Jain. *Management Accounting*. Tata McGraw Hill, Publishing Co., New Delhi.
4. Man Mohan, Goyal S.N. *Principles of Management Accounting*, Sahitya Bhawan Publications, Agra.
5. Shashi K.Gupta and Sharma R.K .*Management Accounting*, Kalyani Publishers, New Delhi.

6. Gupta S.P and Sharma R.K. *Management Accounting*, SahityaBhawan Publications, Agra.
7. Kulshustia and Ramanathan. *Management Accounting*, Sultan Chand & Sons, New Delhi.
8. Maheswari S.N. *Management Accounting and Financial Control*, Sultan Chand & Sons Delhi.
9. Shukla, M.C., T.S. Grewal and M.P. Gupta. *Cost Accounting, Text and Problems*. S. Chand & Co. Ltd., New Delhi.
10. Pandey I.M *Principles of Management Accounting*, Vikas Publishing House, New Delhi.
11. Khan M.Y & Jain P.K. *Management Accounting*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi.
12. Revi M. Kishore. *Management Accounting*, Taxman Publications Pvt.Ltd., New Delhi.
13. Jain, S.P. and K.L. Narang. *Cost Accounting, Principles and Methods*. Kalyani Publishers, Jalandhar.

Open Course (For students from Department of Commerce)

TT 1651.1 PRACTICAL ACCOUNTING

No of Instructional Hours -3(1 theory and 2 hours Practical)

No. of credits: 2

(Note – The college shall provide pre-printed accounting documents and register to enable the students to learn accounting through practicing)

Aim and Objectives:

1. To acquaint the students an overall idea of how accounts are maintained in a practical manner.
2. To enable the students to prepare final accounts and annual report in depth.

Module 1: Classification and Codification of Accounts - Classification of accounts – Expenses – Incomes – Assets – Liabilities – sub classification – element - wise – direct, indirect, current, fixed, short term and long- term classification – Codification of accounts and accounting nomenclature. (10 hrs)

Module 2: Account Manuals - Rules and procedures to be followed in accounting – Treatment of items in which the accountant is having discretion – disclosures to be made. (10 hrs)

Module 3: Preparation and maintenance of Vouchers, Journals, Cash Book and Ledgers. (Needs to provide the students with printed formsto do Practicals (10 hrs)

Module 4: Maintenance of Asset Registers - Preparation and maintenance of asset registers – computation of depreciation – capitalization/sale/disposal/scrappy of fixed assets – priced stores ledger – physical verification of assets, cash, stock and sub journal entries. (12 hrs)

Module 5: Preparation of Final Accounts - Trial Balance, Profit and loss account, balance sheet, notes to accounts, auditors' reports and replies thereof. (12 hrs)

Recommended structure of question paper: Theory – 30% Practical – 70%

Recommended Books:

Advanced Accounts – M C Shukla & T S Grewal.
 Advanced Accounts – P C Tulsian
 Advanced Accounts – Jain and Narang.

TT 1651.2 STRATEGIC MANAGEMENT

No. of instructional hours per week: 3 No of credits: 2

Aim of the course: To enhance the decision making abilities of students in situations of uncertainty and dynamic business environment.

Course Objectives:

1. To give basic understanding about the concepts related to strategic management.
2. To acquaint the students with the managerial tasks associated with implementing corporate strategy.

Module I: Introduction to strategic management: Introduction, Concept of strategy-Meaning and definition of strategy, need for strategy, characteristics of strategy, Strategy and Tactics, levels of strategy, strategic management, nature of strategic management, importance of strategic management, characteristics of strategic management, process of strategic management, participants in strategic management, advantages of strategic management, limitations of strategic management. (12 hrs)

Module II: Strategic Intent and Strategic Formulation: Strategic intent, Hierarchy of strategic intent-Vision-Mission-Goals- Objectives-Plans, Strategy formulation, Approaches to Strategy formulation, Strategic business unit, Types of strategy– Stability strategy-Growth strategy- Retrenchment strategy and Combination strategy. (10hrs)

Module III: Strategic Analysis: Strategic analysis, Environmental Threats and Opportunity Profile (ETOP), Organisational Capability Profile (OCP), Strategic Advantage Profile (SAP), Corporate Portfolio Analysis (CPA), BCG Growth Share Matrix, Synergy and Dyssynergy, SWOT and TOWS analysis, GAP analysis. (12hrs)

Module IV: Strategy Implementation: Strategy implementation, Approaches to strategy implementation, Inter-relationship between strategy formulation and implementation, Issues in strategy implementation, Resource allocation. (10hrs)

Module V: Strategic Evaluation and Control: Strategic evaluation, Strategic control, Techniques of strategic evaluation and Strategic control. (10hrs)

Books Recommended

1. SubhaRao P. *Business Policy and Strategic Management*. Himalaya Publishing House. Mumbai.
2. Prasad. L. M. *Strategic Management*. Sultan Chand & Sons. New Delhi.
3. Siva Ram Prasad R. *Strategic Management. Students Helpline* Publishing House. Hydrabad.
4. AzarKasmi. *Business Policy and Strategic Management*. Tata McGraw Hill Publishing Co. LTD. New Delhi.
5. Sharma R.A. *Strategic Manangement in Indian Companies*. Deep and Deep Publications Pvt. Ltd. New Delhi.
6. Ramaswamy and Namakumari.s. *Strategic Planning Formulation of Corporate Startegies*. Macmillan India Ltd. New Delhi.

7. Bhattachaya S.K and Venkataraman N. *Managing Business Enterprises: Strategic Structure and System*, Vikas Publishing House. New Delhi.
8. Vipin Gupta. Kamala Gollakota. R. Srinivasan. *Business Policy and Strategic Management. Concepts and Applications*. Prentice Hall of India, New Delhi.
9. Francis Cherunilam. *Strategic Management*. Himalaya Publishing House, Hyderabad.

Open Course II: TT 1651.3 - MANAGEMENT OF FOREIGN TRADE

No. of instructional hours per week: 3

No. of credits: 2

Aim of the course: To expose the students to the overall management of foreign trade affecting International business.

Course objectives:

1. To acquaint the students with India's foreign trade.
2. To familiarise the students with international trade and services.

Module I: Introduction to Foreign Trade – basis of foreign trade – terms of trade – balance of payments – economic development and foreign trade – India's foreign trade in global context.

(8 Hrs)

Module II: International Socio-Economic Environment and system – Regional economic groupings – GATT, UNCATD and WTO – bilateralism vs Multilateralism – commodity agreements and commodity markets

(10 Hrs)

Module III: India's Foreign Trade-role of state trading in India's foreign trade; export-oriented units; export of projects and consultancy services; Free Trade Zones in India; foreign collaboration and joint ventures abroad; export-import financing institutions. (12hrs)

Module IV: Export and Import Procedures-central excise clearance-customs clearance-role of clearing and forwarding agents-shipment of export cargo-export credit-export credit guarantee and policies-forward exchange cover-finance for export on deferred payment terms -duty drawbacks .

(14 hrs)

Module V: Identification of Global Markets –sources of information-marketing strategy-agencies promoting and supporting foreign trade. (10hrs)

Book Recommended:

1. Verma M.L. *Foreign Trade Management in India*, Vikas Publishing House, New Delhi.
2. Mahajan V.S. *India's Foreign Trade and Balance of Payments*, Deep & Deep Publications Pvt. Ltd., New Delhi.
3. Varshney R.L. *India's Foreign Trade*, Kitab Mahal, Allahabad.
4. Sindhvani. *The Global Business Game*, Macmillan India Ltd., New Delhi.
5. Mithani D.M. *International Economics: Theory and Practice*, Himalaya Publishing House, Mumbai.
6. Chadha G.K. *WTO and Indian Economy*, Deep & Deep Publications Pvt. Ltd., New Delhi.
7. Batra G.S. and Dangwal R.C. *International Business: New Trends*, Deep & Deep Publications Pvt. Ltd., New Delhi.
8. Warren J. Keegan. *International Marketing*, PHI, New Delhi.
9. John Payerwaether. *International Marketing*, PHI, New Delhi.
10. *IIFT Dictionary of Shipping and Chartering terms*
11. *IIFT Freight Tariffs and Practices of Shipping Conferences*

Vocational IX: TT 1671: TRAVEL AGENCY, TOUR OPERATION AND AIRLINE MANAGEMENT

No. of hours: 4 hours per week No. of credits – 4

Objectives:

1. To impart knowledge about the inner working mechanism of the travel agency.
2. To provide various skills necessary for tour operation business.

Module 1

Travel trade – History and development of travel agency, functions, travel agent, types, responsibilities – source of income of a travel agent- setting up of travel agency; role of IATA and approval – approval from the Government. (12 hrs)

Module 2

Travel agency and tour operations – difference between travel agent and tour operator –linkages and arrangements with hotel – travel agencies and airlines – tour escorts and guides. (10 hrs)

Module 3

Organization structure of a travel agency – Information counseling, ticketing, documentation, staffing, directing, planning, organizing, and controlling. (10 hrs)

Module 4

Tour operation – concept and nature of tour operation – functions – types of tour operations – types of tour operators, Itinerary development – meaning and definition – types of itineraries – reference tool for Itinerary development – meaning and definition – types of itineraries – reference tool for itinerary preparation – development of effective itinerary (20 hrs)

Module 5

Airline Management -International Aviation Organization (ICAO) iata traffic conference areas airlined their codes- international time calculation- international dateline- standard time - local time. Air travel policies and passenger care flight distances- passenger capacity and seating- food - reservation policies towards children/infants/ disabled/restricted, passengers- standard by travel cancellation and delays - baggage allowance. (20 hrs)

Practicals:

Preparation of list of famous travel agents and tour operators, preparation of itineraries, preparation of codes used in airlines.

Books Recommended

1. JagmohanNegi. *Travel Agency and Tour Operations*, Kanishka Publishers, New Delhi
2. MohinderChand ;*Travel Agency and Tour Operations: An Introductory Text*, Anmol Publications Pvt. Limited, New Delhi
3. Dennis L Foster – *Introduction to Travel Agency Management*.
4. Pat Yale: *Business of Tour Operations*, Longman Scientific & Technical, New Delhi.
5. Laurence Stevens; *Guiding to Starting and Operating Successful Travel Agency*, Delmar Publishers

6. Jane Archer: *Manual of Travel Agency Practice* – Butterworth Heinemann Pub, London
7. Betsy Fay ;*Essentials of Tour Management* –Prentice Hall; Mark Mancini: Conducting tours
8. Mark Mancini :*Conducting Tours*, Delmar Thomas, New York
9. H A Rogers and J A Slinn- *Tourism Management of Facilities*

Vocational X: TT 1672: Accounting for Tourism Organizations

No of Instructional hours: 3

No of credits: 3

Course Objective:

To familiarize students with the basic accounting concepts in tourism industry and to provide the skills in preparing accounts in tourism organizations.

Module I

Procedure for Domestic and International Hotel Reservations. Documentation related to Hotel Reservation/Configuration/Cancellation - Preparation of Hotel and Other Service Vouchers, Procedure and documents involved in informing Sub-Agents for services; Procedure of checking and passing the bills of the transport/hotels and Guide/escorts, RBI guidelines/Rules regarding the foreign exchange transactions. (12 hrs)

Module II

Itinerary development- negotiations, confidential tariff, costing and pricing, market strategies, brochure designing, printing and distribution, Itinerary preparation for domestic and international tourists. (10 hrs)

Module III

Defining the concept of tour cost, components of tour cost- Fixed and Variable, direct and indirect cost, factors affecting tour cost, Tour Cost Sheet- meaning and significance, costing, procedures for FIT, GIT and conference and convention packages, calculation of tour pricing, pricing strategies (12 hrs)

Module IV

Day Book and Documents Maintenance, Tourism Finance Corporation of India (TFCI) - Aims, objective and functions. (10 hrs)

Module V

Tour Operation Documentation: Voucher-Hotel and Airline Exchange Order, Pax Docket, Status Report, Daily Sales Record, AGT Statements-Credit Cards- importance and future -RBI Regulations for Tour Operators. (10 hrs)

Practicals:

Collection of Hotel vouchers, filling of reservation forms, preparation of day books.

Books Recommended:

1. Gee, Chuck and y. Makens, *Professional Travel Agency Management*, Prentice hall, New York.
2. Mohinder Chand), *Travel Agency Management: An Introductory Text*, Anmol Publication Pvt. Ltd. New Delhi.
3. Foster, D.L ;*The Business of Travel Agency Operations and Administration*, McGrawHill, Singapore.
4. Frenmount P. *How to Open and Run a Money Making Travel Agency?*, Johan Wiley and Sons, New York..
5. Gregory A. *The Travel Agent: Dealer in Dreams*, Prentice Hall, London.

6. Yole P, *The Business of Tour Operations*, Pitman, Landon.
7. Syrratt G, *A Manual of Travel Agency Practice*, Butterworth, London

FACULTY OF COMMERCE

Scheme and syllabus for the Career Related First Degree Programme in Commerce & Tourism and Travel Management

Under the Choice Based Credit and Semester System (CBCSS)

[Schedule 2 (a)] (To be introduced from 2015 admissions)

The Career Related First Degree Programme in Commerce & Tourism and Travel Management is designed with the objective of equipping the students to cope with the emerging trends and challenges in the industrial and business world.

Eligibility for admission

Eligibility for admissions and reservation of seats for the Career Related First Degree Programme in Commerce & Tourism and Travel Management shall be according to the rules framed by the University from time to time. No student shall be eligible for admission to the Career Related First Degree Programme in Commerce Tourism and Travel Management unless he/she has successfully completed the examination conducted by a Board/ University at the +2 level of schooling or its equivalent.

Registration - Each student shall register for the courses in the prescribed registration form in consultation with the Faculty Advisor within two weeks from the commencement of each semester.

Duration - The normal duration of the Career Related First Degree Programme in Commerce Tourism and Travel Management shall be three years consisting of six semesters. The duration of each semester shall be five months inclusive of the days of examinations. There shall be at least 90 working days in a semester and a minimum 450 hours of instruction in a semester. Odd Semester (June- October) commences in June and Even Semester (November - March) commences in November every year.

Programme Structure

The Career Related First Degree Programme in Commerce & Tourism and Travel Management shall include:

1. Language courses
2. Foundation courses
3. Core courses
4. Vocational Courses
5. Complementary courses
6. Open Courses
7. Project

Language courses include 4 common courses in English and 2 courses in an additional language chosen by the student. The student shall choose any one of the following

additional languages offered in the college: Malayalam, Hindi, Tamil, French, German, Russian and Arabic.

Foundation courses include 2 courses which are compulsory basic courses. Foundation course one aimed at providing general education on Methodology of Business Studies and foundation course two aimed at providing basic education on informatics and cyber laws.

Core courses include 12 compulsory courses in the major subject, Vocational courses include 10 compulsory courses in Vocational subject and complementary courses include 4 courses in the allied subjects.

There shall be two open courses. The students attached to the Department of Commerce can opt one course from their Department and another from any one of the other Departments in the college. The open course (1) in the 5th semester is a non- major elective open to all students except to the students from the Department of Commerce and the open course (2) in the 6th semester is an elective course in the major subject offered to the students of the Department of Commerce.

All students are to carry out a project work either individually or in a group of not more than 5 under the supervision of a teacher. The project work may commence in the 5th semester.

The student secures the credits assigned to a course on successful completion of the course. The student shall be required to earn a minimum of 120 credits including credits for language courses, foundation courses, core courses, Vocational courses, complementary courses (as the case may be), project and open/ elective courses within a minimum period of six semesters for the award of the Degree excluding credits required for social service/ extension activities. The minimum credits required for different courses are given below:

Courses	Credits
Language courses	18
Foundation courses	5
Core courses including project	42
Vocational Courses	35
Complementary courses	16
Open courses	2
Elective Course	2

Social Service/ Extension activities	120
	=====
Social Service/ Extension activities	1

**General Structure for the Career Related First Degree Programme in
Commerce & Tourism and Travel Management**

Sem. No.	Courses	Instructional Hours per Week	Credits	Uty. Exam Duration (Hours)	Evaluation		Total Credits
					Internal	Uty Exam	
I	Language Course I (English I)	5	3	3	20%	80%	3
	Language Course II (Addl. Language I)	5	3	3	20%	80%	3
	Foundation Course I	4	2	3	20%	80%	2
	Core Course I	4	3	3	20%	80%	4
	Vocational Course I	3	3	3	20%	80%	3
	Complementary Course I	4	4	3	20%	80%	4
II	Language Course III (English II)	5	3	3	20%	80%	3
	Language Course IV (Addl. Language II)	5	3	3	20%	80%	3
	Foundation Course II	4	3	3	20%	80%	3
	Core Course II	4	3	3	20%	80%	3
	Vocational Course II	3	3	3	20%	80%	3
	Complementary Course I	4	4	3	20%	80%	4
III	Language Course V (English III)	5	3	3	20%	80%	3
	Core Course III	4	3	3	20%	80%	3
	Core Course IV	4	3	3	20%	80%	3
	Vocational Course III	4	4	3	20%	80%	4
	Vocational Course IV	4	3	3	20%	80%	3
	Complementary Course III	4	4	3	20%	80%	4
IV	Language Course IV(English IV)	5	3	3	20%	80%	3
	Core Course V	4	3	3	20%	80%	3
	Core Course VI	4	3	3	20%	80%	3
	Vocational Course V	4	4	3	20%	80%	4
	Vocational Course VI	4	3	3	20%	80%	3
	Complementary Course IV	4	4	3	20%	80%	4
V	Core Course VII	4	3	3	20%	80%	3
	Core Course VIII	4	3	3	20%	80%	3
	Core Course IX	4	4	3	20%	80%	4
	Vocational Course VII	4	4	3	20%	80%	4
	Vocational Course VIII	3	3	3	20%	80%	3
	Open Course I	3	2	3	20%	80%	2
	Project	3	-	-	-	-	-
VI	Core Course X	4	3	3	20%	80%	3
	Core Course XI	4	3	3	20%	80%	3
	Core Course XII	4	4	3	20%	80%	4
	Vocational Course IX	4	4	3	20%	80%	4
	Vocational Course X	3	3	3	20%	80%	3
	Elective Course	3	2	3	20%	80%	2
	Project	3	4	-	-	-	4

The programme structure showing the details of the courses offered is given below.

**CAREER RELATED FIRST DEGREE PROGRAMME IN
COMMERCE & TOURISM AND TRAVEL MANAGEMENT
PROGRAMME STRUCTURE**

SEMESTER – I

Courses	Course Code	Course Title	Instructional Hours per week	End Sem Exam Hours	Credits
Language I	EN 1111	English I	5	3	3
Language II	1111.3	Additional Language I	5	3	3
Foundation I	TT 1121	Methodology and Perspectives of Business Education	4	3	2
Core I	TT 1141	Environmental Studies	4	3	4
Vocational I	TT 1171	Principles of Tourism	3	3	3
Complementary I	PG 1131.1	Psychology I	4	3	4
TOTAL			25		19

SEMESTER – II

Courses	Course Code	Course Title	Instructional Hours per week	End Sem Exam Hours	Credits
Language III	EN 1211	English II	5	3	3
Language IV	1211.3	Additional Language II	5	3	3
Foundation II	TT 1221	Informatics and Cyber Laws	4	3	3
Core II	TT 1241	Financial Accounting	4	3	3
Vocational II	TT 1271	Fundamentals of Tourism Business	3	3	3
Complementary II	PG 1231.1	Psychology II	4	3	4
TOTAL			25		19

SEMESTER – III

Courses	Course Code	Course Title	Instructional Hours per week	End Sem Exam Hours	Credits
Language V	EN 1311	English III	5	3	3
Core III	TT 1341	Functional Application of Management	4	3	2
Core IV	TT 1342	Advanced Financial Accounting	4	3	3
Vocational III	TT 1371	Tourism Marketing	4	3	4
Vocational IV	TT 1372	Tourism Products of India	4	3	3
Complementary III	PG 1331.1	Psychology III	4	3	4
TOTAL			25		19

SEMESTER – IV

Courses	Course Code	Course Title	Instructional Hours per week	End Sem Exam Hours	Credits
Language VI	EN 1411	English VI	5	3	3
Core V	TT 1441	Business Communication and Office Management	4	3	3
Core VI	TT 1442	Banking Theory and Practice	4	3	3
Vocational V	TT 1471	Tourism Management	4	3	4
Vocational VI	TT 1472	Hospitality Management	4	3	4
Complementary IV	PG 1431.1	Psychology IV	4	3	4
TOTAL			25		21

SEMESTER – V

Courses	Course Code	Course Title	Instructional Hours per week	End Sem Exam Hours	Credits
Core VII	TT 1541	Entrepreneurship Development	4	3	3
Core VIII	TT 1542	Indian Financial Markets	4	3	3
Core IX	TT 1543	Cost Accounting	4	3	4
Vocational VII	TT 1571	Management of Travel Agency	4	3	4
Vocational VIII	TT 1572	Tour Operation Management	3	3	3
Open I	TT 1581	Open Course 1/2/3	3	3	2
Project		Project	3	-	-
TOTAL			25		19

SEMESTER – VI

Courses	Course Code	Course Title	Instructional Hours per week	End Sem Exam Hours	Credits
Core X	TT 1641	Auditing	4	3	3
Core XI	TT 1642	Applied Costing	4	3	3
Core XII	TT 1643	Management Accounting	4	3	4
Vocational IX	TT 1671	MICE Tourism	4	3	4
Vocational X	TT 1672	Tourism Development and Regulations	3	3	3
Open II/ Elective	TT 1661	Open Course 1/2/3	3	3	2
Project	TT 1644	Project	3	-	4
TOTAL			25		23
Grand Total (SI +SII+SIII+SIV+SV+SVI)					120

OPEN COURSES

Semester	Course Code	Course Title
V (for students from the disciplines other than commerce)	TT 1551.1	Fundamental of Financial Accounting
	TT 1551.2	Principles of Management
	TT 1551.3	Capital Market Operations
VI (for students from the department of commerce)	TT 1661.6	Marketing Management
	TT 1661.8	Front Office Management
	TT 1661.7	Management of Foreign Trade

Notes:

1. The open course offered in the fifth semester is an elective course for students from the disciplines other than Commerce. He/ She can choose any one among the courses offered in that group as part of his/ her course of study.
2. The open course offered in the sixth semester is an elective course for students from the commerce department and each student has to choose any one among the courses offered in that group as part of his/ her course of study.

All courses included under foundation courses, core courses, Vocational courses and open courses shall be handled by teachers in Commerce. The Complementary Course (Social Psychology) shall be handled by the teachers in psychology.

A visit of tourism destinations for not less than five days forms part of the course of study for regular students during 5th/ 6th semester. After the completion of the study tour, each student is required to submit Tour Report and the same should be kept in the college.

On the Job Training Programme for a minimum of 30 days during 5th/6th semester is required for the successful completion of the programme. The students will have to submit the report to the department after completion of their job training and the same is to be kept in the college.

Social Service/ Extension activities

Students are to participate in Extension/ NSS/ NCC or other specified social service, sports, literary and cultural activities during 3rd/ 4th semester. These activities have to be carried out outside the instructional hours and will fetch the required one credit extra over and above the minimum prescribed 120 credits.

Audit courses (zero credit)

The students are free to do additional courses (skill based, vocational courses) prescribed by the University outside the 25 hour weekly instructional period. These courses may be taken as zero credit courses.

Attendance

The minimum number of hours of lectures, seminars or practical's which a student shall be required to attend for eligibility to appear at the end semester examination shall not be less than 75 per cent of the total number of lectures, seminars or practical sessions.

Evaluation

There shall be Continuous Evaluation (CE) and End Semester Evaluation (ESE) for each course. CE is based on specific components viz., attendance, tests, assignments and seminars. The CE shall be for 20 marks and ESE shall be for 80 marks. The marks of each component of CE shall be: Attendance - 5, assignment /seminar – 5 and test paper -10. The teacher shall define the expected quality of an assignment in terms of structure, content, presentation etc. and inform the same to the students. Due weight may be given for punctuality in submission. Seminar shall be graded in terms of structure, content, presentation, interaction etc.

The allotment of marks for attendance shall be as follows:

Attendance less than 51%	-	0 mark
51 % - 60 %	-	1 mark
61 % - 70%	-	2 marks
71 % - 80%	-	3 marks
81 % - 90 %	-	4 marks
91% and above	-	5 marks

Assignments/ Seminars

Each student shall be required to do one assignment or one seminar for each course. The seminars shall be organized by the teacher / teachers in charge of CE and the same shall be assessed by a group of teachers including the teacher / teachers in charge of that course.

Tests

For each course there shall be at least one class test during a semester.

Valued answer scripts shall be made available to the students for perusal within 10 days from the date of the test.

End Semester Evaluation (ESE)

End Semester Examination of all the courses in all semesters shall be conducted by the University. The duration of examination of all courses shall be 3 hours.

Evaluation of Project

The report of the project shall be submitted to the Department in duplicate before the completion of the sixth semester. There shall be no CE for project work. A Board of two examiners appointed by the University shall evaluate the report of the project work. The viva – voce based on the project report shall be conducted individually. The maximum marks for evaluation of the project shall be 100, distributed among the following components of project evaluation.

(i) Statement of the problem and significance of the study	-	10
(ii) Objectives of the study	-	5
(iii) Review of literature	-	5
(iv) Methodology	-	15
(v) Analysis and interpretation	-	15
(vi) Presentation of the report	-	10
(vii) Findings and suggestions	-	10
(Viii) Bibliography	-	5
(ix) Viva-voce	-	25

Promotion to Higher Semesters

Students who complete the semester by securing the minimum required attendance and by registering for the End Semester Examination of each semester conducted by the University alone shall be promoted to the next higher semester.

SEMESTER - I

Foundation Course I: TT 1121 – METHODOLOGY AND PERSPECTIVES OF BUSINESS EDUCATION

No of institutional hours per week: 4

No of credits: 2

Aim of the course: To provide the methodology for pursuing the teaching learning process with a perspective of higher learning in business education.

Course objective:

1. To understand business and its role in society.
2. To understand entrepreneurship and its heuristics
3. To comprehend the business environment
4. To enable the students to undertake business activities
5. To provide a holistic, comprehensive and integrated perspective to business education

Module 1: Economic system and business- meaning of economic system- its functioning – different economic systems and their features- capitalism, socialism, communalism, mixed economies- division of labour- innovation- flow of goods and services, circular flow of income- different forms of business organizations- individual and organized business –family and corporate business. Business for profit, business not for profit and business for non- profit. Business entities – individual, partnerships, co- operatives, trusts , undivided families, joint stock companies- private- public, joint ventures and MNCs etc. –(basic concepts only) **(13 hrs)**

Module 2: Business and Economic Development- Meaning of economic growth and development- measures of economic development- Role of Business in economic development- company, industry and economy interrelationship- role of public and private sectors, new economic Policy- liberalization- privatization and globalization. Emergence of” managerialism”. (a brief study only) **(13 hrs)**

Module 3: Establishing business- steps in establishing a business- environmental analysis- legal , physical, financial, social, economic, technical etc.- idea generation- procedures and formalities- commencement of business – entrepreneur- individual, group entrepreneurs- intrapreneur- entrepreneurship. Mobilisation of financial resources for business – sources of funds- savings- factors affecting savings- loans and advances- equity and preference shares retained earnings and debt etc.- market for raising finance- money market and capital market- lending institutions- banks and non- banking institutions- payment to government – taxes, direct and indirect – state and national levels (a brief study only) **(20 hrs)**

Module 4: Trained man power for quality enhancement- role of trained manpower for quality at individual , family, organizational and national level- quality of life and quality of work life- the role of human resources management problems in small , medium and large organizations – use of technology in organization- (a brief study only) **(13 hrs)**

Module 5: Learning business information-Meaning of information – business information – methods and techniques of collecting and learning business information- observation, reading techniques – listening to lectures , note taking –seminars and workshops- student seminars – individual and team presentations- conferences and symposiums- filed studies- case studies and project reports etc. (a brief study only) **(13 hrs)**

Books recommended

1. Keith Davis and William Frederic.C. Business and Society – management , Public policy , Ethics, International student Edition McGraw- Hill Book Co Newdelhi
2. Peter F.Drucker. Management- Task , Responsibilities, practices Allied publishers pvt Ltd, Mumbai
3. Peter f . Drucker The practice of management , Harper and Row Publishers Inc.NY.
4. N.D Kapoor Business Law Sulthan Chand & Sons
5. Francis Cherunilam Business Environment Text and Cases Himalaya Publishers
6. H.R Machiraju Indian Financial System Vikas Publications
7. P Suba Rao Essentials of HRM Himalaya publishers
8. Velasquez Business Ethics Eastern Economy edition
9. Nandan H Fundamentals of Entrepreneurship PHI, New Delhi
10. C.B.Gupta, business Organisations and management- Sultan Chand , 8th Edition 2013

Core Course I: CO 1141 – ENVIRONMENTAL STUDIES

No. of instructional hours per week: 4

No. of Credits: 4

Aim of the course: To develop knowledge and understanding of the environment and enable the students to contribute towards maintaining and improving the quality of the environment.

Course objectives:

1. To enable the students to acquire basic ideas about environment and emerging issues about environmental problems.
2. To give awareness about the need and importance of environmental protection

Module I: Environmental studies – meaning – scope – importance (4hrs)

Module II: Ecology and Ecosystems, Biodiversity and its Conservation, and Natural resources – meaning of ecology – structure and function of an ecosystem – producers – consumers – decomposers – energy flow in the ecosystem – ecological succession- food chain – food webs and ecological pyramids . Ecosystem – concept– types of ecosystems – structure and functions of forest ecosystem, grass land ecosystem- desert ecosystem, aquatic ecosystem. Biodiversity and its conservation- introduction- definition- genetic, species and ecosystem diversity- value of biodiversity – biodiversity at global, national and local levels – India as a mega-diversity nation – hot-spots of diversity – threats to diversity – conservation of diversity in situ, ex-citu. Natural resources- features- air resources, forest resources, water resources, mineral resources, food resources- energy resources, land resources- over exploitation of natural resources- consequences- conservation of natural resources- role of an individual in conservation of natural resources (25 hrs)

Module III: Industry and environment - pollution – environmental pollution – soil pollution – air pollution – water pollution – thermal pollution – noise pollution – causes, effect and control measures – waste management – waste minimisation through cleaner technologies – reuse and recycling - solid waste management. (18hrs)

Module IV: Social issues and environment – Unsustainable to sustainable development – urban problems related to energy – water conservation – water harvesting – resettlement and rehabilitation of people – environment ethics – waste land reclamation – consumerism and waste products.

(15 hrs)

Module V: Human Population and environment – population growth – variation among nations – population explosion – environment and human health – human rights – value education – Women and child welfare. (10hrs)

Note: :All students must visit a local area to document environmental issues and prepare a brief report on the same identifying issues involved and suggesting remedies. (This will part of the internal marks. *i.e. for EVS the internal marks = attendance – 5 marks + test paper – 5 marks + field project – 10 marks*)

Books recommended

Misra. S.P and Pandey .S.N. *Essential Environmental Studies*, Ane Books India, New Delhi.
Kiran B. Chokkas and others. *Understanding Environment*, Sage Publications New Delhi.
Arumugam N. and Kumaresan V. *Environmental Studies*, Saras Publications, Kanyakumari.
Benny Joseph. *Environmental Studies*, Tata McGraw-Hill Publishing Co.Ltd.,New Delhi.

Vocational Course I: TT 1171 - PRINCIPLES OF TOURISM

No. of instructional hours per week: 3

No. of credits: 3

Aim of the course: To give knowledge about the development and impact of tourism industry.

Course Objectives:

1. To introduce the basic concepts of tourism.
2. To give an insight into the various impacts of tourism.

Module I

Tourism - Meaning – definition – nature – scope – importance and components of tourism – concepts of tourism – types of tourism. (12 hrs)

Module II

Historical Development: Development of spas – the Grand tour, annual holiday – organized travel – seaside resorts. (10 hrs)

Module III

Transport system: Development – surface transport, water transport, air transport, emergence of jet, high speed trains, luxury coaches, car rental, and tourism train – mass tourism. (10 hrs)

Module IV

Consumer behavior: Tourism motivation, tourist behavior, individual perception, early factors, travel motivation, modern tourism and motivation. (12 hrs)

Module V

Impact of tourism – Economic significance, foreign exchange earnings, regional development – socio-cultural impacts, environmental impacts- sustainable development of tourism. (10 hrs)

Books recommended:

1. **Bhatia A.K.** *The Business of Tourism – Concepts and Strategies*, Sterling Publishers, New Delhi.
2. **Jagmohan Negi.** *Travel Agency and Tour Operation – Concepts and Principles*, Kanishka Publishers, New Delhi.
3. **James Warner Morrison.** *Travel Agent and Tourism*, Arco, New York.
4. **Dixit. M.** *Profiles of Indian Tourism*, Royal Book House, Lucknow.
5. **Bhatia. A.K.** *Tourism Management and Marketing: Business of Travel Agency Operations*, Sterling Publishers, New Delhi.

SEMESTER - II

Foundation Course II: TT 1221-INFORMATICS AND CYBER LAWS

No. of instructional hours per week: 4 No. of credits: 3

Aim of the course: To update and expand informatics skills and attitudes relevant to the emerging knowledge society and to equip the students to effectively utilise the digital knowledge resources for business studies.

Course objectives:

1. To review the basic concepts and fundamental knowledge in the field of informatics.
2. To create awareness about the nature of the emerging digital knowledge society and the impact of informatics on business decisions.
3. To create an awareness about the cyber world and cyber regulations.

Module I: Overview of Informatics- meaning, feature and importance - Computer networks & Internet, wireless technology, cellular wireless networks, introduction to mobile phone technology, Purchase of technology, license, guarantee, and warranty. New development in informatics (12hrs)

Module II: Knowledge Skills for Higher Education- Data, information and knowledge, knowledge management, Internet access methods –Dial-up, DSL, Cable, ISDN, Wi-Fi. Internet as a knowledge repository, academic search techniques, creating cyber presence. Academic websites, open access initiatives, opens access publishing models, Introduction to use of IT in teaching and learning - Educational software, Academic services – INFLIBNET, NICNET, BRNET. (15hrs)

Module III: Social Informatics- IT & Society– issues and concerns– digital divide, IT & development, IT for national integration, overview of IT application in medicine, healthcare, business, commerce, industry, defence, law, crime detection, publishing, communication, resource management, weather forecasting, education, film and media, IT in service of disabled, Futuristic IT – artificial intelligence, Virtual reality, bio computing. Health issues – guide lines for proper usage of computers, internet and mobile phones E-wastes and green computing, impact of IT on language & culture-localization issues (18hrs)

Module IV: CYBER WORLD - Cyber space, information overload, cyber ethics, cyber addictions, cybercrimes – categories – person, property, Government – types - stalking, harassment, threats, security & privacy issues, (12 hrs.)

Module V: CYBER REGULATIONS – Scope of cyber laws, - Provisions under IT Act 2000, cyber related Provisions under IPC (15 hrs.)

Books Recommended:

1. Ramesh Bangia. *Learning Computer Fundamentals*, Khanna Publishers, New Delhi.
2. Rajaraman, *Introduction to information Technology*, PHI, New Delhi.
3. Alexis Leon & Mathews Leon. *Fundamentals of Information Technology*, Vikas Publishing House, New Delhi.
4. Ramachandran et al *Informatics and Cyber Laws*, Green Tech Book, Thiruvananthapuram
5. Barbara Wilson. *Information Technology: The Basics*, Thomson Learning.
6. George Beekman, Eugene Rathswohl. *Computer Confluence*, Pearson Education, New Delhi.
7. IT Act 2000,
8. Rohas Nagpal, IPR & Cyberspace – Indian Perspective

Core Course II: TT 1241- FINANCIAL ACCOUNTING

No. of instructional hours per week: 4

No. of Credits: 3

Aim of the course: To impart Knowledge and understanding of the principles and concepts of financial accounting and develop the skill required for the preparation of financial statements.

Course Objectives:

1. To familiarize the students with the principles of accounting.
2. To equip the students to prepare the final accounts of special business areas.

Module I

Accounting Principles: Concepts and Conventions- Indian Accounting Standards- International Accounting Standards- Procedure for setting various Accounting Standards-(basic concepts only) - Final Accounts of sole trader (with advanced adjustments) (17hrs)

Module II

Sectional and Self Balancing Ledgers: Introduction- The Three Ledgers- Sectional Ledgers- Total Debtors Account- Total Creditors Account- Self Balancing Ledgers- Scheme of entries- Transfers from one ledger to another ledger- contra balances in ledgers. Distinction between Self balancing and Sectional balancing system- Advantages and disadvantages of Sectional and Self balancing Ledgers. (18hrs)

Module III

Accounts from incomplete records – meaning – defects – distinction between single entry and double entry system – ascertainment of profit or loss- Statement of Affairs method and conversion method – calculation of missing figures – preparation of final accounts. (17hrs)

Module IV

Accounts of Non- Profit Organizations – features – Preparation of Receipts and Payments Account, Income and Expenditure Account and Balance sheet. (16hrs)

Module V

Accounting for consignment – meaning – terms used in consignment accounting – difference between consignment and sales. Accounting treatment in the books of the consignor and consignee – cost price method and invoice price method – valuation and treatment of unsold stock – loss of stock- normal and abnormal – loss in transit. (22hrs)

Books Recommended:

1. Gupta R.L. and Radhaswamy.M : Advanced Accounting
2. Shukla M.C.and Grewal.T.S : Advanced Accounts
3. Jain S.P.and Narang.K.L : Financial Accounting
4. Naseem Ahmed, Nawab Ali Khan and Gupta.M.L : Fundamentals of Financial Accounting Theory and Practice.

Vocational Course II: TT 1271- FUNDAMENTALS OF TOURISM BUSINESS

No. of instructional hours per week: 3

No. of credits: 3

Aim of the course: To familiarize the students with the tourism phenomenon and its diversities.

Course Objectives:

1. To introduce the different aspects pertaining to the growth of tourism in India.
2. To introduce the different organizations involved in tourism
3. Futuristic trends of tourism

Module I

Tourism Phenomenon- Definition and concepts, importance, component forms and types-silk route, pilgrimage – transition to modern tourism. (12 hrs)

Module II

Tourism growth – Influencing factors – concepts of domestic and international tourism and recent trends. (10 hrs)

Module III

Tourism organizations – Travel & tourism organizations in the national and international level -WTO, IATA, PATA, IATO, ICAO, UFTAA, AI, TAAI, DOT. (12 hrs)

Module IV

Economics of tourism- concepts of multiplier and trickledown effect – futuristic trends and new terminologies (10 hrs)

Module V

Eco tourism: Definition-Principles of eco-tourism-Eco-tourism policy and Planning (10 hrs)

Books recommended:

1. Christopher J Jolloway, The Business of tourism. Macconald and Evens, 1993.
2. Bhatia. A.K. Tourism Development. Principles and Practices, Sterling Publishers (P) Ltd, New Delhi.
3. Anand.M.M. Tourism and Hotel Industry in India, Sterling Publishers (P) Ltd, New Delhi.
4. Kaul. R.H. Dynamics of Tourism: A torilogy, Sterling Publishers (P) Ltd, New Delhi.
5. IITTM, Growth of Modern Tourism Manograph: IITTM, New Delhi.
6. Romila Chawla, Eco Tourism Planning and Management, Sonali Publications, New Delhi

SEMESTER - III

Core Course III: TT 1341 - Functional Application of Management

No. of instructional hours per week: 4

No. of credits: 2

Aim of the Course: To give an understanding on the functional application of management
Course objectives: To familiarise the students with various aspects of organizational management .

Module – 1: Introduction to Management – Concepts, Significance, Management and administration . Management Process- Functions of management. **(brief explanation to functions of management)** (12hrs)

Module 2: Financial Management- - Concept of finance- Functions of finance - Meaning, scope and objectives of financial management - Source of finance- short term and long term, Working capital- concepts and factors affecting working capital. (15 Hrs)

Module 3: Operations management- Meaning , scope, production function in an organisation- Routing, scheduling and despatching, Material Management, Safety consideration and environmental aspects. (15 Hrs)

Module 4: Marketing Management –Marketing-Meaning, Definition, Concept , Importance, Marketing and selling . Marketing management - importance – major problems of marketing in India- Marketing mix ,Product, price, place and promotion. (15 Hrs)

Module 5: Human Resource Management – Meaning- Definition- Job analysis , job specification, Job description and job evaluation,- Recruitment , Selection, Training, Placement, Development and Compensation . **(conceptual framework only)** (15 Hrs)

Books recommended:

1. Tripathy Reddy, Principles of Management, Tata Mc Graw Hill Publishers, New Delhi.
2. L.M. Prasad, Principles of Management, sultan Chand & sons, New Delhi.
3. M.Y. Khan and P.K. Jain, Financial management, Tata Mc Grawhill Publishers, New Delhi.
4. R.S. Goel, Operations management, Kalyani Publications, Ludhiana.
5. R. C. Agarwal, Marketing Management, Educational publishers, Agra.
6. Philip Kotler and Gary Armstrong, Principles of Marketing, PHI, New Delhi.
7. William. J .Stanton, Fundamentals of Marketing, McGraw-Hill, New York
8. Rajan Nair, Marketing Management, Sultan Chand & Sons, New Delhi.
9. C. B. Mamoria, Personnel Management, Sultan Chand&Sons, New Delhi.
10. I M. Pandey, Financial Management, Vikas Publishing House, New Delhi.

Core Course IV: TT 1342 - ADVANCED FINANCIAL ACCOUNTING

No. of instructional hours per week: 4

No. of Credits: 3

Aim of the course: To equip the students with the preparation of financial accounts of different forms of business organisation.

Course objectives:

1. To enable the students to prepare the accounts of partnership firms in various situations.
2. To familiarize the students with the system of accounting for corporates.

Module I

Partnership Accounts: Introduction- features – fixed and fluctuating capitals – Admission, retirement and death of partners (**theory only**)

(8 hrs)

Module II

Dissolution of Partnership Firms – preparation of realization and capital accounts- insolvency of partners- application of decision in Garner vs Murray- insolvency of all partners

(15hrs)

Module III

Final Accounts of Companies – Company's statutory records-preparation of final accounts- forms and contents of balance sheet, profit and loss account (vertical form)

(14 hrs)

Module IV

Amalgamation and Absorption - Accounting for amalgamation of companies – meaning – types – merits and demerits of amalgamation – determination of purchase consideration: Lump sum, Net worth and Net Payment methods – Accounting in the books of purchasing and vendor company- post amalgamation Balance Sheet – Accounting for absorption

(25hrs)

Module V

External and Internal reconstruction – meaning- accounting for external and internal reconstruction- preparation of new balance sheet

(10 hrs)

Books Recommended:

1. Gupta R.L. and Radhaswamy.M : Advanced Accounting
2. Shukla M.C.and Grewal.T.S : Advanced Accounts
3. Jain S.P.and Narang.K.L : Advanced Accountancy
4. Naseem Ahmed, Nawab Ali Khan and Gupta.M.L : Fundamentals of Financial Accounting Theory and Practice.
5. Maheswari S.N. and Maheswari S.K. : Advanced Accountancy

Vocational Course III: TT 1371 - TOURISM MARKETING

No. of instructional hours per week: 4

No. of credits: 4

Aim of the Course: To give knowledge about the various concepts of marketing and tourism marketing.

Course Objectives:

1. To introduce tourism products
2. To explain the various marketing strategies.
3. Role of media in marketing.

Module I

Concepts – Marketing – Tourism Marketing- characteristics, classification and nature of services and tourism products (12 hrs)

Module II

Tourism markets – International and domestic market- segmentation- necessity, requirements and variables - market planning and marketing strategies for service firms. (15 hrs)

Module III

Marketing Strategies – Strategies adopted by tour operator, Travel agencies and the accommodation sector. Marketing Mix – tourism fairs and travel markets. Interactive and relationship marketing (15 hrs)

Module IV

Public Relations – Role of public relations in Tourism Marketing – Tools of Public relations- Publicity for tourism marketing – kinds of publicity – personal selling- merchandising. (15 hrs)

Module V

Role of Media: Meaning and kinds – media terms- writing for tourism products including destinations and themes –cuisine – promotion – tourism literature and video scripts and steps in preparing brochures, postures, advertisement (15 hrs)

Books recommended:

1. Kotler Philip. Marketing Management, Universal Publications, New Delhi.
2. McCarthy D.K.J. Basic Marketing – A Management approach
3. Douglas Foster. Travel and Tourism Management.
4. Negi. M.S. Tourism and Hoteliering.
5. Wahab. S.Grampter, L & Reth Fibbs: Tourism Marketing and Management Handbook,

Vocational Course IV: TT 1372 - TOURISM PRODUCTS OF INDIA

No. of instructional hours per week: 4

No. of credits: 3

Aim of the course: To impart knowledge about the different tourism products of India.

Course Objectives:

1. To give a description about the natural products and manmade product
2. To give an insight into the natural resources of India.

Module I

Culture and art: Definition, concept, characteristics, Heritage Sites of India - types of museums, important museums in India and their characteristics, importance of art galleries.

(12 hrs)

Module II

Indian Culture: Performing Arts of India, audio and its peculiarities, Ritual arts, performing of dances – classical and folk- importance of music- classification – types of musical instruments.

(15 hrs)

Module III

Cultural Festivals: Fairs and festivals – concepts, importance and their influence in tourism. Seasonal festivals and fairs – boat race, mango, flower, tea, desert, kite festivals, elephant festivals, religious festivals, tribal festivals.

(15 hrs)

Module IV

Ecology of India : Physical features, forest wealth, floral plants, Fauna – insects , reptiles and various species of mammals and birds of India – National parks and sanctuaries as tourism products, seasonality and climates.

(15 hrs)

Module V

Natural Products: Adventure tourism – aerial adventure sports – parachuting, sky diving, hang gliding, Para sailing, bungee jumping – water adventure sports – white water rafting, white water kayaking, canoeing, water skiing, wind surfing, - land based – mountaineering, trekking, skiing, helisking – hill stations of India,- beaches – beach tourism and island tourism

(15 hrs)

Books recommended:

1. Harley J.C. The art and architecture of India subcontinent.
2. Bhatia A.K. The Business of Tourism- Concepts and Strategies, Sterling Publishers, New Delhi.
3. Jagmohan Negi. Travel Agency and Tour operations _ Concepts and Principles, Kanishka Publishers, New Delhi.
4. Dixit.M. Profiles of Indian Tourism, Royal Book House, Lucknow.
5. James Warner Morrison. Travel Agent and Tourism , Arco, New York.
6. Seth. P.N. Successful Tourism Management, Sterling Publishers, New Delhi.

SEMESTER – IV
Core Course V: TT 1441 - BUSINESS COMMUNICATION AND
OFFICE MANAGEMENT

No. of instructional hours per week: 4

No. of credits: 3

Aim of the course: To explore the talents in business communication and enable the students to understand the appointment and role of a Company Secretary in business.

Course objectives:

- 1.To develop communication skills among students relevant to various business situations
- 2.To impart knowledge on the management of Modern Offices.

Module I: Communication– meaning-definition-features-objectives -process - classification– principles of effective communication-communication skills – importance of communication in management-types of communication-barriers to communication-communication network. (12hrs)

Module II: Oral communication–meaning-merits and demerits –essentials –meetings and conferences –presentation skills –group communication – intra personal and inter personal communication-transactional analysis- –telephone conversation–interview –ethics of communication –exercises in oral communication. (15hrs)

Module III: Written communication– meaning- merits and demerits –objectives- essentials –importance-qualities of effective letters – business letters : essentials -structure–business enquiry –orders –execution of orders – reports: meaning-definition- importance-types - business report writing –preparation of resume –electronic media on communication – importance of media in communication. (15hrs)

Module IV: Office Manager –meaning & definition, functions, duties & qualities of office manager. Office: meaning & definition- nature of office work, importance & functions of office-meaning & definition of office management- Office layout. (15hrs)

Module V: Record Keeping and Management -meaning - definition - scope of record management- principles of record keeping - Filing: meaning- definition -different types of filing system. Indexing: meaning, definition - different types of indexing. (15hrs)

Note: Oral and written communication exercises to be pursued in the learning process.

Books Recommended:

- 1.Bhatia R.C., Business Communication. Ane Books Pvt.Ltd.,New Delhi.
- 2.Shalini Aggarwal. Essentials of Communication Skills, Ane Books Pvt.Ltd. New Delhi.
- 3.Asha Kaul.Effective Business Communication, PHI ,New Delhi.
- 4.Madhukar. R.K.Business Communication, Vikas Publishing House, New Delhi.
- 5.Francis Soundararaj.Speaking and Writing for Effective Business Communication, Macmillan india Ltd.,New Delhi.
- 6.Sadagopan.S. Management Information System, PHI, New Delhi.
- 7.Rajendra Paland Korlahalli J.S. Essentials of Business CommunicationSultanChand&Sons,New Delhi.
- 8.Goyal D.P.Management Information System, Macmillan India Ltd.,New Delhi.
8. Chopra & Chopra, Office management -, Himalaya publications
9. Sharma & Gupta, Office Organisation & Management, Kalyani Publishers

Number of instructional hours: 4/Week

Number of Credits: 3

Aim of the course: To expose the students to the changing scenario of Indian banking.

Course objectives:

1. To provide basic knowledge of the theory and practices of banking.
2. To familiarize the students with the changing scenario of Indian Banking.

Module I: Introduction to Banking :- Meaning and definition - Evolution of Banking – Structure – Types of Banks in India – Public sector banks and private sector banks – Scheduled banks – foreign banks – New generation Banks – functions of commercial banks – credit creation.

(15 Hrs)

Module II : Central Banking : – Origin -= functions- Important central banks of the world – RBI – Constitution of RBI – functions – credit control – methods of credit control – RBI and agriculture credit – RBI and financial inclusion. (15 Hrs)

Module III: Banking Practice: – Banker – customer – Definition as per Banking Regulation Act – Relationship between banker and customer – General and special relationship – Negotiable instruments – cheque – essentials of a valid cheque – crossing – general and special – Dishonour of cheque – liabilities of wrongful dishonour – opening and operation of accounts by special types of customers – minor, married woman, firms, company. (20 Hrs)

Module IV: Innovations and Reforms in Banking :- E-banking – CORE – ECS – EFT – RTGS – NEFT – SWIFT – Banking Ombudsman – Mobile Banking – Internet banking . (15 Hrs)

Module V: Retail Banking: - Products and services - Housing loans – Vehicle loans – Personal loans – Education loans – farm loans – Banking sector reforms- Capital adequacy norms – NPA- Management of NPA.

Books Recommended:

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

Vocational Course V: TT 1471 - TOURISM MANAGEMENT

No. of instructional hours per week: 4

No. of credits: 4

Aim of the course: To give an idea about the basic concepts of tourism management.

Course objectives:

1. To give an insight into the various methods of measuring tourism demand.
2. To describe the characteristics of tourism industry, its products etc.

Module I

Concept of tourism: Definitions – tourism – tourist, visitor, excursionist, conducted tour, foreign tourist, and domestic tourist - charter flights (12 hrs)

Module II

Demand measurement: Tourism demand- importance and problems of tourism measurement- tourist statistics – volume, value and characteristics – how to measure tourism demand- determinants of tourism demand- indicators of tourism demand. (15 hrs)

Module III

Accessibility: Water, air and land based – Road – car rentals – Rail – coaches, rail, British rail, Eurail, bullet trains – special packages of Indian Railways – Palace on wheels, royal orient – Ship services – cruises, ferries, and hovercrafts. (15 hrs)

Module IV

Accommodation: Types of accommodation – primary and supplementary accommodation – types of meal plans – types of rooms – star hotels – new accommodation types – condominium, time sharing, camping ground and home Stay. (15 hrs)

Module V

Impact of tourism: Benefits – social, cultural, economic, environment, multiplier effect, tourist multiplier, Negative impacts – social, cultural, economic and environment. (15 hrs)

Books recommended:

1. M.A.Khan, Introduction to tourism, Anmol Publishers.
2. Jagmohan Negi. Travel Agency Operations: Concepts and Principles. Kanishka Publishers, New Delhi.
3. Romila Chawla. Ecotourism Planning and Management, India,
4. Pran Seth. Successful Tourism Management, Tourism Practices, Sterling Publishers.
5. C.B.Mamoria and R.L. Joshi. Principles and Practice of Marketing in India. Kitab Mahal Distributors.
6. Truemans Specific Series. Tourism Administration/Management, Danika Publishing Company, India.

Vocational Course VI: TT 1472 - HOSPITALITY MANAGEMENT

No. of instructional hours per week: 4

No. of credits: 4

Aim of the course: To impart knowledge about the organization and management of hospitality industry.

Course objectives:

1. To familiarize the students with various types of accommodation.
2. To familiarize students with various business activities in the accommodation segment.

Module I

Introduction to Hospitality industry – Emergence of the hotel – definition – international resorts- commercial, residential, floating, capsule and airport accommodation.– motel, youth hostels, bed and breakfast establishments, holiday villages – gradation, International Hotel Association. (12 hrs)

Module II

Organization and Management of a hotel: Standardization – organizational structure – functions of different departments – front office – housekeeping- food and beverages. (15 hrs)

Module III

The Guest and the hotel: Accommodation – refusal of permission, F&B, safety of guest, responsibility of guest property – agencies and organizations associated with hotel approval and recognition – role of Tourism Finance Corporation. (15 hrs)

Module IV

Restaurant – Definition – types of restaurant- basic etiquette for restaurant staff – departments of restaurant – kitchen- bar- housekeeping – accounts –front office stores – organizational structure of restaurant – types of menu. (15 hrs)

Module V

Managing Finance: Preparing cheques and receiving payments – cash payment – credit card payment – particulars in cheque etc. (15 hrs)

Books recommended:

1. Chon. Welcome to Hospitality: An introduction, Delmar Publishers, London.
2. Walker John R. Introduction to Hospitality, PHI, New Delhi.
3. Sudhir Andrews. Hotel Front Office Training Manual, Tata McGraw-Hill Publishing Company Ltd. New Delhi.
4. Negi. Hotel for Tourism Development, Metropolitan books Co. New Delhi.
5. Jagmohan Negi. Hotel and Tourism Laws, Frank Brothers, New Delhi.
6. David.J. Text Book of Hotel Management, Anmol Publications, New Delhi.
7. **Alastair M.Morrison.** Hospitality and Travel Marketing, Delmar Publishers, London.
8. Krishnan Kamra. Hospitality Operations and Management, Wheeler Publishers, Allahabad.

SEMESTER - V

Core Course VII: TT 1541 - ENTREPRENEURSHIP DEVELOPMENT

No of Instructional hours per week: 4

No of credits: 3

Aim of the course: To equip the students to have a practical insight for becoming an entrepreneur.

Course objectives: To familiarize the students with the latest programs of the government authorities in promoting small and medium industries. To impart knowledge regarding how to start new ventures.

Module 1: Concepts of entrepreneur: Entrepreneur- Definitions-Characteristics of entrepreneur- Classification of entrepreneur-Entrepreneurial traits-Entrepreneurial functions - role of entrepreneurs in the economic development - Factor effecting entrepreneurial growth – Entrepreneurship – Meaning – definition - Entrepreneur vs Intrapreneur - Women Entrepreneurs - Recent development – Problems - Entrepreneurial Development Programmes - Objectives of EDP - Methods of training - Phases of EDP. (15Hours)

Module 2: Institutional support and incentives to entrepreneurs- Functions of Department of Industries and Commerce (DIC) - Activities of Small Industrial Development Corporation (SIDCO)-Functions of National Small Industries Corporation(NSIC)-Functions of Small Industries Development Bank of India (SIDBI)-Khadi Village Industry Commission (KVIC)- Small Industries Service Institute (SISI)- Functions and services of Kerala Industrial Technical Consultancy Organisation (KITCO)-Activities of Science and Technology Entrepreneurship Development Project (STEDP)-Strategies of National entrepreneurship Development Board(NEDB)-Objectives of National Institute for entrepreneurship and small business development (NIESBUD)- Techno park-Functions of techno park Incentives- Importance- Classification of incentives- Subsidy- Types of Subsidy (15 Hours)

Module 3: Micro Small and Medium Enterprises- Features- Objectives- Importance- Role of SME in the economic development- MSME Act 2006- Salient features- Credit Guarantee Fund Trust Scheme for MSMEs - Industrial estates-Classification-Benefits- Green channel- Bridge capital- Seed capital assistance-Margin money schemes –Single Window System- Sickness- Causes –Remedies- Registration of SSI (15 Hours)

Module 4: Setting up of Industrial unit-(Only Basic study) Environment for Entrepreneurship – Criteria for selecting particular project- Generating project ideas-Market and demand analysis- Feasibility study- Scope of technical feasibility- Financial feasibility- Social cost benefit analysis-Government regulations for project clearance-Import of capital goods- approval of foreign collaboration-Pollution control clearances- Setting up of micro small and medium enterprises-Location decision- Significance. (15 Hours)

Module 5: Project Report-Meaning-Definition-Purpose of project reports-Requirements of good report-Methods of reporting-General principles of a good reporting system-Performa of a project report-Sample project report. (12 Hours)

Books Recommended:

1. Shukla M.B. *Entrepreneurship and small Business Management*, Kitab Mahal Allahabad.
2. Sangram Keshari Mohanty, *Fundamentals of entrepreneurship*, PHI, New Delhi.
3. Nandan H. *Fundamentals of Entrepreneurship*, PHI, New Delhi.
4. *Small-Scale Industries and Entrepreneurship*, Himalaya Publishing, Delhi
5. C.N.Sontakki, *Project Management*, Kalyani Publishers, Ludhiana.
6. Sangam Keshari Mohanty. *Fundamentals of Entrepreneurship*, PHI, New Delhi
7. Peter F. Drucker- *Innovation and Entrepreneurship*.
8. *Vasanth Desai, Small Business Entrepreneurship, Himalaya Publications.*
9. *MSME Act 2006.*

Core Course VIII: TT 1542 - INDIAN FINANCIAL MARKETS

No. of instructional hours per week: 4

No. of Credits: 3

Aim of the course: To provide a comprehensive knowledge of the working of financial markets in India.

Course objectives:

1. To give the students an overall idea about Indian financial markets.
2. To familiarize the students with financial market operations in India.

Module I

Financial System - Meaning – structure of Indian financial system – financial markets – financial institutions – financial instruments – financial services. (10hrs)

Module II

Financial Market – structure – money Market – capital Market – market for mortgages – market for financial guarantees – foreign exchange market. (12hrs)

Module III

Capital Market - structure – primary market – meaning – methods and procedure of public issue – book building process – role of intermediaries. (15hrs)

Module IV

Secondary Market- functions of stock exchanges – securities traded in the stock exchange – major stock exchanges in India – BSE, NSE – trading procedure – online trading – dematerialization of securities – depositories – rolling settlement – derivatives trading – types of investors – speculation – insider trading – stock market indices – role of SEBI in regulating capital market (20hrs)

Module V

Mutual Funds – meaning – classification of mutual fund schemes – open ended schemes – closed ended schemes – sectoral funds – exchange traded funds – money market mutual funds. (15hrs)

Note:

1. *Students to prepare a chart showing movements in stock market indices (BSE, NSE) for at least two weeks and prepare a brief report on the causes for the movements. Identify the major gainers and losers in the stock market during the trading period.*
2. *Students to prepare a brief report on a mutual fund product as advertisement media.*

Books Recommended:

1. Gupta N.K and Monica Chopra : Financial Markets Institutions and services
2. Yogesh Maheswary : Investment Management
3. Kevin. S : Security Analysis and Portfolio Management
4. Preethi Singh : Dynamics of Indian Financial System
5. Sojikummar.K and Alex Mathew : Indian Financial System and Markets
6. Bharathi. V.P.Pathak : Indian Financial System
7. Khan. M.Y : Financial Services
8. Srivastava. R.M : Indian Financial System.

Core Course IX: TT 1543 - COST ACCOUNTING

No. of instructional hours per week: 4

No. of Credits: 4

Aim of the course: To impart knowledge of cost accounting system and acquaint the students with the measures of cost control

Course objectives:

1. To familiarize the students with cost concepts.
2. To make the students learn the fundamentals of cost accounting as a separate system of accounting

Module I: Introduction to Cost Accounting – Meaning and definition – cost concepts – cost Centre, cost unit, profit centre, cost control, cost reduction – objectives – Distinction between financial accounting and cost accounting – Methods and Techniques of costing – advantage of cost accounting – limitations of cost accounting – Installation of costing system – Cost Accounting Standards (CAS 1- 19 an overview). (10 hrs)

Module II: Accounting and control of material cost- Documentary Design- EOQ - levels of inventory. Methods of pricing of issues.ABC, VED and FSN analysis – perpetual and periodical inventory system – continuous stock taking – material losses and the accounting treatment – treatment of primary and secondary packing materials. (16hrs)

Module III: Accounting and control of labour cost – time keeping – time booking – systems of wage payment – incentive plans – idle time – overtime and their accounting treatment – labour turnover – concept of learning curve. (16hrs)

Module IV: Accounting for overheads – classification – departmentalization (allocation and apportionment) – absorption – determination of overhead rates – under / over absorption - accounting treatment – allocation of overheads under Activity Based Costing . (16hrs)

Module V: Cost accounting records – Integral and non-integral systems) – preparation and presentation of cost sheets – Unit Costing- Tender - Quotations - Reconciliation of cost and financial accounts. (14hrs)

Proportion of Theory to Problem- 40:60

Takes Input from :- this course CO 1542 takes its input from the Course CO 1242 in II Semester

Gives Output to :- This course CO 1542 gives its output to the course CO 1642 at VI Semester

Books Recommended:

1. Jain S.P and Narang K.L. *Advanced Cost Accounting*, Kalyani Publishers, New Delhi.
2. Prasad N.K. *Advanced Cost Accounting*, Book Syndicate Pvt. Ltd., Kolkata.
3. Khan M.Y. and Jain P.K. *Advanced Cost Accounting*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi.
4. ThulsianP.C .*Practical Costing*, Vikas Publishing House, New Delhi.
5. AroraM.N .*Principles and Practice of Cost Accounting*, Vikas Publishing House, New Delhi.
6. Nigam B.M. and Jain K. *Cost Accounting*, PHI, New Delhi.
7. Maheswari S.N. *Cost and Management Accounting*, Sultan Chand & Sons, New Delhi.

Vocational Course VII: TT 1571- MANAGEMENT OF TRAVEL AGENCY

No. of instructional hours per week: 4

No. of credits: 4

Aim of the course: To develop students with the various functions and services of travel agencies and tour operators.

Course Objectives:

1. To familiarize the students with the functions of travel agencies.
2. To make the students learn the importance of tour operators.

Module I

Tour Operators: Objectives, definition. Setting up a tour operator company, product knowledge and packaging, costing tour package, business correspondence and briefings, organizing pickup, transfer and hotel check-in. (12 hrs)

Module II

Travel Agencies: Introduction and definition, requirements needed for setting up a travel agency, language, terms and abbreviations used. (15 hrs)

Module III

Operations Management: Preparing and procedures of ticketing, Travel Vouchers, finances and marketing rules for setting travel agency and tour operating company, use of information technology and automation in tourism. (15 hrs)

Module IV

Convention Promotion and Management: Convention industry, convention business, convention customers, business travelers, convention marketing (15 hrs)

Module V

Role of Indian Airlines, Indian Railways, Air India in the growth of travel agency and tour operators business and promotion of tourism in India (15 hrs)

Books recommended:

1. Merrison Jome. W. Travel agents and Tourism.
2. David H. Howal. Principles and Methods of Scheduling Reservations, Ntional Publisher.
3. Agarwal, Surinder, Travel Agency Management, Communication India.
4. Geo, Chack. Professional Travel Agency Management, Prentice Hall, London.
5. Bhatia. A.K. Tourism Development, Principles and Policies, Sterling Publishers, New Delhi.

Vocational Course VIII: TT 1572 - TOUR OPERATION MANAGEMENT

No. of instructional hours per week: 3

No. of credits: 3

Aim of the Course: To familiarise the students with various aspects of tour operation management

Course Objectives:

1. To equip the students to prepare for work in travel operation.
2. To familiarise the students with the documentation procedures.

Module I

Preparing for Work in Travel Operation: Appearance of Staff, Working area, Agencies internal environment, Checklist for display areas, Health and safety at work; Stationary, Printing and office supplies, Filing system in Travel Agency: Materials for Filing Retrieving information, types of files e.g. correspondence files, Client files, Computer and Data bases, Effective communication in Travel Agency: Use of Telephone, Use of Telex & Fax, special Handling of business correspondence, Method of Taking Care of Customers. (10 hrs)

Module II

Domestic Counter: Service provided by Domestic counter: Tickets (Air & Railways), Car Hire and Surface Transport: Agencies for Domestic Car Hire/Surface Transportation: Their terms and Condition, Procedure for reservation; documents required, Billing and payment procedure, Commission Structure, Problems faced by Clients with Domestic Airlines Railways, Hotels, Car rental, Any other. (10 hrs)

Module III

International Travel Counter; Services provided by International Counter; Government rules on International Travels. Reservation procedure for International and other travel related Vouchers like MCO, PTA, PSR, etc, Procedure for lost ticket, Refund and Cancellation charges. (10 hrs)

Module IV

Places of Tourist interest in various destinations in India, Types of accommodation available, Modes of transportation and length of stay. Concept of Tour Itinerary and Preparation of sample itinerary with the timings and mode of Air/train or by surface and details of sightseeing, types of Accommodations and other services. Tour Costing: Methodology of Quotation Preparation and preparation of sample quotation for tour operation with various plans and services. (14 hrs)

Module V

Procedure for Domestic and International Hotel Reservations. Documentation related with Hotel Reservation/Configuration/Cancellation, Preparation of Hotel and Other Service Vouchers, Procedure and documents involved in informing Sub-Agents for services; Procedure of checking and passing the bills of the transport/hotels and Guide/escorts, RBI guidelines/Rules regarding the foreign exchange transactions. (10 hrs)

Books Recommended:

1. Chand, M., Travel Agency Management: An Introductory Text
2. Seth, P. N., Successful Tourism Management
3. Travel operation : South Asia Integrated Tourism Human Resource
4. Development Programme (SAITHRDP)
5. Tour Guiding : SAITHRDP.

Open Courses (*For students from disciplines other than Commerce*)
Open Course I: TT 1551.1- FUNDAMENTALS OF FINANCIAL ACCOUNTING

No. of instructional hours per week : 3

No. of credits : 2

Aim of the course: To provide basic accounting knowledge as applicable to business and to form a background for higher learning in financial accounting.

Course objectives:

1. To enable the students to acquire knowledge in the basic principles and practices of financial accounting.
2. To equip the students to maintain various types of ledgers and to prepare final accounts.

Module I

Introduction to financial accounting – Accounting – meaning, objectives – accounting concepts and conventions – systems of accounting. Accounting Standards – meaning and objectives. Double entry book keeping – basic concepts – rules of debit and credit. (8hrs)

Module II

Recording Business Transactions – Journal – Ledger – Subsidiary books. (8hrs)

Module III

Cash book – Simple cash book, cash book with cash and discount columns, cash book with cash, discount and bank columns – Petty Cash Book – Bank Reconciliation Statement.

(10hrs)

Module IV

Trial Balance – meaning and objectives – preparation of Trial Balance – Rectification of errors – Types of errors – detection and rectification of errors – Suspense Account. (10hrs)

Module V

Financial Statements – Final accounts of sole trader – Manufacturing, Trading and Profit and Loss Account – Balance Sheet – Preparation of final accounts with adjustments.

(18hrs)

Books Recommended:

1. Naseem Ahmed, Nawab Ali Khan and M.L. Gupta. *Fundamentals of Financial Accounting – Theory and Practice*, Ane Books Pvt. Ltd., New Delhi.
2. Krishnankutty Menon M. and George Chakola. *Principles of Book-Keeping And Accountancy*, Sahitya Bhawan Publications, Agra.
3. Gupta R.L. and Gupta V.K. *Principles and Practice of Accountancy*, Sultan Chand & Sons, New Delhi.
4. Jain S.P. and Narang K.L. *Basic Financial Accounting*, Kalyani Publishers, New Delhi.
5. Maheswari S.N and Maheswari S.K. *Advanced Accounting-Vol.I*, Vikas Publishing House, New Delhi.

Open Course: 1 TT 1551.2 Principles of Management

No : of instructional Hrs per week: 3

No: of Credits : 2

Aim of the Course: To familiarise the students from other faculties on the framework of management.

Course objectives: To provide knowledge on the fundamentals of management principles and functions.

Module 1 - Introduction to Management

Meaning and definition, scope, importance, management and administration, management levels- Management- science, art or profession- Henry Fayol's principles of management. (10 Hrs),

Module 2- Planning

Meaning, objectives, types of plans, steps in planning and limitations of planning. (9 Hrs)

Module 3- Organising

Concept, significance, types- formal and informal, line and staff and functional , centralisation, decentralisation, delegation and departmentation. (15 Hrs)

Module 4 - Staffing

Importance, sources of recruitment and selection , training and development. (conceptual framework only) (10 hrs)

Module 5 - Directing and Controlling

Meaning and elements of direction -Controlling- Meaning - steps-. Methods of establishing control. (10 Hrs)

Books recommended:

1. Koontz.O. Donnel, Principles of management, Tata Mc grawhill, publishing co, New Delhi.
2. L. M. Prasad, Principles of Management, Sultan Chand & sons, New Delhi.
3. R.C. Bhatia, Business organisation and management, Ane books, P. Ltd. New Delhi.
4. Tripathy Reddy, Principles of Management Tata Mc Graw Hill Publishers, New Delhi.

Open Course 1. TT 1551.3 CAPITAL MARKET OPERATIONS

No: of instructional Hours per week: 3

No of Credits: 2

Aim: To create an interest among students towards stock market investment

Objective: To familiarize the students with capital market operations

1. Capital Market
Meaning – structure- capital market instruments (Brief discussion only) – Primary market (Meaning) – Methods of public issue – Book building – meaning – procedure (10)
2. Secondary Market – Leading stock exchanges in India – Securities traded in the stock exchange – ownership and creditorship securities (Concept only) – Procedure for buying and selling securities – Types of orders – Online trading – Stock market indices (Meaning) (12)
3. Dematerialisation of Securities – meaning –advantages of dematerialization – Depositories – functions of depositories – Procedure of dematerialization (12)
4. Types of investors – Speculation Vs Investment – Types of speculators (10)
5. Derivatives – Meaning – Forwards – Futures – Options – Put option - Call option (10)

Books Recommended

1. Kevin S . *Security Analysis and Portfolio Management* ,PHI, New Delhi.
2. Preethi Singh . *Dynamics of Indian Financial System*, Ane Books Pvt. Ltd., New Delhi.
3. Sojikumar.K and Alex Mathew . *Indian Financial System and Markets*, Tata McGraw-Hill Publishing Co.Ltd., New Delhi.
4. Bharathi V. Pathak . *Indian Financial System* , Pearson Education,Noida.

SEMESTER – VI
Core course X: TT 1641-AUDITING

No. of instructional hours per week: 4

No. of Credits: 3

Aim of the course: To understand the principles and practice of auditing

Course objectives:

1. To familiarise the students with the principles and procedure of auditing.
2. To enable the students to understand the duties and responsibilities of auditors.

Module I:

Introduction - Meaning and Definition of Auditing-Objectives of Auditing- Accounting Ethics and Auditing-Auditing and Assurance Standards-Concept of Auditor's Independence-Audit Evidence-Concept of Materiality-Concept of True and Fair view-Types of Audit-Statutory Audit- Internal Audit- Continuous Audit- Final Audit-Cost Audit- Management Audit-Tax Audit-Government Audit-Performance Audit- Social Audit.

(15 hrs)

Module 2:

Audit Process, Documentation and Internal Check - Preparation before audit-Audit Programme-Audit Process-Audit Note Book-Audit Working Papers-Audit Files- Internal Control- Internal Check-Duties of an auditor in connection with internal check as regards cash transactions, purchases, sales, wages and stores. (15 hrs)

Module 3:

Vouching and Verification - Vouching - meaning and importance- Requirements of a voucher Verification-meaning-Difference between vouching and verification- general principles for verifying assets-Valuation of assets-Difference between verification and Valuation-Verification of Liabilities-General Considerations while verifying liabilities (15 hrs)

Module 4:

Audit of Limited Companies & Liabilities of an auditor - Qualifications and Disqualifications of an Auditor-Appointment of auditor-Ceiling on number of audits- Auditors remuneration-Removal of auditor- Powers and Duties of an Auditor-Audit Report. Liabilities of an Auditor (17 hrs)

Module 5:

Investigation - Meaning and Definition of Investigation- Distinction between investigation and auditing-Types of Investigation- Investigation on acquisition of running business- Investigation when fraud is suspected. (10 hrs)

Books Recommended:

1. Bhatia R.C. *Auditing*, Vikas Publishing House, New Delhi.
2. Dinkar Pagare . *Auditing*, Sultan Chand & Sons New Delhi.
3. Jagadeesh Prakash . *Auditing: Principles and Practices*, Chaitanya Publishing House, Allahabad.
4. Kamal Gupta. *Contemporary Auditing*, Tata McGraw-Hill Publishing Co.Ltd. New Delhi.
5. Saxena and Saravanavel . *Practical Auditing*, Himalaya Publishing House, Mumbai.
6. Sharma R. *Auditing*, Lakshmi Narain Agarwal, Agra.
7. Sharma T.R. *Auditing*, Sahityan Bhawan Publications, Agra.
8. Tandon B.N. *Practical Auditing* ,S Chand & Co.Ltd. New Delhi.

Core Course - XI: TT 1642- APPLIED COSTING

No. of instructional hours per week: 4

No. of Credits: 3

Aim of the course: To develop the skill required for the application of the methods and techniques of costing in managerial decisions.

Course objectives:

1. To acquaint the students with different methods and techniques of costing.
2. To enable the students to apply the costing methods and techniques in different types of industries.

Module I- Specific Order Costing– Job costing – meaning– procedure –accounting.- Batch costing- meaning- procedure- Economic Batch Quantity. Contract costing– meaning– determination of profit or loss on contract – incomplete contracts –work certified and uncertified – work in progress account – cost plus contract. (16 hrs)

Module II Process Costing

Process Accounts – Process Losses – Abnormal gain and their treatment – Joint products and By products – methods of apportioning- joint cost equivalent production units. 16hrs)

Module III. Service Costing

Meaning - Features – Composite cost unit – Service Costing applied on transport– hospital – power house - canteen. (10hrs)

Module IV Marginal Costing

Meaning- difference between marginal costing and absorption costing. Break Even Analysis – Cost Volume Profit analysis. Decision Making – Key Factor- Make or Buy – Product/Sales Mix- Pricing Decisions-capacity determination. (20hrs)

Module V

Standard Costing

Meaning – concept – standard cost – estimated cost –historical costing vs standard costing. Components of standard cost. Variance Analysis – MaterialVariances only – quantity, price, cost, mix and yield. (10 hrs)

Proportion of Theory to Problem- 30:70

In put taken :- this course CO 1642 takes its input from the Course CO 1542 in vth semester

Output given:- This course CO 1642 gives its output to the course at PG level Cost Accounting for Managerial Decision Making

Books Recommended:

1. Jain S.P.,Narang K.L and Simi Agarwal. *Advanced Cost Accounting*, Kalyani Publishers, New Delhi.
2. Prasad N.K. *Advanced Cost Accounting*, Book Syndicate Pvt. Ltd., Kolkata.
3. Khan M.Y and Jain P.K. *Advanced Cost Accounting*, Tata McGraw-Hill Publishing Co.Ltd., New Delhi.
4. Thulsian P.C. *Practical Costing*, Vikas Publishing House, New Delhi.
5. Arora M.N. *Principles and Practice of Cost Accounting*, Vikas Publishing House, New Delhi.
6. Nigam B.M and Jain K. *Cost Accounting*, PHI, New Delhi.
7. Maheswari S.N. *Cost and management Accounting*, Sultan Chand & Sons, New Delhi.

Core Course XII: TT 1643 -MANAGEMENT ACCOUNTING

No. of instructional hours per week: 4

No. of Credits: 4

Aim of the course: To develop professional competence and skill in applying accounting information for decision making.

Course objectives:

1. To equip the students to interpret financial statements with specific tools of management accounting.
2. To enable the students to have a thorough knowledge on the management accounting techniques in business decision making.

Module I: Introduction- Meaning-definition - objectives - difference between Financial Accounting and Management Accounting- Cost Accounting vs. Management Accounting- Installation of management accounting- steps involved- role of Management accounting in decision making. Tools and techniques of management accounting- advantages and limitations. (10hrs)

Module II: Analysis and interpretation of financial statements - Presentation of financial statements- Vertical and Horizontal- Parties interested in financial statements. Tools and techniques of financial statement analysis- Preparation of Comparative Financial Statements- Common size Financial Statements- Trend analysis- Ratio analysis- classification of ratios- liquidity- solvency- efficiency- profitability. Computation of Ratios and Interpretation- Preparation of Balance Sheet using ratios (25hrs)

Module III: Fund flow analysis and cash flow analysis - Fund flow statement- Meaning- objectives- uses of Fund Flow statement- differences between Fund Flow Statement and Balance sheet- differences between Fund Flow Statement and Income statement-Preparation of Fund flow Statement. Cash Flow statement as per Accounting Standard- 3 – meaning- objectives and uses- differences between Cash Flow Statement and Fund Flow Statement- Preparation of Cash Flow Statement. (20hrs)

Module IV: Budgeting -Meaning – definition- uses– functional budgets – preparation of cash budget – flexible budget – (12hrs)

Module V: Reporting to Management – Introduction – essentials of a good report – methods and types of reports (5hrs)

Note: Students are directed to interpret financial statements with the help of Ratios, Fund Flow Statement and Cash Flow Statement and reporting to management.

Books Recommended:

1. Man mohan, Goyal.S.N : Principles of Management Accounting.
2. Shashi.K.Gupta and Sharma.R.K : Management Accounting
3. Gupta.S.P and Sharma.R.K : Management Accounting
4. Kulshustia and Ramanathan : Management Accounting
5. Maheswari.S.N : Management Accounting and Financial Control.
6. Pandey .I.M : Principles of Management Accounting
7. Khan.M.Y & Jain.P.K : Management Accounting
8. Revi.M.Kishore : Management Accounting
9. Jhamb.H.V : Fundamentals of Management Accounting
10. Kaplan R.S and Atkinson. A.A : Advanced Management Accounting
11. Rajesh Kothari and Abhishek Godha : Management Accounting Concepts and Applications.

Vocational Course IX: TT 1671 - MICE TOURISM

No. of instructional hours per week: 4

No. of credits: 4

Aim of the Course: To enable the students to understand the managerial and operational aspects pertaining to event and conference or Convention Management.

Objectives: 1. To familiarise the students with the different aspects of event management
2. To enable the students to understand the role of travel agency on convention management.

Module I

Event Management: Role of events for promotion of tourism, Types of Events-Cultural, festivals, religious, business etc. Need of event management, key factors for best event management. Case study of some cultural events (Ganga Mahotsava, Lucknow Mahotsava and Taj Mahotsava) (15 hrs)

Module II

Concept of MICE. Introduction of meetings, incentives, conference/conventions, and exhibitions. Definition of conference and the components of the conference market. The nature of conference markets and demand for conference facilities. The impact of conventions on local and national communities. (15 hrs)

Module III

Management of Conference at Site, Trade shows and exhibitions, principal purpose, types of shows, benefits, major participants, organisation and membership, evaluation of attendees. Convention/exhibition facilities; Benefits of conventions facilities, Inter-related venues, Project planning and development. (15 hrs)

Module IV

Budgeting a Conference Exhibition: Use of Budget preparation, Estimating, fixed and variable costs, cash flow, sponsorship and subsidies. Registration, Seating Arrangements, Documentation, interpreting press relation, Computer Graphics, Teleconferencing, Recording and Publishing Proceedings; Interpretation and language. (15 hrs)

Module V

Role of travel Agency in the management of conferences: Hotel Convention Service Management: Human Resources Management Transportation, Group Fares, Airline Negotiation, Extra Services, Cargo Transportation. History and function of ICCA, Role of ICCA, Roles and function of ICIB. (12 hrs)

Books Recommended:

1. Coleman, Lee & Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA.
2. Hoyle, Dorf & Jones (1995), Meaning conventions & Group business. Educational institute of AH & MA.

Vocational Course X: TT 1672 - TOURISM DEVELOPMENT AND REGULATIONS

No. of instructional hours per week: 3

No. of credits: 3

Aim of the course: To impart knowledge about various tourism regulations.

Course Objective:

1. To equip the students with various travel regulations.
2. To give information about various travel formalities.

Module I

Destination Development: Role of local bodies – Roads, Traffic signs and directions, sanitation and toilets, water supply, recreation, parks and parking, pollution, health hazards and medical aid, shopping centre, security, law and order problems for poor performance by local bodies.

(10 hrs)

Module II

Infrastructural Development: Aspects, Management, Bottlenecks and short comings, international standards achievement.

(10 hrs)

Module III

Manpower development needs: Role of institutions for manpower, development needs in tourism and hospitality, hotel management and catering technology institutes, Indian Institute of Tourism and Travel Management.

(10 hrs)

Module IV

Entrepreneurship in Tourism: Entrepreneurship – concepts and functions, qualities, process, opportunities, corporate forms in tourism – sole proprietorship – salient features – partnership – advantages and disadvantages – joint stock company – features – private company and public company.

(12 hrs)

Module V

Tourism regulations: Travel related documents. Inbound and outbound travel regulations, economic regulations, health regulations, currency regulations, law and order regulations, environment protection and conservation.

(12 hrs)

Books recommended:

1. Dharma Rajan & Seth. Tourism in India. New Delhi.
2. Bhatia A.K. Tourism Development: Principles and Practice, Sterling Publishers, New Delhi.
3. Reports of world tourism organizations.
4. Vinod. Entrepreneurship.

Open Courses (For Students from the Department of Commerce)

Open Course II: TT 1661.6 - MARKETING MANAGEMENT

No. of instructional hours per week: 3

No. of credits: 2

Aim of the course: To provide knowledge of the concepts, principles, tools and techniques of marketing.

Course objectives:

1. To help the students to understand marketing concepts and its applications
2. To make the students aware of modern methods and techniques of marketing.

MODULE-1: Market Segmentation, Targeting and Positioning - market segmentation: meaning and definition– basis-importance-stages- understanding consumer behavior and consumption pattern – consumer buying process: steps– factors influencing consumer buying – customer relations management – components — market targeting – market positioning. (14hrs)

MODULE – 2: Product Development and Marketing– product: meaning – definition-features-classification- product innovation: meaning-strategies- product development: meaning– stages – product mix: goals- dimensions-variables – product life cycle (10hrs)

MODULE – 3: Product Pricing and Promotion–significance – factors affecting price determination – pricing strategies of products and services- product promotion: meaning-definition- promotion mix –goals– factors influencing promotion mix –forms of promotion-promotion and selling- promotion and sales promotion – advertisement: objectives – functions – types –advertisement copy : features-essentials- qualities- personal selling – sales promotion techniques. (12hrs)

MODULE – 4: Managing logistics and channels of distribution –meaning – types – phases-channels of distribution - channels of distribution – types–marketing channel systems: vertical and horizontal. Marketing systems- issues involved in creating distribution channels – factors determining channels of distribution- distribution intensity (10hrs)

MODULE – 5: Recent trends in Marketing – Direct marketing – E marketing – Tele marketing – M Business – Relationship marketing– Concept Marketing – Virtual Marketing – Marketing of FMCG – Social Marketing – De marketing – Re marketing – green marketing-Synchro marketing – Service marketing (concepts only) (8hrs)

Books Recommended:

1. Philip Kotler and Gary Armstrong Principles of Marketing, PHI, New Delhi.
2. William. J .Stanton , Fundamentals of Marketing, McGraw-Hill, New York.
3. Stanton W.J. Etzal Michael and Walker. Fundamentals of Marketing, McGraw-Hill, New York.
4. Nirmal Singh and Devendra Thakur. Marketing principles and Techniques, Deep Deep Publications Pvt. Ltd., New Delhi.
5. Mamoria and Joshy. Principles and Practice of Marketing, Kitab Mahal, Allahabad.
6. Rajan Nair. Marketing Management, Sultan Chand & Sons, New Delhi.
7. Ramaswamy and NamaKumari . Marketing Management, Macmillan India Ltd., New Delh

Open Course II: TT 1661.7 - MANAGEMENT OF FOREIGN TRADE

No. of instructional hours per week: 3

No. of credits: 2

Aim of the course: To expose the students to the overall management of foreign trade affecting International business.

Course objectives:

1. To acquaint the students with India's foreign trade.
2. To familiarise the students with international trade and services.

Module I: Introduction to Foreign Trade – basis of foreign trade-terms of trade-balance of payments-economic development and foreign trade- India's foreign trade in global context.

(8 hrs)

Module II International Socio- Economic Environment and System– regional economic groupings- GATT, UNCATD and WTO- bilateralism vs. Multilateralism-commodity agreements and commodity markets.

(10hrs)

Module III India's Foreign Trade -role of state trading in India's foreign trade; export-oriented units; export of projects and consultancy services; Free Trade Zones in India; foreign collaboration and joint ventures abroad; export-import financing institutions. (12hrs)

Module IV: Export and Import Procedures -central excise clearance-customs clearance-role of clearing and forwarding agents-shipment of export cargo-export credit-export credit guarantee and policies-forward exchange cover-finance for export on deferred payment terms -duty drawbacks . (14 hrs)

Module V: Identification of Global Markets –sources of information-marketing strategy-agencies promoting and supporting foreign trade. (10hrs)

Book Recommended:

1. Verma M.L. *Foreign Trade Management in India*, Vikas Publishing House, New Delhi.
2. Mahajan V.S. *India's Foreign Trade and Balance of Payments*, Deep & Deep Publications Pvt. Ltd., New Delhi.
3. Varshney R.L. *India's Foreign Trade*, Kitab Mahal, Allahabad.
4. Sindhvani. *The Global Business Game*, Macmillan India Ltd., New Delhi.
5. Mithani D.M. *International Economics: Theory and Practice*, Himalaya Publishing House, Mumbai.
6. Chadha G.K. *WTO and Indian Economy*, Deep & Deep Publications Pvt. Ltd., New Delhi.
7. Batra G.S. and Dangwal R.C. *International Business: New Trends*, Deep & Deep Publications Pvt. Ltd., New Delhi.
8. Warren J. Keegan. *International Marketing*, PHI, New Delhi.
9. John Payerwaether. *International Marketing*, PHI, New Delhi.
10. *IIFT Dictionary of Shipping and Chartering terms*
11. *IIFT Freight Tariffs and Practices of Shipping Conferences*

Open Course II: TT 1661.8 - FRONT OFFICE MANAGEMENT

No. of instructional hours per week: 3

No. of Credits: 2

Aim of the course: To develop ability to understand hotel & hospitality industry and probe the opportunity to serve as Front Office Manager.

Course Objectives:

1. To enable the students to acquire basic knowledge of lodging industry.
2. To provide knowledge about Front Office Operations.

Module I

Lodging Industry – Historical background – Introduction to hotel industry in India – Overview of accommodation industry – Modern trends that accelerate the growth of industry – Grouping hotels on the basis of size – Target market – Guest profile market segmentation – Classification of Hotels – Types of rooms – Levels of service – Ownership and affiliation – Room tariff and types of room plans. (12 hrs)

Module II

Organisation Of Lodging Properties – Hotel organization – Organisation charts – Classifying functional areas – Front office organization – Front office personnel (staffing) including uniformed staffs – Job description – Functional organization of the front office department – Supervisory techniques – Career development. (12 hrs)

Module III

Front Office Operation

Guest Cycle – Reservation – Types of reservation – Sources of reservation – Reservation records – Processing deposits – Reservation consideration – Legal implication – Other bookings – Potential reservation problems. (10 Hrs)

Module IV

Registration – Pre-registration activities – Room and rate assignment – Room status – Rooming procedure – FITs – Groups/Crews – Indian and Foreign – Room change – Self-registration – Walk in guest – Guest with non-guaranteed reservation – Guest with guaranteed reservation. (10 Hrs)

Module V

Ongoing Responsibilities – Communication within Front Office – Log book – Information directory – Mail handling – Inter-departmental communication – Housekeeping – Food service – Engineering and maintenance – Marketing and Public relation – Guest services – Complaint handling – Front office security function – Key control – Types of keys – Surveillance and access control – Emergency procedures – Medical emergency – Robbery – Fire – Employee safety – Programme – Telephone Services. (10 Hrs)

Books Recommended:

1. Soebaker – Principles of Hotel Front Office Operations.
2. Sudheer Andros – Front Office Operations Manual.
3. Stephan and Peter John – Hospitality Operations.
4. William.S.Gray – Hotel Management And Operations.

FACULTY OF COMMERCE
Scheme and syllabus for the Career Related First Degree Programme
in Commerce & Tax Procedure and Practice
Under the Choice Based Credit and Semester System
(CBCSS) [Schedule 2(a)]
(To be introduced from 2015 admissions)

The Career Related First Degree Programme in Commerce & Tax Procedure and Practice is designed with the objective of equipping the students to cope with the emerging trends and challenges in the industrial and business world.

Eligibility for admission

Eligibility for admissions and reservation of seats for the Career Related First Degree Programme in Commerce & Tax Procedure and Practice shall be according to the rules framed by the University from time to time. No student shall be eligible for admission to the Career-related First Degree Programme in Commerce & Tax Procedure and Practice unless he/she has successfully completed the examination conducted by a Board/ University at the +2 level of schooling or its equivalent.

Registration

Each student shall register for the courses in the prescribed registration form in consultation with the Faculty Advisor within two weeks from the commencement of each semester.

Duration

The normal duration of the Career Related First Degree Programme in Commerce & Tax Procedure and Practice shall be three years consisting of six semesters. The duration of each semester shall be five months inclusive of the days of examinations. There shall be at least 90 working days in a semester and a minimum 450 hours of instruction in a semester. Odd Semester (June- October) commences in June and Even Semester (Dec- April) commences in December every year.

Programme Structure

The Career Related First Degree Programme in Commerce & Tax Procedure and Practice shall include:

1. Language courses
2. Foundation courses
3. Core courses
4. Vocational Courses
5. Complementary courses
6. Open Courses
7. Project

Language courses include 4 common courses in English and 2 courses in an additional language chosen by the student. The student shall choose any one of the following additional languages offered in the college: Malayalam, Hindi, Tamil, French, German, Russian, and Arabic.

Foundation courses include 2 courses which are compulsory basic courses. Foundation course one aimed at providing general education on Methodology of Business studies and foundation course two aimed at providing basic education on general informatics and Cyber Laws.

Core courses include 12 compulsory courses in the major subject, Vocational courses include 10 courses in Vocational subject and complementary courses include 4 courses in the allied subjects.

There shall be two open courses. The students attached to the Department of Commerce can opt one course from their Department and another from any one of the other Departments in the college. The open course (1) in the 5th semester is a non-major elective open to all students except to the students from the Department of Commerce and the open course (2) in the 6th semester is an elective course in the major subject offered to the students of the Department of Commerce.

All students are to carry out a project work either **individually or in a group of not more than 5** under the supervision of a teacher. The project work may commence the 5th semester. in

The student secures the credits assigned to a course on successful completion of the course. The student shall be required to earn a minimum of 120 credits including credits for language courses, foundation courses, core courses, vocational courses, complementary courses (as the case may be), project and open courses within a minimum period of six semesters for the award of the Degree excluding credits required for social service/ extension activities. The minimum credits required for different courses are given below:

Courses	Credits
Language courses	18
Foundation courses	5
Core courses including project	42
Vocational Courses	35
Complementary courses	16
Open courses	2
Elective Courses	2

	120
	=====
Social Service/ Extension activities	1

The course structure for the Career-related First Degree Programme in Commerce & Tax Procedure and Practice is given below:

**General Structure for the Career Related First Degree Programme in Commerce & Tax
Procedure and Practice**

Sem. No.	Courses	Instructional Hours per Week	Credits	Uty. Exam Duration (Hours)	Evaluation		Total Credits
					Internal	Uty Exam	
I	Language Course I (English I)	5	3	3	20%	80%	3
	Language Course II (Addl. Language I)	5	3	3	20%	80%	3
	Foundation Course I	4	2	3	20%	80%	2
	Core Course I	4	3	3	20%	80%	4
	Vocational Course I	3	3	3	20%	80%	3
	Complementary Course I	4	4	3	20%	80%	4
II	Language Course III (English II)	5	3	3	20%	80%	3
	Language Course IV (Addl. Language II)	5	3	3	20%	80%	3
	Foundation Course II	4	3	3	20%	80%	3
	Core Course II	4	3	3	20%	80%	3
	Vocational Course II	3	3	3	20%	80%	3
	Complementary Course II	4	4	3	20%	80%	4
III	Language Course V (English III)	5	3	3	20%	80%	3
	Core Course III	4	3	3	20%	80%	2
	Core Course IV	4	3	3	20%	80%	3
	Vocational Course III	4	4	3	20%	80%	4
	Vocational Course IV	4	3	3	20%	80%	3
	Complementary Course III	4	4	3	20%	80%	4
IV	Language Course VI (English IV)	5	3	3	20%	80%	3
	Core Course V	4	3	3	20%	80%	3
	Core Course VI	4	3	3	20%	80%	3
	Vocational Course V	4	4	3	20%	80%	4
	Vocational Course VI	4	4	3	20%	80%	4
	Complementary Course IV	4	4	3	20%	80%	4
V	Core Course VII	4	3	3	20%	80%	3
	Core Course VIII	4	4	3	20%	80%	4
	Core Course IX	4	3	3	20%	80%	3
	Vocational Course VII	4	4	3	20%	80%	4
	Vocational Course VIII	3	3	3	20%	80%	3
	Open Course I	3	2	3	20%	80%	2
	Project	3	-	-	-	-	-
VI	Core Course X	4	3	3	20%	80%	3
	Core Course XI	4	3	3	20%	80%	3
	Core Course XII	4	4	3	20%	80%	4
	Vocational Course IX	4	4	3	20%	80%	4
	Vocational Course X	3	3	3	20%	80%	3
	Elective Course	3	2	3	20%	80%	2
	Project	3	4	-	-	-	4

**CAREER RELATED FIRST DEGREE PROGRAMME IN
COMMERCE & TAX PROCEDURE AND PRACTICE
SEMESTER – I**

Courses	Course Code	Course Title	Instructional Hours per week	End Sem Exam Hours	Credits
Language I	EN 1111	English I	5	3	3
Language II	1111 .3	Additional Language I	5	3	3
Foundation I	CX 1121	Methodology and Perspectives of Business Education	4	3	2
Core I	CX 1141	Environmental Studies	4	3	4
Vocational I	CX 1171	Principles of Taxation	3	3	3
Complementary I	CX 1131	Managerial Economics	4	3	4
TOTAL			25		19

SEMESTER – II

Courses	Course Code	Course Title	Instructional Hours per week	End Sem Exam Hours	Credits
Language II	EN 1211	English II	5	3	3
Language IV	1211 .3	Additional Language II	5	3	3
Foundation II	CX 1221	Informatics and Cyber Laws	4	3	3
Core II	CX 1241	Financial Accounting	4	3	3
Vocational II	CX 1271	Legal Framework of Taxation	3	3	3
Complementary II	CX 1231	Business Regulatory Framework	4	3	4
TOTAL			25		19

SEMESTER – III

Courses	Course Code	Course Title	Instructional Hours per week	End Sem Exam Hours	Credits
Language V	EN 1311	English III	5	3	3
Core III	CX 1341	Functional Application of Management	4	3	2
Core IV	CX 1342	Advanced Financial Accounting	4	3	3
Vocational III	CX 1371	Income Tax Law and Accounts – I	4	3	4
Vocational IV	CX 1372	Income Tax Law and Accounts - II	4	3	3
Complementary III	CX 1331	Information Technology in Business	4	3	4
TOTAL			25		19

SEMESTER – IV

Courses	Course Code	Course Title	Instructional Hours Per Week	End Semester Exam Hours	Credits
Language VI	EN 1411	English IV	5	3	3
Core V	CX 1441	Business Communication and Office Management	4	3	3
Core VI	CX 1442	Banking Theory and Practice	4	3	3
Vocational V	CX1471	Income Tax Assessment I	4	3	4
Vocational VI	CX 1472	Income Tax Assessment II	4	3	4
Complementary IV	CX 1431	Business Statistics	4	3	4
TOTAL			25		21

SEMESTER V

Courses	Course Code	Course Title	Instructional Hours Per Week	End Semester Exam Hours	Credits
Core VII	CX 1541	Entrepreneurship Development	4	3	3
Core VIII	CX 1542	Indian Financial Markets	4	3	3
Core IX	CX 1543	Cost Accounting	4	3	4
Vocational VII	CX 1571	Income Tax Administration	4	3	4
Vocational VIII	CX 1572	Wealth Tax Law and Practice	3	3	3
Open I	CX 1581	Open Course – 1/2/3	3	3	2
Project		Project	3	-	-
TOTAL			25		19

SEMESTER – VI

Courses	Course Code	Course Title	Instructional Hours per week	End Sem Exam Hours	Credits
Core X	CX 1641	Auditing	4	3	3
Core XI	CX 1642	Applied Costing	4	3	3
Core XII	CX 1643	Management Accounting	4	3	4
Vocational IX	CX 1671	Income Tax Planning	4	3	4
Vocational X	CX 1672	Goods and Services Tax	3	3	3
Elective	CX 1661	Elective Course – 1/2/3	3	3	2
Project	CX 1644	Project	3	-	4
TOTAL			25		23
Grand Total (Sem I+II+III+IV+V+VI)					120

OPEN COURSES		
Semester V (for Students from the disciplines other than commerce)	Course Code	Course Title
	CX 1551. 1	Fundamental of Financial Accounting
	CX 1551. 2	Principles of Management
	CX 1551. 3	Capital Market Operations
VI (for students from the department of commerce)		
	CX 1661. 6	Marketing Management
	CX 1661. 7	Management of Foreign Trade
	CX 1661. 8	Advertising and Sales Promotion

Notes:

1. The open course offered in the fifth semester is an elective course for students from the disciplines other than Commerce. He/ She can choose any one among the courses offered in that group as part of his/ her course of study.
2. The open course offered in the sixth semester is an elective course for students from the commerce department and each student has to choose any one among the courses offered in that group as part of his/ her course of study.

All courses included under foundation courses, core courses, Vocational courses, complementary courses, and open courses shall be handled by **teachers in Commerce**.

An industrial visit cum tour for not less than five days forms part of the course of study for regular students during 5th / 6th semester. A report of the same must be prepared and kept in the college.

Social Service/ Extension activities

Students are to participate in Extension/ NSS/ NCC or other specified social service, sports, literary and cultural activities during 3rd / 4th semester. These activities have to be carried out outside the instructional hours and will fetch the required one credit extra over and above the minimum prescribed 120 credits.

Audit courses (zero credit)

The students are free to do additional courses (skill based, vocational courses) prescribed by the University outside the 25 hour weekly instructional period. These courses may be

taken as zero credit courses.

Attendance

The minimum number of hours of lectures, seminars or practical's which a student shall be required to attend for eligibility to appear at the end semester examination shall not be less than 75 per cent of the total number of lectures, seminars or practical sessions.

Evaluation

There shall be Continuous Evaluation (CE) and End Semester Evaluation (ESE) for each course. CE is based on specific components viz., attendance, tests, assignments and seminars. The CE shall be for 20 marks and ESE shall be for 80 marks. The marks of each component of CE shall be: Attendance – 5, assignment / seminar – 5 and test paper -10. The teacher shall define the expected quality of an assignment in terms of structure, content, presentation etc. and inform the same to the students. Due weight may be given for punctuality in submission. Seminar shall be graded in terms of structure, content, presentation, interaction etc.

The allotment of marks for attendance shall be as follows:

Attendance less than 51%	-	0 mark
51 % - 60 %	-	1 mark
61 % - 70%	-	2 marks
71 % - 80%	-	3 marks
81 % - 90 %	-	4 marks
91% and above	-	5 marks

Assignments/ Seminars

Each student shall be required to do one assignment or one seminar for each course. The seminars shall be organized by the teacher / teachers in charge of CE and the same shall be assessed by a group of teachers including the teacher / teachers in charge of that course.

Tests

For each course there shall be at least one class test during a semester. Valued answer scripts shall be made available to the students for perusal within 10 days from the date of the test.

End Semester Evaluation (ESE)

End Semester Examination of all the courses in all semesters shall be conducted by the University. The duration of examination of all courses shall be 3 hours.

Evaluation of Project

The report of the project shall be submitted to the Department in duplicate before the completion of the sixth semester. There shall be no CE for project work. A Board of two examiners appointed by the University shall evaluate the report of the project work. The viva – voce based on the project report shall be conducted individually. The maximum marks for evaluation of the project shall be 100, distributed among the following components of project evaluation.

(i) Statement of the problem and significance of the study -	10
(ii) Objectives of the study	- 5
(iii) Review of literature	- 5
(iv) Methodology	- 15
(v) Analysis and interpretation	- 15
(vi) Presentation of the report	- 10
(vii) Findings and suggestions	- 10
(Viii) Bibliography	- 5
(ix) Viva-voce	- 25

Promotion to Higher Semesters

Students who complete the semester by securing the minimum required attendance and by registering for the End Semester Examination of each semester conducted by the University alone shall be promoted to the next higher semester.

SEMESTER - I

Foundation Course I: CX 1121 – METHODOLOGY AND PERSPECTIVES OF BUSINESS EDUCATION

No of institutional hours per week: 4

No of credits: 2

Aim of the course: To provide the methodology for pursuing the teaching learning process with a perspective of higher learning in business education.

Course objective:

1. To understand business and its role in society.
2. To understand entrepreneurship and its heuristics
3. To comprehend the business environment
4. To enable the students to undertake business activities
5. To provide a holistic, comprehensive and integrated perspective to business education

Module 1: Economic system and business- meaning of economic system- its functioning – different economic systems and their features- capitalism, socialism, communalism, mixed economies- division of labour- innovation- flow of goods and services, circular flow of income- different forms of business organizations- individual and organized business –family and corporate business. Business for profit, business not for profit and business for non- profit. Business entities – individual, partnerships, co- operatives, trusts , undivided families, joint stock companies- private- public, joint ventures and MNCs etc. –(basic concepts only) **(13 hrs)**

Module 2: Business and Economic Development- Meaning of economic growth and development- measures of economic development- Role of Business in economic development- company, industry and economy interrelationship- role of public and private sectors, new economic Policy- liberalization- privatization and globalization. Emergence of” managerialism”. (a brief study only) **(13 hrs)**

Module 3: Establishing business- steps in establishing a business- environmental analysis- legal , physical, financial, social, economic, technical etc.- idea generation- procedures and formalities- commencement of business – entrepreneur- individual, group entrepreneurs- intrapreneur- entrepreneurship. Mobilisation of financial resources for business – sources of funds- savings- factors affecting savings- loans and advances- equity and preference shares retained earnings and debt etc.- market for raising finance- money market and capital market- lending institutions- banks and non- banking institutions- payment to government – taxes, direct and indirect – state and national levels (a brief study only) **(20 hrs)**

Module 4: Trained man power for quality enhancement- role of trained manpower for quality at individual , family, organizational and national level- quality of life and quality of work life- the role of human resources management problems in small , medium and large organizations – use of technology in organization- (a brief study only) **(13 hrs)**

Module 5: Learning business information-Meaning of information – business information – methods and techniques of collecting and learning business information- observation, reading techniques – listening to lectures , note taking –seminars and workshops- student seminars – individual and team presentations- conferences and symposiums- filed studies- case studies and project reports etc. (a brief study only)

(13 hrs)

Books recommended

1. Keith Davis and William Frederic.C. Business and Society – management , Public policy , Ethics, International student Edition McGraw- Hill Book Co Newdelhi
2. Peter F.Drucker. Management- Task , Responsibilities, practices Allied publishers pvt Ltd, Mumbai
3. Peter f . Drucker The practice of management , Harper and Row Publishers Inc.NY.
4. N.D Kapoor Business Law Sulthan Chand & Sons
5. Francis Cherunilam Business Environment Text and Cases Himalaya Publishers
6. H.R Machiraju Indian Financial System Vikas Publications
7. P Suba Rao Essentials of HRM Himalaya publishers
8. Velasquez Business Ethics Eastern Economy edition
9. Nandan H Fundamentals of Entrepreneurship PHI, New Delhi
10. C.B.Gupta, business Organisations and management- Sultan Chand , 8th Edition 2013

Core Course I: CX 1141 – ENVIRONMENTAL STUDIES

No. of instructional hours per week: 4

No. of Credits: 4

Aim of the course: To develop knowledge and understanding of the environment and enable the students to contribute towards maintaining and improving the quality of the environment.

Course objectives:

1. To enable the students to acquire basic ideas about environment and emerging issues about environmental problems.
2. To give awareness about the need and importance of environmental protection

Module I: Environmental studies – meaning – scope – importance (4hrs)

Module II: Ecology and Ecosystems, Biodiversity and its Conservation, and Natural resources – meaning of ecology – structure and function of an ecosystem – producers – consumers – decomposers – energy flow in the ecosystem – ecological succession- food chain – food webs and ecological pyramids . Ecosystem – concept– types of ecosystems – structure and functions of forest ecosystem, grass land ecosystem- desert ecosystem, aquatic ecosystem. Biodiversity and its conservation- introduction- definition- genetic, species and ecosystem diversity- value of biodiversity – biodiversity at global, national and local levels – India as a mega-diversity nation – hot-spots of diversity – threats to diversity – conservation of diversity in situ, ex-citu. Natural resources- features- air resources, forest resources, water resources, mineral resources, food resources- energy resources, land resources- over exploitation of natural resources- consequences- conservation of natural resources- role of an individual in conservation of natural resources (25 hrs)

Module III: Industry and environment - pollution – environmental pollution – soil pollution – air pollution – water pollution – thermal pollution – noise pollution – causes, effect and control measures – waste management – waste minimisation through cleaner technologies – reuse and recycling - solid waste management. (18hrs)

Module IV: Social issues and environment – Unsustainable to sustainable development – urban problems related to energy – water conservation – water harvesting – resettlement and rehabilitation of people – environment ethics – waste land reclamation – consumerism and waste products.

(15 hrs)

Module V: Human Population and environment – population growth – variation among nations – population explosion – environment and human health – human rights – value education – Women and child welfare. (10hrs)

Note: :All students must visit a local area to document environmental issues and prepare a brief report on the same identifying issues involved and suggesting remedies. (This will part of the internal marks. *i.e. for EVS the internal marks = attendance – 5 marks + test paper – 5 marks + field project – 10 marks*)

Books recommended

Misra. S.P and Pandey .S.N. *Essential Environmental Studies*, Ane Books India, New Delhi.
Kiran B. Chokkas and others. *Understanding Environment*, Sage Publications New Delhi.
Arumugam N. and Kumaresan V. *Environmental Studies*, Saras Publications, Kanyakumari.
Benny Joseph. *Environmental Studies*, Tata McGraw-Hill Publishing Co.Ltd.,New Delhi.

Core Course II : CX 1142 - Functional Application of Management

No. of instructional hours per week : 4

No. of credits : 2

Aim of the Course: To give an understanding on the functional application of management Course objectives: To familiarise the students with various aspects of organizational management .

Module – 1: Introduction to Management – Concepts, Significance, Management and administration. Management Process- Functions of management. **(Brief explanation to functions of management) (12hrs)**

Module 2: Financial Management- - Concept of finance- Functions of finance - Meaning, scope and objectives of financial management - Source of finance- short term and long term, Working capital- concepts and factors affecting working capital. **(15 Hrs)**

Module 3: Operations management- Meaning , scope, production function in an organisation- Routing, scheduling and dispatching, Material Management, Safety consideration and environmental aspects. **(15 Hrs)**

Module 4: Marketing Management –Marketing-Meaning, Definition, Concept , Importance, Marketing and selling . Marketing management - importance – major problems of marketing in India- Marketing mix ,Product, price, place and promotion. **(15 Hrs)**

Module 5: Human Resource Management – Meaning- Definition- Job analysis , job specification, Job description and job evaluation,- Recruitment , Selection, Training, Placement, Development and Compensation . **(Conceptual framework only) (15 Hrs)**

Books recommended:

1. Tripathy Reddy, Principles of Management, Tata Mc Graw Hill Publishers, New Delhi.
2. L.M. Prasad, Principles of Management, sultan Chand & sons, New Delhi.
3. M.Y. Khan and P.K. Jain, Financial management, Tata Mc Grawhill Publishers, New Delhi.
4. R.S. Goel, Operations management, Kalyani Publications, Ludhiana.
5. R. C. Agarwal, Marketing Management, Educational publishers, Agra.
6. Philip Kotler and Gary Armstrong, Principles of Marketing, PHI, New Delhi.
7. William. J .Stanton, Fundamentals of Marketing, McGraw-Hill, New York
8. Rajan Nair, Marketing Management, Sultan Chand & Sons, New Delhi.
9. C. B. Mamoria, Personnel Management, Sultan Chand&Sons, New Delhi.
10. I M. Pandey, Financial Management, Vikas Publishing House, New Delhi.

Complementary Course I: CX 1131 – MANAGERIAL ECONOMICS

No. of instructional hours per week: 4

No. of credits: 3

Aim of the course: To acquaint the students with the application of economics in the context of managerial decision making.

Course objectives:

1. To familiarise the students with the economic principles and theories underlying various business decisions.
2. To equip the students to apply the economic theories in different business situations.

Module I: Introduction – Economics – managerial economics – distinction between managerial economics and traditional economics – characteristics of managerial economics – scope of managerial economics – Application of economic theories in business decisions – role and responsibility of a managerial economist.

(12hrs)

Module II: Demand Estimation – Demand– elasticity of demand – price – income – advertisement- cross – uses – measurement. Demand forecasting – short term and Long term forecasting – methods of forecasting – forecasting the demand for new products.

(15hrs)

Module III: Theory of Production – Production function – Cobb Douglas Production function – Laws of production–Law of Diminishing Returns–Law of returns to scale–Economies and diseconomies of scale–Isoquant curve – Iso cost curve–optimum combination of inputs. (15hrs)

Module IV: Pricing Policy and Practices – objectives – role of cost in pricing – demand factor in pricing – factors to be considered when formulating a pricing policy – cost plus pricing – marginal cost pricing – going rate pricing – Breakeven point pricing –Product Line pricing – Pricing of a new product – Pricing over the life cycle of a product.

(15hrs)

Module V: Business Cycles – Introduction – phases of a business cycle – causes and indicators –Theories of business cycles – control of business cycles.

(15hrs)

Notes: Conceive a new product idea, fix a suitable price and justify it. The students may develop the various aspects regarding product features, product content, pricing and promotional strategies. (for module IV)

Study the growth stage of a company – its origin – vision and mission statement – objectives – market access – expansion and diversification. (for module V)

Books Recommended:

1. Maheswari.K.L and Varshney. *Managerial Economics* ,Sultan Chand &Sons, New Delhi.
2. Mote V.L, Samuel Paul and Gupta G.S. *Managerial Economics*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi.
3. Gupta G.S. *Managerial Economics*, Tata McGraw-Hill Publishing Co. Ltd. New Delhi.
4. Dwivedi N.D. *Managerial Economics*, Vikas Publishing House, New Delhi.
5. Reddy P.N and Appanniah. H.R. *Principles of Business Economics*, S. Chand &Co. Ltd. New Delhi.

Vocational Course - I: CX 1171 - PRINCIPLES OF TAXATION

No. of instructional hours per week: 3

No. of credits: 3

Aim of the course: To expose the students to the basic principles of taxation in India.

Course objectives:

1. To provide a basic knowledge on sources of public revenue
2. To provide knowledge of the Indian tax system

Module I

Public Revenue - Meaning – Sources of public revenue – Different Terms used – Tax, Price, Fees, Fine, Penalty, Gift, Grants. (8 hrs)

Module II

Indian Tax system – Introduction – History of Taxation - Pre-independence tax system – Taxes in ancient India – Taxes during Mughal period – Taxes during British rule – Present system of taxation in India. (8 hrs)

Module III

Forms and classification of Taxes - Historical Forms of Taxes – Aids – Danegeld – Scutage – Tallage – Carucate – Ziziah - Classification of Modern Taxes – Direct Taxes – Indirect Taxes (12 hrs)

Module IV

Principles of Taxation - Objectives of Taxation – Effects of Taxation on Production, Distribution and Employment - Canons of Taxation - Characteristics of good tax system . (14 hrs)

Module V

Taxable Capacity - Meaning of taxable capacity – Absolute and Relative Capacity- Factors determining Taxable Capacity. (12hrs)

Books Recommended:

1. Tyagi. B.P, “Public Finance”, Jai Prakash Nath & Co, Meerat
2. Datey, V.S “Indirect Taxes”, Taxmann Publications Pvt. Ltd, New Delhi.
3. Dr. Sanjeev Kumar “Indirect Taxes “, Bharat Law House Pvt. Ltd, New Delhi
4. Balachandran. V, “Indirect Taxation”, Sultan Chand & Sons, New Delhi
5. Suey, M.M (ed), Taxation in India: History, Policies Trends and Outlook, Indian Tax Foundation, New Delhi

Complementary Course I: CX 1131 – MANAGERIAL ECONOMICS

No. of instructional hours per week: 4

No. of Credits: 4

Aim of the course: To Acquaint the students with the application of economics in the context of managerial decision making.

Course objectives:

1. To familiarize the students with the economic principles and theories underlying various business decisions.
2. To equip the students to apply the economic theories in different business situations.

Module I: Introduction – Economics – managerial economics – distinction between managerial economics and traditional economics – characteristics of managerial economics – scope of managerial economics – use of managerial economics – role and responsibility of a managerial economist. (12hrs)

Module II: Demand Estimation – Demand– elasticity of demand – price – income – advertisement- cross – uses – measurement. Demand forecasting – short term and Long term forecasting – methods of forecasting – forecasting the demand for new products. (15hrs)

Module III: Theory of Production – Production function – Cobb Douglas Production function – Laws of production – Law of Diminishing Returns – Law of returns to scale – Economies and diseconomies of scale – Isoquant curve – Iso cost curve – optimum combination of inputs. (15hrs)

Module IV: Pricing Policy and Practices – objectives – role of cost in pricing – demand factor in pricing – factors to be considered when formulating a pricing policy – cost plus pricing – marginal cost pricing – going rate pricing – Breakeven point pricing –Product Line pricing – Pricing of a new product – Pricing over the life cycle of a product. (15hrs)

Module V: Business Cycles – Introduction – phases of a business cycle – causes and indicators – Theories of business cycles – control of business cycles. (15hrs)

Notes: (a) *Conceive a new product idea, fix a suitable price and justify it. The students may develop the various aspects regarding product features, product content, pricing and promotional strategies. (for module IV)* (b) *Study the growth stage of a company – its origin – vision and mission statement – objectives – market access – expansion and diversification. (for module V)*

Books Recommended:

1. Maheswari.K.L and Varshney : Managerial Economics
2. Samuel, Mote and Paul :Managerial Economics
3. Gupta G.S :Managerial Economics
4. Dwivedi.N.D :Managerial Economics
5. Reddy P.N and Appanniah.H.R : Principles of Business Economics

SEMESTER - II

Foundation Course II: CX 1221-INFORMATICS AND CYBER LAWS

No. of instructional hours per week: 4

No. of credits: 3

Aim of the course: To update and expand informatics skills and attitudes relevant to the emerging knowledge society and to equip the students to effectively utilize the digital knowledge resources for business studies.

Course objectives:

1. To review the basic concepts and fundamental knowledge in the field of informatics.
2. To create awareness about the nature of the emerging digital knowledge society and the impact of informatics on business decisions.
3. To create an awareness about the cyber world and cyber regulations.

Module I: Overview of Informatics- meaning, feature and importance - Computer networks & Internet, wireless technology, cellular wireless networks, introduction to mobile phone technology, Purchase of technology, license, guarantee, and warranty. New development in informatics (12hrs)

Module II: Knowledge Skills for Higher Education- Data, information and knowledge, knowledge management, Internet access methods –Dial-up, DSL, Cable, ISDN, Wi-Fi. Internet as a knowledge repository, academic search techniques, creating cyber presence. Academic websites, open access initiatives, opens access publishing models, Introduction to use of IT in teaching and learning - Educational software, Academic services – INFLIBNET, NICNET, BRNET. (15hrs)

Module III: Social Informatics- IT & Society– issues and concerns– digital divide, IT & development, IT for national integration, overview of IT application in medicine, healthcare, business, commerce, industry, defence, law, crime detection, publishing, communication, resource management, weather forecasting, education, film and media, IT in service of disabled, Futuristic IT – artificial intelligence, Virtual reality, bio computing. Health issues – guide lines for proper usage of computers, internet and mobile phones E-wastes and green computing, impact of IT on language & culture-localization issues (18hrs)

Module IV: CYBER WORLD - Cyber space, information overload, cyber ethics, cyber addictions, cybercrimes – categories – person, property, Government – types - stalking, harassment, threats, security & privacy issues, (12 hrs.)

Module V: CYBER REGULATIONS – Scope of cyber laws, - Provisions under IT Act 2000, cyber related Provisions under IPC (15 hrs.)

Books Recommended:

1. Ramesh Bangia. *Learning Computer Fundamentals*, Khanna Publishers, New Delhi.
2. Rajaraman, *Introduction to information Technology*, PHI, New Delhi.
3. Alexis Leon & Mathews Leon. *Fundamentals of Information Technology*, Vikas Publishing House, New Delhi.
4. Barbara Wilson. *Information Technology: The Basics*, Thomson Learning.
5. Ramachandran et. Al. *Informatics and Cyber laws*, Green Tech Books, Thiruvananthapuram
6. George Beekman, Eugene Rathswohl. *Computer Confluence*, Pearson Education, New Delhi.
7. IT Act 2000,
8. Rohas Nagpal, IPR & Cyberspace – Indian Perspective

Core Course II: CX 1241 - FINANCIAL ACCOUNTING

No. of instructional hours per week : 4

No. of credits : 3

Aim of the Course: To impart knowledge and understanding of the principles and concepts of financial accounting and develop the skill required for the preparation of financial statements and accounts of various business areas.

Recommended Structure of Preparing question. Theory 30% Practice(Problem)70%

Course Objectives

1. To familiarize the students with Accounting Standards
 2. To equip the students to prepare the accounts of special business areas.
- Module1- Introduction to Accounting- Journalising- posting- preparation of Trial Balance(Review only) Generally Accepted Accounting Principles- Indian Accounting Standards- Procedure for setting various Accounting Standards (Basic Concepts) Accounting errors- Meaning – Definition –Types –Detection and rectification of errors –Suspense Accounts.(12 hrs)
- Module2- Depreciation Accounting- Meaning -Fixed and reducing balance with adjustments – Annuity method – Depreciation fund method – insurance policy method Revaluation method- Depletion unit method- Machine hour rate method- Mileage method- Sum of year's digits method- Preparation of Accounts for sole trader- (with advanced adjustments)(15 hrs)
- Module 3- Sectional and Self Balancing Ledgers- Introduction – The Three Ledges- Sectional Ledgers- Total Debtors Account- Total Creditors Account- Self Balancing Ledgers- Scheme of entries- Transfers from one ledger to another ledger- contra balances in ledgers. Distinction between Self balancing and Sectional balancing system- Advantages and disadvantages of Sectional and Self balancing ledgers.(15 hrs)
- Module 4- Accounts of Hire Purchase and Instalment purchase system- Meaning – difference between Hire Purchase and Instalment- Accounting entries in the books of purchaser and vendor- Default in payment- Complete and partial repossession – Instalment system – Entries in the books purchaser and seller(18 hrs)
- Module 5- Voyage, Packages and containers accounts –Voyage Accounts Meaning- Advantages- Preparation of voyage accounts- Voyage in progress – Accounting for packages and containers –Accounting treatment – Containers trading account- Containers provision account.(12 hrs)

Books Recommended;

1. Gupta R. L. and Radhaswamy .M. Advanced Accounting , Sultan Chand & Sons , New Delhi.
2. Shukla M. C .Grewal .T. S. and S.C. Gupta. Advanced Accounts S. Chand &Co. Ltd. New Delhi.
3. Jain S.P. and Narang K. L. Financial Accounting , Kalyani Publishers , New Delhi.
4. Naseem Ahmed , Nawab Ali Khan and Gupta . M. L. Fundamentals of Financial Accounting Theory and Practice , Ane Books Pvt . L td.New Delhi.

Vocational Course - II: CX 1271 - LEGAL FRAMEWORK OF TAXATION

No. of instructional hours per week: 3

No. of credits: 3

Aim of the course: To familiarize the students with the legal frame work of taxation

Course objectives:

1. To provide a basic knowledge on the role of tax laws in constitution.
2. To provide a conceptual understanding on direct and indirect taxation.

Module I: Taxation under Constitution-Union list (List I) relevant to taxation – Entry No. 82 to Entry No. 97-State list (List II) relevant to taxation – Entry No.46 to Entry No. 54- Concurrent list (List III) (12 Hrs)

Module II: Provisions Related to Distribution of Revenue - Article 268 to 272 (6 Hrs)

Module III: Constitutional Validity of Tax Laws - Legislative competence – Freedom of Trade, Commerce and Intercourse. (8 Hrs)

Module IV: Direct Tax Laws – Meaning of direct taxes – Income Tax Act 1961 – Basic Concepts : Assessee – Assessment Year - Previous Year – Person – Income - Gross Total Income - Total Income – Casual income – Agricultural income – Introduction to Wealth Tax Act 1957 (10 Hrs)

Module V: Indirect Tax Laws - Meaning of Indirect Taxes – Features – Advantages – Disadvantages – - Central Indirect Tax Laws - Indirect Tax Laws of the States - Distinction between Direct and Indirect Taxes. (18 Hrs)

Books Recommended:

1. Datey V.S “Indirect Taxes”, Taxmann Publications Pvt. Ltd, New Delhi.
2. Dr. Sanjeev Kumar, “Indirect Taxes” Bharat Law House Pvt. Ltd, New Delhi.
3. Balachandran. V, “Indirect Taxation”, Sultan Chand & Sons, New Delhi

Complementary Course II: CX 1231 - BUSINESS REGULATORY FRAMEWORK

No. of instructional hours per week: 4

No. of credits: 4

Aim of the course: To acquaint the students with the legal framework influencing business decisions and operations.

Course objective:

1. To provide a brief idea about the framework of Indian business Laws
2. To enable the students to apply the provisions of business laws in business activities
3. To motivate the students to take up higher studies in business Laws

Module 1

Introduction to law- Meaning of law- definition of law – importance of law- branches of law –sources of law- mercantile law- importance- sources- other business regulations – statutory and professional- objectives(basic study only) (4 hrs)

Module 2

Law of contracts- The Indian Contract Act 1872- definition of contract – law of contracts- nature of contracts- classification- essential elements of a contract- offer and acceptance – considerations- capacity of parties- coercion- undue influence, fraud, misrepresentation, mistake, free consent legality of object and considerations- performance of contract- discharge of contract- breach of contract- remedies for breach of contract. (25 hrs)

Module 3

Special contracts- Bailment and pledge- bailment definition- essential elements- rights and duties of bailer and bailee – finder of lost goods. Pledge essentials- rights and duties of pawner and pawnee Indemnity and guarantee- indemnity –definition- nature of liability of surety, rights of surety, discharge of surety. Meaning and definition of guarantee. Law of agency – essentials, kinds of agents- rights and duties agent and principal creation of agency, termination of agency contract. (15 hrs)

Module 4

Sale of Goods Act 1930-meaning of contract of sale- formation of contract of sale – Goods and their classification- condition and warranties- transfer of property in goods- performance of contract of sale- unpaid seller and his rights. (8 hrs)

Module 5

Regulatory authorities - Salient features and functions, IRDA, TRAI, Intellectual property rights meaning – patent rights- trade marks- copy rights-plagiarism. Right to Information Act, 2005- objects of the Act- informations to be disclosed by public authorities- exemption from disclosure of information- request for obtaining information- Central Information Commission- State Information Commission- powers and functions of Information Commission. (20 hrs)

Books Recommended

1. Kapoor. N .D, *Business law*, Sulthan Chand and Sons
2. Chandha P.R, *Business law* gajgotia, New Delhi
3. Garg K.C, V.K Surendran, Mahesh Sharma and Chawla R.C, *Business regulatory framework*, Kalyani Publishers, New Delhi
4. Tulsian P.C, *Business Laws*, Tata Macgraw-Hill publishing Co.Ltd, New Delhi
5. B S Moshal, *Modern Business law*, Ane books, New Delhi
6. Awathar Singh, *Company Law*, Eastern Law Books
7. BARE Acts: *Contract Act*, *Sale of Goods Act*, *RTI Act 2005*, *IRDA*, *TRAI*

SEMESTER – III

Core Course III : CX 1341 - Functional Applications of Management

No. of instructional hours per week : 4

No. of credits : 2

Aim of the Course: To give an understanding on the functional application of management

Course objectives: To familiarise the students with various aspects of organizational management .

Module – 1: Introduction to Management – Concepts, Significance, Management and administration . Management Process- Functions of management. **(brief explanation to functions of management) (12hrs)**

Module 2: Financial Management- - Concept of finance- Functions of finance - Meaning, scope and objectives of financial management - Source of finance- short term and long term, Working capital- concepts and factors affecting working capital. **(15 Hrs)**

Module 3: Operations management- Meaning , scope, production function in an organisation- Routing, scheduling and dispatching, Material Management, Safety consideration and environmental aspects. **(15 Hrs)**

Module 4: Marketing Management –Marketing-Meaning, Definition, Concept, Importance, Marketing and selling. Marketing management - importance – major problems of marketing in India- Marketing mix, Product, price, place and promotion **(15 Hrs)**

Module 5: Human Resource Management – Meaning- Definition- Job analysis , job specification, Job description and job evaluation,- Recruitment , Selection, Training, Placement, Development and Compensation . **(conceptual framework only) (15 Hrs)**

Books recommended:

11. Tripathy Reddy, Principles of Management, Tata Mc Graw Hill Publishers, New Delhi.
12. L.M. Prasad, Principles of Management, sultan Chand & sons, New Delhi.
13. M.Y. Khan and P.K. Jain, Financial management, Tata Mc Grawhill Publishers, New Delhi.
14. R.S. Goel, Operations management, Kalyani Publications, Ludhiana.
15. R. C. Agarwal, Marketing Management, Educational publishers, Agra.
16. Philip Kotler and Gary Armstrong, Principles of Marketing, PHI, New Delhi.
17. William. J .Stanton, Fundamentals of Marketing, McGraw-Hill, New York
18. Rajan Nair, Marketing Management, Sultan Chand & Sons, New Delhi.
19. C. B. Mamoria, Personnel Management, Sultan Chand&Sons, New Delhi.
20. I M. Pandey, Financial Management, Vikas Publishing House, New Delhi.

Core Course IV: CX 1342 - ADVANCED FINANCIAL ACCOUNTING

No. of instructional hours per week: 4

No. of Credits: 3

Aim of the course: To equip the students with the preparation of financial accounts of different forms of business organisation.

Course objectives:

1. To enable the students to prepare the accounts of partnership firms in various situations.
2. To familiarize the students with the system of accounting for corporates.

Module I

Partnership Accounts: Introduction- features – fixed and fluctuating capitals – Admission, retirement and death of partners (**theory only**) (8 hrs)

Module II

Dissolution of Partnership Firms – preparation of realization and capital accounts- insolvency of partners- application of decision in Garner vs Murray- insolvency of all partners (15hrs)

Module III

Final Accounts of Companies – Company's statutory records-preparation of final accounts- forms and contents of balance sheet, profit and loss account (vertical form) (14 hrs)

Module IV

Amalgamation and Absorption - Accounting for amalgamation of companies – meaning – types – merits and demerits of amalgamation – determination of purchase consideration: Lump sum, Net worth and Net Payment methods – Accounting in the books of purchasing and vendor company- post amalgamation Balance Sheet – Accounting for absorption (25hrs)

Module V

External and Internal reconstruction – meaning- accounting for external and internal reconstruction- preparation of new balance sheet (10 hrs)

Books Recommended:

1. Gupta R.L. and Radhaswamy.M : Advanced Accounting
2. Shukla M.C.and Grewal.T.S : Advanced Accounts
3. Jain S.P.and Narang.K.L : Advanced Accountancy
4. Naseem Ahmed, Nawab Ali Khan and Gupta.M.L : Fundamentals of Financial Accounting Theory and Practice.
5. Maheswari S.N. and Maheswari S.K. : Advanced Accountancy

Vocational Course III: CX 1371 - INCOME TAX LAW AND ACCOUNTS – I

No. of instructional hours per week: 4

No. of credits: 4

Aim of the course: To provide knowledge of the various provisions of Income Tax Act 1961.

Course objectives:

1. To give awareness about the scope of Total Income as per the provisions of Income Tax Act 1961.
2. To equip the students with the computation of taxable income under different heads.

Module I

Scope of Income Tax - Residential Status and Incidence of Tax - Residential Status of Individual, HUF, Firm, Company, AOP/BOI, Local Authority, Artificial Juridical Person – Practical problems on determination of residential status – Scope of total income on the basis of residential status. (12 Hrs)

Module II

Incomes Exempt from Tax - Different categories of Exempted Income - Incomes which are neither included in Total Income nor Income Tax is payable – Incomes which are included in Total Income but no income Tax is payable. (8 Hrs)

Module III

Income from Salaries - Basis of Charge – Different Forms of Salary – Allowances – Types - Perquisites – Types of perquisites and valuation of perquisites– Profit-in- lieu of Salary – Gratuity – Pension and Commuted pension – Encashment of earned leave – Retrenchment compensation - Provident Fund – Types of provident fund and tax treatment - Deductions – Computation of Income from Salary. (20Hrs)

Module IV

Income from House Property - Basis of Charge – Joint Owners – Deemed owners - Annual Value – Determination of Annual Value under different situations – Exemptions regarding income from house property - Deductions from annual value – Computation of Income from House Property (12 Hrs)

Module V

Profits and Gains of Business or Profession - Basis of Charge – Expenses expressly allowed – Expenses expressly disallowed – Expenses not deductible – Deductions allowed only on actual payment basis – Profits chargeable to tax - Practical problems on computation of Income from Business and Profession – Depreciation – Meaning - Assets eligible for depreciation - depreciation on straight line method – depreciation on WDV method - conditions for claiming depreciation - rate of depreciation on various block of assets. (20 Hrs)

Books Recommended:

1. Systematic Approach to Income Tax, Girish Ahuja & Ravi Gupta, Bharat Law House Pvt. Ltd, New Delhi.
2. Income Tax, Vinod K. Sinhanian & Monica Sinhanian, Taxmann Publications Pvt. Ltd, New Delhi.
3. Taxation Law & Practice, Mehtrottra & Goyal, Sahitya Bhavan Publication, Agra.
4. Direct Taxes, Lal B.B, Konark Publishing House, New Delhi.

Vocational Course IV: CX 1372 - INCOME TAX LAW AND ACCOUNTS – II

No. of instructional hours per week: 4

No. of credits: 3

Aim of the course: To give awareness about the application of various provisions for the computation of taxable income

Course objectives:

1. To equip the students with the computation of taxable income under the heads, capital gain and other sources.
2. To enable the students to familiarize with the permissible deductions under Chapter VI A of the Income Tax Act, 1961.

Module I

Capital Gain - Basis of Charge – Capital Asset – Kinds of Capital Assets – Transfer of capital assets - Cost of acquisition and cost of improvement under different situations – Capital gains exempt from tax – Computation of capital gains. (20 Hrs)

Module II

Income from Other Sources - Basis of Charge –General and Special Chargeability – Taxation of dividend, interest and winnings – Deductions allowed - Computation of Income from Other Sources. (12Hrs)

Module III

Clubbing of Income - Meaning of clubbing of income– Different items come under the provisions of clubbing of income (10 Hrs)

Module IV

Set off of Losses – Meaning of set-off of losses and carry-forward and set-off of losses – Types of set-off - Intra-set off and Inter-set off. (15 Hrs)

Module V

Deductions under Income Tax Act – Persons entitled to claim deductions – Provisions relating to deductions under various sections of the Income Tax Act. (15 Hrs)

Books Recommended:

1. Systematic Approach to Income Tax, Girish Ahuja & Ravi Gupta, Bharat Law House Pvt. Ltd, New Delhi.
2. Income Tax, Vinod K. Sinhanian & Monica Sinhanian, Taxmann Publications Pvt. Ltd, New Delhi.
3. Taxation Law & Practice, Mehtrotra & Goyal, Sahitya Bhavan Publication, Agra.
4. Direct Taxes, Lal B.B, Konark Publishing House, New Delhi.

Complementary Course III: CX 1331- INFORMATION TECHNOLOGY IN BUSINESS

No. of instructional hours per week: 4

No. of credits: 4

Aim of the course: To expose the students to the innovations in information technology and its potential application in business.

Course objectives:

1. To review the basic concepts and functional knowledge in the field of IT
2. To expose the students to computer application in the field of Business.

Module I: Introduction to Information Technology – meaning – definition – components of IT - Evolution of computers – Features and design of Hardware – .**Software - Overview** – system software – application software. (10hrs)

Module II: Internet - Meaning, Definitions, History. Internet structures – 7 layers. Internet protocols – TCP/IP, FTP, HTTP, URL. Internet Browsers – WWW Consortium, Search engines. Internet Security - network security, firewall, cryptography, password, biometrics, digital signature, and digital certificate. Business applications of internet - e-mail, UseNet, newsgroup, telnet, intranet, extranet, e-ticketing, chatting, FAQ. (18hrs)

Module III: E-Commerce - E-Commerce models with case study – B2B, B2C, C2C, C2B Business Applications of E-Commerce-Auctions – benefits, implementation and impact. Online financial Services – Stock trading, e-broking. E-business – Model -Do-it-yourself model, Made to Order Model, Information Service model, Emerging hybrid models. (18 hrs.)

Module IV: E-Banking EDI - working of EDI - E-Banking - features, benefits, limitations – digital payment systems - Credit Card, Debit Card, Smart Card, E-cash - .Processing of Credit Cards (12hrs)

Module V: E-Governance - Meaning, Definition, Models – G2G, G2B, G2C.E-citizen, E-service – e-filing, E-society ICT & E- Governance, Benefits and risks of E-Governance (14 hrs.)

Books Recommended:

1. Rajaraman V. *Fundamentals of Computer*, PHI, New Delhi.
2. Alexis Leon & Mathews Leon . *Fundamentals of Information Technology*, Vikas Publishing House, New Delhi.
3. Bharat Bhaskar . *Electronic Commerce*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi.
4. Pankaj Sharma . *E-Governance*, APH Publishing Corporation, New Delhi
5. *Information Technology in Business*, Green Tech Books, Thiruvananthapuram.
6. Bansal S.K . *E-Business Fundamentals*, APH Publishing Corporation, New Delhi.
7. Afuah A .and Tucci C. *Internet Business Models and Strategies*, McGraw-Hill.
8. Gary P Schneider. *E-Commerce*, Thomson.
9. Joseph. *E-commerce : An Indian Perspective*, PHI, New Delhi.
10. Stallings . *Cryptography and Network Security*, PHI ,New Delhi.
11. Stephen L Nelson . *MS Office: The Complete Reference*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi.

SEMESTER – IV

Core Course V: CX 1441 - BUSINESS COMMUNICATION AND OFFICE MANAGEMENT

No. of instructional hours per week: 4

No. of credits: 3

Aim of the course: To explore the talents in business communication and enable the students to understand the appointment and role of a Company Secretary in business.

Course objectives:

1.To develop communication skills among students relevant to various business situations

2.To impart knowledge on the management of Modern Offices.

Module I: Communication– meaning-definition-features-objectives -process - classification– principles of effective communication-communication skills – importance of communication in management-types of communication-barriers to communication-communication network. (12hrs)

Module II: Oral communication–meaning-merits and demerits –essentials – meetings and conferences –presentation skills –group communication – intra personal and inter personal communication-transactional analysis- –telephone conversation– interview –ethics of communication –exercises in oral communication. (15hrs)

Module III: Written communication– meaning- merits and demerits –objectives-essentials –importance-qualities of effective letters – business letters: essentials - structure–business enquiry –orders –execution of orders – reports: meaning-definition- importance-types -business report writing –preparation of resume – electronic media on communication –importance of media in communication.(15hrs)

Module IV: Office Manager –meaning & definition, functions, duties & qualities of office manager. Office: meaning & definition- nature of office work, importance & functions of office-meaning & definition of office management- Office layout. (15hrs)

Module V: Record Keeping and Management -meaning - definition - scope of record management- principles of record keeping - Filing: meaning- definition - different types of filing system. Indexing: meaning, definition - different types of indexing. (15hrs)

Note: Oral and written communication exercises to be pursued in the learning process.

Books Recommended:

- 1.Bhatia R.C., Business Communication. Ane Books Pvt.Ltd.,New Delhi.
- 2.Shalini Aggarwal. Essentials of Communication Skills, Ane Books Pvt.Ltd. Delhi.
- 3.Asha Kaul.Effective Business Communication, PHI ,New Delhi.
- 4.Madhukar. R.K.Business Communication, Vikas Publishing House, New Delhi.
- 5.Francis Soundararaj.Speaking and Writing for Effective Business Communication, Macmillan india Ltd.,New Delhi.
- 6.Sadagopan.S. Management Information System, PHI, New Delhi.
- 7.Rajendra Paland Korlahalli J.S. Essentials of Business Communication Sultan Chand & Sons, New Delhi.
- 8.Goyal D.P.Management Information System, Macmillan India Ltd.,New Delhi.
8. Chopra & Chopra, Office management -, Himalaya publications
9. Sharma & Gupta, Office Organisation & Management, Kalyani Publishers

Core Course VI CX 1442 BANKING THEORY AND PRACTICE

Number of instructional hours: 4/Week

Number of Credits: 3

Aim of the course: To expose the students to the changing scenario of Indian banking.

Course objectives:

1. To provide basic knowledge of the theory and practices of banking.
2. To familiarize the students with the changing scenario of Indian Banking.

Module I: Introduction to Banking :- Meaning and definition - Evolution of Banking – Structure – Types of Banks in India – Public sector banks and private sector banks – Scheduled banks – foreign banks – New generation Banks – functions of commercial banks – credit creation. (15 Hrs)

Module II : Central Banking :- Origin == functions- Important central banks of the world – RBI – Constitution of RBI – functions – credit control – methods of credit control – RBI and agriculture credit – RBI and financial inclusion. (15 Hrs)

Module III: Banking Practice: – Banker – customer – Definition as per Banking Regulation Act – Relationship between banker and customer – General and special relationship – Negotiable instruments – cheque – essentials of a valid cheque – crossing – general and special – Dishonour of cheque – liabilities of wrongful dishonour – opening and operation of accounts by special types of customers – minor, married woman, firms, company. (20 Hrs)

Module IV: Innovations and Reforms in Banking :- E-banking – CORE – ECS – EFT – RTGS – NEFT – SWIFT – Banking Ombudsman – Mobile Banking – Internet banking . (15 Hrs)

Module V: Retail Banking: - Products and services - Housing loans – Vehicle loans – Personal loans – Education loans – farm loans – Banking sector reforms- Capital adequacy norms – NPA- Management of NPA. (17 hrs)

Books Recommended:

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

Vocational course V: CX 1471 - INCOME TAX ASSESSMENT–I

No. of instructional hours per week: 4

No. of credits: 4

Aim of the course: To enable the students to acquire practical skills of Income tax assessment.

Course objectives

1. To impart practical skills on computation of total income of various assessees.
2. To provide knowledge about the computation of tax liability of various assessees.

Module I

Assessment of Individuals - Various sources of income of an individual - Procedure for computing Total Income – Computation of Tax. (20 Hrs)

Module II

Assessment of Hindu Undivided Family - Schools of Hindu Law – HUF V/s Firm – Incomes not treated as family income – Partition of HUF –Total and Partial Partition - Computation of Total Income and Tax Liability. (10 Hrs)

Module III

Assessment of Firms - Assessment of Firm as such (PFAS) – Assessment as AOP (PFAOP) - Computation of Total Income and Tax Liability of Firm and Partners. (15 Hrs)

Module IV

Assessment of Companies - Types of companies - Computation of Total Income and Tax Liability of Company – MAT provisions. (18 Hrs)

Module V

Assessment of Co-operative Societies - Income of Co-operative Societies – Deduction u/s 80 P - Computation of Total Income and Tax Liability. (9 Hrs)

Books Recommended:

1. Systematic Approach to Income Tax, Girish Ahuja & Ravi Gupta, Bharat Law House Pvt. Ltd, New Delhi.
2. Income Tax, Vinod K. Sinhanian & Monica Sinhanian, Taxmann Publications Pvt. Ltd, New Delhi.
3. Taxation Law & Practice, Mehtrotra & Goyal, Sahitya Bhavan Publication, Agra.
4. Direct Taxes, Lal B.B, Konark Publishing House, New Delhi.

Vocational course VI: CX 1472 - INCOME TAX ASSESSMENT–II

No. of instructional hours per week: 4

No. of credits: 4

Aim of the course: To impart practical knowledge on tax collection procedures.

Course objectives:

1. To equip the students with the concepts and procedure of Income Tax Assessment.
2. To give awareness about the application of technology on Income tax assessment.

Module I

Procedure for Assessment - Filing of Return – Prescribed Forms for filing of return – PAN – Types of Assessment. (12 Hrs)

Module II

Deduction and Collection of Tax at Source - Types of income/payments subject to TDS and TCS – Provisions related to TDS and TCS (20 Hrs)

Module III

Double Taxation Relief and Refund of Tax – Meaning of double taxation relief, double taxation avoidance and unilateral relief - Meaning of Refund of Tax – Right of Refund – Procedure for Claiming Refund – Interest on Delayed Refund (10 Hrs)

Module IV

Advance Payment of Tax - PAYE - Persons liable to pay Advance Tax – Procedure for Computation of Advance Tax – Due Dates for the Payment of Advance Tax - Consequences of Non-payment of Advance Tax (20 Hrs)

Module V

Role of Computer in Income Tax – e-filing of return, e-payment of tax and computation of total income and tax liability with the help of softwares. (10 Hrs)

Books Recommended:

1. Systematic Approach to Income Tax, Girish Ahuja & Ravi Gupta, Bharat Law House Pvt. Ltd, New Delhi.
2. Income Tax, Vinod K. Sinhanian & Monica Sinhanian, Taxmann Publications Pvt. Ltd, New Delhi.
3. Taxation Law & Practice, Mehtrotra & Goyal, Sahitya Bhavan Publications, Agra.
4. Direct Taxes, Lal B.B, Konark Publishing House, New Delhi.

Complementary Course IV: CX 1431- BUSINESS STATISTICS

No. of instructional hours per week: 4

No. of credits: 4

Aim of the course: To develop the skill for applying appropriate statistical tools and techniques in different business situations.

Course Objectives:

1. To enable the students to gain understanding of statistical techniques as are applicable to business.
2. To enable the students to apply statistical techniques for quantification of data in business.

Module I—Introduction

Meaning, definition, functions, objectives and importance of statistics.- Distrust of statistics - Collection, classification, tabulation and presentation of data. Measures of central tendency and Measures of dispersion - relevance and applicability of each technique in business. (17 hrs)

Module II—Correlation

Meaning and definition-correlation and causation – Types of correlation –Methods of measuring correlation for ungrouped data -Karl Pearson's co-efficient of correlation and its interpretation, Probable error - , Coefficient of determination Spearman's rank correlation- co-efficient of Concurrent deviation- Application of different measures of correlation in business. (15hrs)

Module III--Regression analysis

Meaning and definition - Types of Regression -Regression lines- determination of simple linear regression-. Regression equations and their application in business. Properties of correlation and regression co-efficients – Comparison of regression and correlation (15hrs)

Module IV--Index numbers

Meaning and importance-Problems in construction of index numbers-Methods of constructing of index numbers- Simple aggregative, Average of Price relatives, Lasperye's, Paasche's, Dorbisch- Bowley's, Marshall-Edgeworth's and Fisher's ideal index numbers, Test of Consistency: Time Reversal Test and Factor Reversal Test. Chain Base Index Nos. Shifting of Base year. Cost of living Index and its use in determination of wages –Wholesale Price Index Number , Population index, inflation index, Operational indices- Sensex and Nifty. (15hrs)

Module V--Time series analysis

Meaning and definition- components- Measurement of long term trend- Moving average method- Method of Least squares- Application in business. (10hrs)

Books Recommended:

1. Gupta.S.P. *Statistical Methods*, Himalaya Publishing House, Mumbai.
2. Elhance.D.L . *Fundamentals of Statistics*, Kitab Mahal, Allahabad.
3. Gupta.B.N. *Statistics - Theory and Practice*, Sahitya Bhawan Publications, Agra.
4. Sanchetti D.C and Kapoor V.K . *Statistics - Theory, Methods and Application*, Sultan Chand & Sons, New Delhi.
5. Nabendu Pal and Haded Sarkar S.A . *Statistics - Concept and Application*, PHI, NewDelhi.
6. Agarwal.B.M. *Business Mathematics and Statistics*, Ane Books Pvt.Ltd., New Delhi.
7. Richard I.Levin and David S. Rubin, *Statistics for Management*, Prentice Hall of India, latest edition.

SEMESTER - V

Core Course VII: CX 1541 - ENTREPRENEURSHIP DEVELOPMENT

No of Instructional hours per week: 4

No of credits: 3

Aim of the course: To equip the students to have a practical insight for becoming an entrepreneur.

Course objectives: To familiarize the students with the latest programs of the government authorities in promoting small and medium industries. To impart knowledge regarding how to start new ventures.

Module 1: Concepts of entrepreneur: Entrepreneur- Definitions-Characteristics of entrepreneur-Classification of entrepreneur-Entrepreneurial traits-Entrepreneurial functions - role of entrepreneurs in the economic development - Factor effecting entrepreneurial growth – Entrepreneurship – Meaning – definition - Entrepreneur vs Intrapreneur - Women Entrepreneurs - Recent development – Problems - Entrepreneurial Development Programmes - Objectives of EDP - Methods of training - Phases of EDP.

(15Hours)

Module 2: Institutional support and incentives to entrepreneurs- Functions of Department of Industries and Commerce (DIC) - Activities of Small Industrial Development Corporation (SIDCO)-Functions of National Small Industries Corporation(NSIC)- Functions of Small Industries Development Bank of India (SIDBI)-Khadi Village Industry Commission (KVIC)-Small Industries Service Institute (SISI)- Functions and services of Kerala Industrial Technical Consultancy Organisation (KITCO)-Activities of Science and Technology Entrepreneurship Development Project (STEDP)-Strategies of National entrepreneurship Development Board(NEDB)-Objectives of National Institute for entrepreneurship and small business development (NIESBUD)- Techno park-Functions of techno park Incentives- Importance- Classification of incentives- Subsidy- Types of Subsidy

(15 Hours)

Module 3: Micro Small and Medium Enterprises- Features- Objectives- Importance- Role of SME in the economic development- MSME Act 2006- Salient features- Credit Guarantee Fund Trust Scheme for MSMEs - Industrial estates-Classification-Benefits-Green channel- Bridge capital- Seed capital assistance-Margin money schemes –Single Window System- Sickness- Causes –Remedies- Registration of SSI

(15 Hours)

Module 4: Setting up of Industrial unit-(Only Basic study) Environment for Entrepreneurship – Criteria for selecting particular project- Generating project ideas-Market and demand analysis-Feasibility study- Scope of technical feasibility- Financial feasibility- Social cost benefit analysis-Government regulations for project clearance-Import of capital goods-approval of foreign collaboration-Pollution control clearances- Setting up of micro small and medium enterprises-Location decision- Significance.

(15 Hours)

Module 5: Project Report-Meaning-Definition-Purpose of project reports-Requirements of good report-Methods of reporting-General principles of a good reporting system-Performance of a project report-Sample project report.

(12 Hours)

Books Recommended:

1. Shukla M.B. *Entrepreneurship and small Business Management*, Kitab Mahal Allahabad.
2. Sangram Keshari Mohanty, *Fundamentals of entrepreneurship*, PHI, New Delhi.
3. Nandan H. *Fundamentals of Entrepreneurship*, PHI, New Delhi.
4. *Small-Scale Industries and Entrepreneurship*, Himalaya Publishing, Delhi
5. C.N.Sontakki, *Project Management*, Kalyani Publishers, Ludhiana.
6. Sangam Keshari Mohanty. *Fundamentals of Entrepreneurship*, PHI, New Delhi
7. Peter F. Drucker- *Innovation and Entrepreneurship*.
8. *Vasanth Desai, Small Business Entrepreneurship, Himalaya Publications.*
9. *MSME Act 2006.*

Core Course VIII: CX 1542 - INDIAN FINANCIAL MARKETS

No. of instructional hours per week: 4

No. of Credits: 3

Aim of the course: To provide a comprehensive knowledge of the working of financial markets in India.

Course objectives:

1. To give the students an overall idea about Indian financial markets.
2. To familiarize the students with financial market operations in India.

Module I

Financial System - Meaning – structure of Indian financial system – financial markets – financial institutions – financial instruments – financial services. (10hrs)

Module II

Financial Market – structure – money Market – capital Market – market for mortgages – market for financial guarantees – foreign exchange market. (12hrs)

Module III

Capital Market - structure – primary market – meaning – methods and procedure of public issue – book building process – role of intermediaries. (15hrs)

Module IV

Secondary Market- functions of stock exchanges – securities traded in the stock exchange – major stock exchanges in India – BSE, NSE – trading procedure – online trading – dematerialization of securities – depositories – rolling settlement – derivatives trading – types of investors – speculation – insider trading – stock market indices – role of SEBI in regulating capital market (20hrs)

Module V

Mutual Funds – meaning – classification of mutual fund schemes – open ended schemes – closed ended schemes – sectoral funds – exchange traded funds – money market mutual funds. (15hrs)

Note:

1. Students to prepare a chart showing movements in stock market indices (BSE, NSE) for at least two weeks and prepare a brief report on the causes for the movements. Identify the major gainers and losers in the stock market during the trading period.
2. Students to prepare a brief report on a mutual fund product as advertisement media.

Books Recommended:

1. Gupta N.K and Monica Chopra : Financial Markets Institutions and services
2. Yogesh Maheswary : Investment Management
3. Kevin. S : Security Analysis and Portfolio Management
4. Preethi Singh : Dynamics of Indian Financial System
5. Sojikumar.K and Alex Mathew : Indian Financial System and Markets
6. Bharathi. V.P.Pathak : Indian Financial System
7. Khan. M.Y : Financial Services
8. Srivastava. R.M : Indian Financial System.

Core Course IX: CX 1543 - COST ACCOUNTING

No. of instructional hours per week: 4

No. of Credits: 4

Aim of the course: To impart knowledge of cost accounting system and acquaint the students with the measures of cost control

Course objectives:

1. To familiarize the students with cost concepts.
2. To make the students learn the fundamentals of cost accounting as a separate system of accounting

Module I

Introduction to Cost Accounting – Meaning and definition – cost concepts – cost centre, cost unit, profit centre, cost control, cost reduction – objectives – Distinction between financial accounting and cost accounting – Methods and Techniques of costing – advantage of cost accounting – limitations of cost accounting – Installation of costing system. (10hrs)

Module II

Accounting and control of material cost- Documentary Design- EOQ levels of inventory. Methods of pricing of issues. ABC, VED and FSN analysis – perpetual and periodical inventory system – continuous stock taking – material losses and the accounting treatment – treatment of primary and secondary packing materials. (18hrs)

Module III

Accounting and control of labour cost – time keeping – time booking – systems of wage payment – incentive plans – idle time – overtime and their accounting treatment – labour turn over . (18hrs)

Module IV

Accounting for overheads – classification – departmentalization (allocation and apportionment) – absorption – determination of overhead rates – under / over absorption and their accounting treatment – allocation of overheads under ABC analysis. (16hrs)

Module V

Cost accounting records – Integral and non-integral systems (theoretical importance only) – preparation and presentation of cost sheets – Reconciliation of cost and financial accounts. (10hrs)

Books Recommended:

1. Jain.S.P and Narang.K.L : Advanced Cost Accounting
2. Prasad.N.K : Advanced Cost Accounting,
3. Khan.M.Y and Jain.P.K : Advanced Cost Accounting,
4. Thulsian P.C : Practical Costing,
5. Arora.M.N : Principles and Practice of Cost Accounting
6. Nigam B.M and Jain K : Cost Accounting

Vocational Course VII: CX 1571 - INCOME TAX ADMINISTRATION

No. of instructional hours per week: 4

No. of credits: 4

Aim of the course: To familiarize the students with the system of Income tax administration in India.

Course objectives:

1. To provide knowledge of various Income tax authorities and their powers.
2. To familiarize the students with the rights available to an assessee for grievance redressal under Income Tax Act.

Module I

Income Tax Authorities - Different Authorities – CBDT – Appointment - jurisdiction - Powers and duties of different Authorities. (16 Hrs)

Module II

Appeal - Meaning – Appellate Authorities – CIT (A) – Appellate Tribunal - NTT – Supreme Court - Procedure of filing Appeal – Fee, Time limit and form of appeal – Appealable orders (20 Hrs)

Module III

Revision - Meaning – Types of revision – Authority – Conditions to be satisfied for revision. (8 Hrs)

Module IV

Survey, Search and Seizure – Meaning - Types and objectives – Authorities – Powers of authorized officers. (6 Hrs)

Module V

Penalties and Prosecutions – Meaning of penalty and prosecution – Conditions to be satisfied for the imposition of penalty - Imposition of Penalty for Different Types of Default – Amount of Penalty - Procedure for imposing Penalty – Authority to impose penalty. (22 Hrs)

Books Recommended:

1. Systematic Approach to Income Tax, Girish Ahuja & Ravi Gupta, Bharat Law House Pvt. Ltd, New Delhi.
2. Income Tax, Vinod K. Sinhanian & Monica Sinhanian, Taxmann Publications Pvt. Ltd, New Delhi.
3. Taxation Law & Practice, Mehtrotra & Goyal, Sahitya Bhavan Publication, Agra.
4. Direct Taxes, Lal B.B, Konark Publishing House, New Delhi.

Vocational Course VIII: CX 1572 - WEALTH TAX LAW AND PRACTICE

No. of instructional hours per week: 3

No. of credits: 3

Aim of the course: To familiarise the students with the provisions of Wealth Tax Act 1957.

Course objectives:

1. To equip the students with the concepts of Wealth Tax.
2. To enable the students to acquire the skills for the computation of net wealth and wealth tax liability.

Module I

Wealth Tax - Meaning – Important terms – Valuation date – Net wealth – Assessee – Assets – Assessment Year – Scope of wealth tax. (8 Hrs)

Module II

Assets belonging to others but included in the net wealth of an individual. (8 Hrs)

Module III

Assets Exempted from Wealth Tax (10 Hrs)

Module IV

Valuation of Assets - Valuation by valuation officer – Valuation of immovable property – Valuation of business assets – Valuation of jewelry. (10 Hrs)

Module V

Computation of Net wealth and Wealth Tax (18 Hrs)

Books Recommended:

1. Direct Taxes, Lal B.B, Konark Publishing House, New Delhi.
2. Direct Tax Law and Practice, Girish Ahuja & Ravi Gupta, Bharat Law House Pvt. Ltd, New Delhi.
3. Wealth Tax Act 1957, Mehtrotra & Goyal, Sahitya Bhavan Publication, Agra.

Open Courses (For students from disciplines other than Commerce)

Open Course I: CX 1551.1- FUNDAMENTALS OF FINANCIAL ACCOUNTING

No. of instructional hours per week: 3

No. of credits: 2

Aim of the course: To provide basic accounting knowledge as applicable to business and to form a background for higher learning in financial accounting.

Course objectives:

1. To enable the students to acquire knowledge in the basic principles and practices of financial accounting.
2. To equip the students to maintain various types of ledgers and to prepare final accounts.

Module I

Introduction to financial accounting – Accounting – meaning, objectives – accounting concepts and conventions – systems of accounting. Accounting Standards – meaning and objectives. Double entry book keeping – basic concepts – rules of debit and credit. (8hrs)

Module II

Recording Business Transactions – Journal – Ledger – Subsidiary books. (8hrs)

Module III

Cash book – Simple cash book, cash book with cash and discount columns, cash book with cash, discount and bank columns – Petty Cash Book – Bank Reconciliation Statement.

(10hrs)

Module IV

Trial Balance – meaning and objectives – preparation of Trial Balance – Rectification of errors – Types of errors – detection and rectification of errors – Suspense Account. (10hrs)

Module V

Financial Statements – Final accounts of sole trader – Manufacturing, Trading and Profit and Loss Account – Balance Sheet – Preparation of final accounts with adjustments. (18 hrs)

Books Recommended:

1. Naseem Ahmed, Nawab Ali Khan and M.L. Gupta. *Fundamentals of Financial Accounting – Theory and Practice*, Ane Books Pvt. Ltd., New Delhi.
2. Krishnankutty Menon M. and George Chakola. *Principles of Book-Keeping And Accountancy*, Sahitya Bhawan Publications, Agra.
3. Gupta R.L. and Gupta V.K. *Principles and Practice of Accountancy*, Sultan Chand & Sons, New Delhi.
3. Jain S.P. and Narang K.L. *Basic Financial Accounting*, Kalyani Publishers, New Delhi.
4. Maheswari S.N and Maheswari S.K. *Advanced Accounting-Vol.I*, Vikas Publishing House, New Delhi.

Open Course : 1 CX 1551.2 Principles of Management

No : of instructional Hrs per week: 3

No: of Credits : 2

Aim of the Course: To familiarise the students from other faculties on the framework of management.

Course objectives: To provide knowledge on the fundamentals of management principles and functions.

Module 1 - Introduction to Management

Meaning and definition, scope, importance, management and administration, management levels- Management- science, art or profession- Henry Fayol's principles of management. (10 Hrs),

Module 2- Planning

Meaning, objectives, types of plans, steps in planning and limitations of planning. (9 Hrs)

Module 3- Organising

Concept, significance, types- formal and informal, line and staff and functional , centralisation, decentralisation, delegation and departmentation. (15 Hrs)

Module 4 - Staffing

Importance, sources of recruitment and selection , training and development. (conceptual framework only) (10 hrs)

Module 5 - Directing and Controlling

Meaning and elements of direction -Controlling- Meaning - steps-. Methods of establishing control. (10 Hrs)

Books recommended:

1. Koontz.O. Donnel, Principles of management, Tata Mc grawhill, publishing co, New Delhi.
2. L. M. Prasad, Principles of Management, Sultan Chand & sons, New Delhi.
3. R.C. Bhatia, Business organisation and management, Ane books, P. Ltd. New Delhi.
4. Tripathy Reddy, Principles of Management Tata Mc Graw Hill Publishers, New Delhi.

Open Course 1. CX 1551.3 CAPITAL MARKET OPERATIONS

No. of instructional Hours per week: 3

No of Credits: 2

Aim: To create an interest among students towards stock market investment

Objective: To familiarize the students with capital market operations

Module I: Capital Market - Meaning – structure- capital market instruments (Brief discussion only) – Primary market (Meaning) – Methods of public issue – Book building – meaning – procedure (10 hrs)

Module II: Secondary Market – Leading stock exchanges in India – Securities traded in the stock exchange – ownership and creditorship securities (Concept only) – Procedure for buying and selling securities – Types of orders – Online trading – Stock market indices (Meaning) (12 hrs)

Module III: Dematerialisation of Securities – meaning –advantages of dematerialization – Depositories – functions of depositories – Procedure of dematerialization (12 hrs)

Module IV: Types of investors – Speculation Vs Investment – Types of speculators (10 hrs)

Module V: Derivatives – Meaning – Forwards – Futures – Options – Put option - Call option (10 hrs)

Books Recommended

1. Kevin S . *Security Analysis and Portfolio Management* ,PHI, New Delhi.
2. Preethi Singh . *Dynamics of Indian Financial System* , Ane Books Pvt. Ltd., New Delhi.
3. Sojikumar.K and Alex Mathew . *Indian Financial System and Markets*, Tata McGraw-Hill Publishing Co.Ltd., New Delhi.
4. Bharathi V. Pathak . *Indian Financial System* , Pearson Education,Noida.

SEMESTER – VI
Core Course X: CX 1641 – AUDITING

No. of instructional hours per week: 4

No. of credits: 3

Aim of the course: To understand the principles and practice of auditing

Course objectives:

1. To familiarise the students with the principles and procedure of auditing.
2. To enable the students to understand the duties and responsibilities of auditors.

Module 1: Introduction - Meaning and Definition of Auditing-Objectives of Auditing-Accounting Ethics and Auditing-Auditing and Assurance Standards-Concept of Auditor's Independence-Audit Evidence-Concept of Materiality-Concept of True and Fair view-Types of Audit-Statutory Audit- Internal Audit- Continuous Audit- Final Audit-Cost Audit- Management Audit-Tax Audit-Government Audit-Performance Audit- Social Audit. (15 hrs)

Module 2: Audit Process, Documentation and Internal Check - Preparation before audit-Audit Programme-Audit Process-Audit Note Book-Audit Working Papers-Audit Files- Internal Control- Internal Check-Duties of an auditor in connection with internal check as regards cash transactions, purchases, sales, wages and stores. (15 hrs)

Module 3: Vouching and Verification - Vouching - meaning and importance-Requirements of a voucher Verification-meaning-Difference between vouching and verification- general principles for verifying assets-Valuation of assets-Difference between verification and Valuation-Verification of Liabilities-General Considerations while verifying liabilities (15 hrs)

Module 4: Audit of Limited Companies & Liabilities of an auditor - Qualifications and Disqualifications of an Auditor-Appointment of auditor-Ceiling on number of audits-Auditors remuneration- Removal of auditor- Powers and Duties of an Auditor-Audit Report. Liabilities of an Auditor. (17 hrs)

Module 5: Investigation - Meaning and Definition of Investigation- Distinction between investigation and auditing-Types of Investigation- Investigation on acquisition of running business- Investigation when fraud is suspected. (10 hrs)

Books Recommended:

1. Bhatia R.C. *Auditing*, Vikas Publishing House, New Delhi.
2. Dinkar Pagare . *Auditing*, Sultan Chand & Sons New Delhi.
3. Jagadeesh Prakash . *Auditing: Principles and Practices*, Chaitanya Publishing House, Allahabad.
4. Kamal Gupta. *Contemporary Auditing*, Tata McGraw-Hill Publishing Co.Ltd. New Delhi.
5. Saxena and Saravanavel . *Practical Auditing*, Himalaya Publishing House, Mumbai.
6. Sharma R. *Auditing*, Lakshmi Narain Agarwal, Agra.
7. Sharma T.R. *Auditing*, Sahityan Bhawan Publications, Agra.
8. Tandon B.N. *Practical Auditing* ,S Chand & Co.Ltd. New Delhi.

Core Course - XI: CX 1642- APPLIED COSTING

No. of instructional hours per week: 4

No. of Credits: 3

Aim of the course: To develop the skill required for the application of the methods and techniques of costing in managerial decisions.

Course objectives:

1. To acquaint the students with different methods and techniques of costing.
2. To enable the students to apply the costing methods and techniques in different types of industries.

Module I- Specific Order Costing– Job costing – meaning– procedure –accounting.- Batch costing- meaning- procedure- Economic Batch Quantity. Contract costing– meaning– determination of profit or loss on contract – incomplete contracts –work certified and uncertified – work in progress account – cost plus contract. (16 hrs)

Module II Process Costing - Process Accounts – Process Losses – Abnormal gain and their treatment – Joint products and By products – methods of apportioning- joint cost equivalent production units. (16 hrs)

Module II: Service Costing - Meaning - Features – Composite cost unit – Service Costing applied on transport– hospital – power house - canteen. (10hrs)

Module IV Marginal Costing - Meaning- difference between marginal costing and absorption costing. Break Even Analysis – Cost Volume Profit analysis. Decision Making – Key Factor- Make or Buy – Product/Sales Mix- Pricing Decisions-capacity determination. (20hrs)

Module V: Standard Costing - Meaning – concept – standard cost – estimated cost – historical costing vs standard costing. Components of standard cost. Variance Analysis – Material Variances only – quantity, price, cost, mix and yield. (10 hrs)

Proportion of Theory to Problem- 30:70

In put taken :- this course CO 1642 takes its input from the Course CO 1542 in vth semester

Output given:- This course CO 1642 gives its output to the course at PG level Cost Accounting for Managerial Decision Making

Books Recommended:

1. Jain S.P.,Narang K.L and Simi Agarwal. *Advanced Cost Accounting*, Kalyani Publishers, New Delhi.
2. Prasad N.K .*Advanced Cost Accounting*, Book Syndicate Pvt. Ltd., Kolkata.
3. Khan M.Y and Jain P.K. *Advanced Cost Accounting*, Tata McGraw-Hill Publishing Co.Ltd., New Delhi.
4. Thulsian P.C. *Practical Costing*, Vikas Publishing House, New Delhi.
5. Arora M.N. *Principles and Practice of Cost Accounting*, Vikas Publishing House, New Delhi.
6. Nigam B.M and Jain K. *Cost Accounting*, PHI, New Delhi.
7. Maheswari S.N. *Cost and management Accounting*, Sultan Chand & Sons, New Delhi.

Core Course XII: CX 1643 - MANAGEMENT ACCOUNTING

No. of instructional hours per week: 4

No. of Credits: 4

Aim of the course: To develop professional competence and skill in applying accounting information for decision making.

Course objectives:

1. To equip the students to interpret financial statements with specific tools of management accounting.
2. To enable the students to have a thorough knowledge on the management accounting techniques in business decision making.

Module I: Introduction- Meaning-definition - objectives - difference between Financial Accounting and Management Accounting- Cost Accounting vs. Management Accounting- Installation of management accounting- steps involved- role of Management accounting in decision making. Tools and techniques of management accounting- advantages and limitations. (10hrs)

Module II: Analysis and interpretation of financial statements - Presentation of financial statements- Vertical and Horizontal- Parties interested in financial statements. Tools and techniques of financial statement analysis- Preparation of Comparative Financial Statements- Common size Financial Statements- Trend analysis- Ratio analysis- classification of ratios- liquidity- solvency- efficiency- profitability. Computation of Ratios and Interpretation- Preparation of Balance Sheet using ratios.(25hrs)

Module III: Fund flow analysis and cash flow analysis - Fund flow statement- Meaning- objectives- uses of Fund Flow statement- differences between Fund Flow Statement and Balance sheet- differences between Fund Flow Statement and Income statement-Preparation of Fund flow Statement. Cash Flow statement as per Accounting Standard- 3 – meaning- objectives and uses- differences between Cash Flow Statement and Fund Flow Statement- Preparation of Cash Flow Statement. (20hrs)

Module IV: Budgeting -Meaning – definition- uses– functional budgets – preparation of cash budget – flexible budget – (12hrs)

Module V:

Reporting to Management – Introduction – essentials of a good report – methods and types of reports (5hrs)

Note: Students are directed to interpret financial statements with the help of Ratios, Fund Flow Statement and Cash Flow Statement and reporting to management.

Books Recommended:

1. Man mohan, Goyal.S.N : Principles of Management Accounting.
2. Shashi.K.Gupta and Sharma.R.K : Management Accounting
3. Gupta.S.P and Sharma.R.K : Management Accounting
4. Kulshustia and Ramanathan : Management Accounting
5. Maheswari.S.N : Management Accounting and Financial Control.
6. Pandey .I.M : Principles of Management Accounting
7. Khan.M.Y & Jain.P.K : Management Accounting
8. Revi.M.Kishore : Management Accounting
9. Jhamb.H.V : Fundamentals of Management Accounting
10. Kaplan R.S and Atkinson. A.A : Advanced Management Accounting
11. Rajesh Kothari and Abhishek Godha : Management Accounting Concepts and Applications.

Vocational Course IX: CX 1671- INCOME TAX PLANNING

No. of instructional hours per week: 4

No. of credits: 4

Aim of the course: To equip the students professionally competent to act as a tax practitioner.

Course objectives:

1. To familiarise the students with the concepts of tax planning.
2. To provide practical skills on applying various provisions of Income Tax Act for tax planning.

Module I

Tax Planning - Important Concepts – Tax Evasion – Tax Avoidance – Tax Management – Tax Planning – Need for Tax Planning – Limitations of Tax Planning.
(10 Hrs)

Module II

Tax Planning in relation to Residential Status (12 Hrs)

Module III

Tax planning in relation to Heads of Income - Salary – House Property – Profits and Gains of Business – Capital Gains – Other sources. (20 Hrs)

Module IV

Tax planning in relation to Persons - Individual – HUF – Partnership Firms – Companies (15 Hrs)

Module V

Tax Planning in Relation to Setting up of a new Business (15 Hrs)

Books Recommended:

1. Direct Tax Law and Practice, Girish Ahuja & Ravi Gupta, Bharat Law House Pvt. Ltd, New Delhi.
2. Income Tax Law and Practice, Vinod K. Sinhanian & Monica Sinhanian, Taxmann Publications Pvt. Ltd, New Delhi.
3. Taxation Planning, Mehtrotra & Goyal, Sahitya Bhavan Publication, Agra.
4. Direct Taxes, Lal B.B, Konark Publishing House, New Delhi.

Vocational Course X: CX 1672 - GOODS AND SERVICES TAX

No. of instructional hours per week: 3

No. of Credits: 3

Aim of the course: To provide knowledge of the various provisions of Goods and Services Tax.

Course objectives:

1. To equip the students with the concept of Goods and Services Tax.
2. To familiarize the students with the application of various GST models and tax structure.

Module I

Back Ground of GST - Meaning - Process of introduction of VAT at the Centre and the States – Advantages and Limitations of VAT - Process of preparation for GST – Comprehensive structure of the GST model – Australian Model – Canadian Model – Kelkar-Shah Model – Bagchi- Poddar Model – The Practical Model - Justification for introduction of GST - Shortcomings at the Central Level - Advantage at the Central Level on introduction of GST - Shortcomings at the State Level - Advantage at the State Level on introduction of GST (12 hrs)

Module II

GST Model - CONCURRENT DUAL GST (i) Dual GST model (ii) Applicability of GST (iii) Apportionment of GST between Central and States (iv) Input tax Credit under GST (v) Cross utilization of ITC between the Central GST and the State GST (vi) Refund and Adjustment of GST (vii) Collection of GST (viii) Administration (ix) Chargeability (x) Compounding Option (xi) Returns under GST (xii) Registration Number (xiii) Audit and Assessment - Other Features of Dual GST Mode (15hrs)

Module III

Inter State Goods and Service Tax - Major advantages of IGST Model - Interstate Goods & Service Tax-illustration Transactions within a state – under GST & Inter-State Transactions – Under GST (10 hrs)

Module IV

GST Rate Structure – GST rates in prominent Countries - Zero Rating of Exports - GST on Imports - Special Industrial Area Scheme (7 hrs)

Module V

Taxes and Duties subsumed under GST - Taxes & Duties outside the purview of GST – (i) Tax on items containing Alcohol (ii) Tax on Petroleum Products Other Taxes & Duties on special items (i) Tax on Tobacco products (ii) Taxation of Services (10 hrs)

Books Recommended:

1. Abhishek, “Goods and Service Tax – New Face of Indirect Taxes in India,”-Govt. of India Edn, 2nd Edition, April 2009.
2. Sharma. K.K. “A Guide on Goods and Service Tax – An Introductory Study”, Sterling House, New Delhi.

Open Courses (For Students from the Department of Commerce)

ELECTIVE COURSE VI: CX 1661.6 MARKETING MANAGEMENT

No. of instructional hours per week: 3

No. of credits: 2

Aim of the course: To provide knowledge of the concepts, principles, tools and techniques of marketing.

Course objectives:

1. To help the students to understand marketing concepts and its applications
2. To make the students aware of modern methods and techniques of marketing.

MODULE-1: Market Segmentation, Targeting and Positioning - market segmentation: meaning and definition– basis-importance-stages- understanding consumer behavior and consumption pattern – consumer buying process: steps– factors influencing consumer buying – customer relations management – components — market targeting – market positioning. (14hrs)

MODULE – 2: Product Development and Marketing– product: meaning – definition-features-classification- product innovation: meaning-strategies- product development: meaning– stages – product mix: goals- dimensions-variables – product life cycle (10hrs)

MODULE – 3: Product Pricing and Promotion–significance – factors affecting price determination – pricing strategies of products and services- product promotion: meaning-definition- promotion mix –goals– factors influencing promotion mix –forms of promotion-promotion and selling- promotion and sales promotion – advertisement: objectives – functions – types –advertisement copy : features-essentials- qualities- personal selling – sales promotion techniques. (12hrs)

MODULE – 4: Managing logistics and channels of distribution –meaning – types – phases-channels of distribution - channels of distribution – types–marketing channel systems: vertical and horizontal. Marketing systems- issues involved in creating distribution channels – factors determining channels of distribution- distribution intensity (10hrs)

MODULE – 5: Recent trends in Marketing – Direct marketing – E marketing – Tele marketing – M Business – Relationship marketing– Concept Marketing – Virtual Marketing – Marketing of FMCG – Social Marketing – De marketing – Re marketing – green marketing-Synchro marketing – Service marketing (concepts only) (8hrs)

Books Recommended:

1. Philip Kotler and Gary Armstrong Principles of Marketing, PHI, New Delhi.
2. William. J .Stanton , Fundamentals of Marketing, McGraw-Hill, New York.
3. Stanton W.J. Etzal Michael and Walker. Fundamentals of Marketing, McGraw-Hill, New York.
4. Nirmal Singh and Devendra Thakur. Marketing principles and Techniques, Deep Deep Publications Pvt. Ltd., New Delhi.
5. Mamoria and Joshy. Principles and Practice of Marketing, Kitab Mahal, Allahabad.
6. Rajan Nair. Marketing Management, Sultan Chand & Sons, New Delhi.
7. Ramaswamy and NamaKumari . Marketing Management, Macmillan India Ltd., New Delh

Open Course II: CX 1661.7 - MANAGEMENT OF FOREIGN TRADE

No. of instructional hours per week : 3

No. of credits : 2

Aim of the course: To expose the students to the overall management of foreign trade affecting International business.

Course objectives:

1. To acquaint the students with India's foreign trade.
2. To familiarise the students with international trade and services.

Module I: Introduction to Foreign Trade – basis of foreign trade-terms of trade-balance of payments-economic development and foreign trade- India's foreign trade in global context.

(8 hrs)

Module II International Socio- Economic Environment and System– regional economic groupings- GATT, UNCATD and WTO- bilateralism vs. Multilateralism-commodity agreements and commodity markets.

(10hrs)

Module III India's Foreign Trade -role of state trading in India's foreign trade; export-oriented units; export of projects and consultancy services; Free Trade Zones in India; foreign collaboration and joint ventures abroad; export-import financing institutions.

(12hrs)

Module IV: Export and Import Procedures -central excise clearance-customs clearance-role of clearing and forwarding agents-shipment of export cargo-export credit-export credit guarantee and policies-forward exchange cover-finance for export on deferred payment terms -duty drawbacks .

(14

hrs)

Module V: Identification of Global Markets –sources of information-marketing strategy-agencies promoting and supporting foreign trade.

(10hrs)

Book Recommended:

1. Verma M.L. *Foreign Trade Management in India*, Vikas Publishing House, New Delhi.
2. Mahajan V.S. *India's Foreign Trade and Balance of Payments*, Deep & Deep Publications Pvt. Ltd., New Delhi.
3. Varshney R.L. *India's Foreign Trade*, Kitab Mahal, Allahabad.
4. Sindhvani. *The Global Business Game*, Macmillan India Ltd., New Delhi.
5. Mithani D.M. *International Economics: Theory and Practice*, Himalaya Publishing House, Mumbai.
6. Chadha G.K. *WTO and Indian Economy*, Deep & Deep Publications Pvt. Ltd., New Delhi.
7. Batra G.S. and Dangwal R.C. *International Business: New Trends*, Deep & Deep Publications Pvt. Ltd., New Delhi.
8. Warren J. Keegan. *International Marketing*, PHI, New Delhi.
9. John Payerwaether. *International Marketing*, PHI, New Delhi.
10. *IIFT Dictionary of Shipping and Chartering terms*
11. *IIFT Freight Tariffs and Practices of Shipping Conferences*

OPEN COURSE II. CX 1661.8 : ADVERTISING AND SALES PROMOTION

No. of instructional hours per week: 3

No. of credits: 2

Aim of the course: To acquaint the students with concepts and techniques in the application for developing and designing an effective Advertising and Sales Promotional Program

Course objective: To familiarize with the techniques of advertising and sales promotion and its application.

Module-I: **Introduction to Advertising** –definition- aim - features- importance- functions -advantages –objections against advertising -advertising and advertisement- advertising and publicity. (12 hrs)

Module -II : **Kinds of advertising:** product, institutional, informative, persuasive, reminder, primary demand, selective, comparative, shortage, co-operative, commercial, non-commercial, direct action advertising media- selection of advertising media – classification of advertising media: indoor, outdoor, direct, promotional. (14hrs)

Module –III: **Advertising strategies**-Meaning and definition -Objectives of Advertising strategies – major advertising strategies: creating advertising messages and selecting advertising media. (10hrs)

Module -IV: **Sales promotion**- meaning-importance - objectives- advantages – limitations – forms of promotion-advertising and sales promotion (8hrs)

Module V- **Techniques of sales promotion** – sales promotion at consumer level- sales promotion at dealer level- promotion at sales force level. (10hrs)

Reference:

1. Advertising Management – Concepts and Cases, Manendra Mohan (Tata McGraw Hill)
2. Sales Promotion and Advertising Management (6thEd.)Himalaya Publishing House
3. Advertising Excellence by Bovee, Thill, Dovel and Wood (McGraw Hill)
4. Advertising Management – Shelekar, Victor & Nirmala Prasad (Himalaya Publishing House)
5. Foundations of Advertising – Theory & Practice – S.A. Chunawala
6. Brand Positioning – Subroto Sengupta, Tata McGraw Hill
7. Cases in Marketing Management – M.L. Bhasin, Excell Books
8. Sales & Distribution Management (Units 12-16 for Sales Promotion) F.L. Lobo, Global Business Press
9. Successful Sales Promotion – Choudhry, Elliot & Toop, Orient Longman
10. Advertising Management by Batra, Myers and Aakar(5th Ed.) PHI
11. Promotion Management by S.A. Chunawalla (2nd Ed.) Himalaya

FIRST DEGREE PROGRAMMES (CBCS System)

English Language /Foundation Courses for BA/BSc Programmes

SEMESTERS I to IV - COURSE BREAKUP

Sem No	Course No	Course Title	Instructional hours	credits
1	EN 1111.1	Language Course 1: Listening, Speaking, and Reading	5	4
1	EN 1121	Foundation Course 1: Writings on Contemporary Issues	4	2
2	EN 1211.1	Language Course 3: Environmental Studies	6	4
2	EN 1212.1	Language Course 4: Modern English Grammar and Usage	4	3
3	EN 1311.1	Language Course 6: Writing and Presentation Skills	5	4
4	EN 1411.1	Language Course 8: Readings in Literature	5	4

English Language Courses for BCom Programmes

SEMESTERS I to IV - COURSE BREAKUP

Sem No	Course No	Course Title	Instructional hours	credits
1	EN 1111.2	Language Course 1: Listening, Speaking, and Reading	5	4
2	EN 1211.2	Language Course 3: Modern English Grammar and Usage	5	4
3	EN 1311.2	Language Course 4: Writing and Presentation Skills	3	3
4	EN 1411.2	Language Course 6 : Readings in Literature	3	3

English Language/Complementary Courses for 2(a) Programmes

SEMESTERS I to IV - COURSE BREAKUP

Sem No	Course No	Course Title	Instructional hours	credits
1	EN 1111.3	Language Course 1: Listening Speaking and Reading	5	4
2	EN 1211.3	Language Course 3: Modern English Grammar and Usage	5	3
3	EN 1311.3	Language Course 5: Writing and Presentation Skills	5	4
3	EN 1331.3	Complementary Course 3: Creative Writing [Career related – 2(a)]	5	4
4	EN 1411.3	Language Course 6 : Readings in Literature	5	4
4	EN 1431	Complementary Course 4: English for the Media [Career related - 2(a)]	5	4

English Language Courses for 2(b) Programmes

SEMESTERS I & II - COURSE BREAKUP

Sem No	Course No	Course Title	Instructional hours	credits
1	EN 1111.4	Language Course 1: Listening and Speaking Skills	3	2
2	EN 1211.4	Language Course 2: Writing and Presentation Skills	3	2

UNDERGRADUATE PROGRAMMES

**CAREER-RELATED FIRST DEGREE PROGRAMMES (CBCS System) in
JOURNALISM AND MASS COMMUNICATION & VIDEO PRODUCTION**

SEMESTERS III to IV - COURSE BREAKUP

[2015 Admission onwards]

Sem No	Course No	Course Title	Instructional hours	credits
1	EN 1331.3	Complementary Course: Creative Writing [Career-related 2(a)]	5	4
2	EN 1431.3	Complementary Course: English for the Media	5	4

**FIRST DEGREE PROGRAMMES (CBCS System) in B.A. ENGLISH & COMMUNICATIVE
ENGLISH**

SEMESTERS I to VI - COURSE BREAKUP

[2015 Admission onwards]

Sem No	Course No	Course Title	Instructional hours	credits
1	EN 1111.3	Language Course 1: Listening, Speaking, and Reading	5	4
1	CG 1121.3	Foundation Course 1: Writings on Contemporary Issues	3	2
1	CG 1141	Core Course 1: Reading Poetry	5	3
1	CG 1171	Vocational Course 1: Basics of Communication	3	3
1	CG 1131	Complementary Course 1: History of English Literature 1	4	4
1		Language Course 2 (Additional Language 1)	5	3
2	EN 1211.3	Language Course 3: Modern English Grammar and Usage	5	3
2	CG 1241	Core Course 2: Reading Drama	5	4
2	CG 1271	Vocational Course 2: Environmental Studies	6	4
2	CG 1231	Complementary Course 2: History of English Literature 2	4	4
2		Language Course 4 (Additional Language 2)	5	3
3	EN 1311.3	Language Course 5: Writing and Presentation Skills	5	4
3	CG 1321	Foundation Course 2: Informatics	4	3

3	CG 1341	Core Course 3: Reading Fiction	4	3
3	CG 1342	Core Course 4: 20 th C Malayalam Literature in English Translation	3	3
3	CG 1331	Complementary Course 3: History of English Literature 3	4	4
3	CG 1371	Vocational Course 3: Copy Editing	4	4
4	EN 1411.3	Language Course 6 : Readings in Literature	5	4
4	CG1441	Core Course 5: Reading Prose	4	3
4	CG 1442	Core Course 6: World Classics	4	3
4	CG 1431	Complementary Course 4: History of English Language and Phonetics	4	4
4	CG 1471	Vocational Course 4: Print and Online Writing	4	4
4	CG 1472	Vocational Course 5: Theatre Studies	4	4
5	CG 1541	Core Course 7: Literary Criticism	5	4
5	CG 1542	Core Course 8: Film Studies	4	3
5	CG 1543	Core Course 9: Indian Writing in English	3	3
5	CG 1551.1	Open Course 1: Creative Writing	3	2
	CG 1551.2	Open Course 1: Translation Studies		
	CG 1551.3	Open Course 1: English for the Media		
5	PE 1551	Open Course 1: Health and Fitness Education	3	2
5	CG 1571	Vocational Course 6: English Language Teaching	4	4
5	CG 1572	Vocational Course 7: The Language of Advertisements	3	3
5	CG 1573	Vocational Course 8: Audio Visual Writing	3	3
6	CG 1641	Core Course 10: Travel Literature	5	3
6	CG 1642	Core Course 11: Women's Writing	5	3
6	CG 1643	Core Course 12: Methodology and Perspectives of Humanities	4	3
6	CG 1661.1	Elective Course: American Literature	3	2
	CG 1661.2	Elective Course: Communicative Applications in English		
6	CG 1671	Vocational Course 9: Technical English	3	3
6	CG 1672	Vocational Course 10: Business Communication in English	3	3
6	CG 1644	Project/Dissertation	3	4

FIRST DEGREE PROGRAMMES (CBCS System) in B.A. ENGLISH LANGUAGE & LITERATURE

SEMESTERS I to VI - COURSE BREAKUP

[2015 Admission onwards]

Sem No	Course No	Course Title	Instructional hours	credits
1	EN 1111.1	Language Course 1: Listening Speaking and Reading	5	4
1		Language Course 2: (Additional Language 1)	4	3
1	EN 1121	Foundation Course 1: Writings on Contemporary Issues	4	2
1	EN 1141	Core Course 1: Reading Poetry	6	4
1	EN 1131	Complementary Course 1: History of English Literature 1	3	3
1		Complementary Course 2 (External)	3	2
2	EN 1211.1	Language Course 3: Environmental Studies	6	4
2	EN 1212.1	Language Course 4: Modern English Grammar & Usage	4	3
2		Language Course 5: (Additional Language 2)	4	3
2	EN 1241	Core Course 2: Reading Drama	6	4
2	EN 1231	Complementary Course 3: History of English Literature 2	3	3
2		Complementary Course 4 (External)	3	3
3	EN 1311.1	Language Course 6: Writing and Presentation Skills	5	4
3		Language Course 7: (Additional Language 3)	5	4
3	EN 1341	Core Course 3: Reading Fiction	4	3
3	EN 1342	Core Course 4: 20 th Century Malayalam Literature in English Translation	5	4
3	EN 1331	Complementary Course 5: History of English Literature 3	3	3
3		Complementary Course 6 (External)	3	3
3	EN 1331.3	Complementary Course : Creative Writing [Career 2(a)]	5	4
4	EN 1411.1	Language Course 8: Readings in Literature	5	4
4		Language Course 9: (Additional Language 4)	5	4
4	EN 1441	Core Course 5: Reading Prose	5	4
4	EN 1421	Foundation Course 2: Informatics	4	3
4	EN 1431	Complementary Course 7: History of English Language	3	2
4		Complementary Course 8 (External)	3	3
4	EN 1431.3	Complementary Course : English for the Media	5	4
5	EN 1541	Core Course 6: Literary Criticism	5	4
5	EN 1542	Core Course 7: Indian Literature in English	5	4
5	EN 1543	Core Course 8: Film Studies	3	2

5	EN 1544	Core Course 9: Linguistics and Phonetics	4	4
5	EN 1545	Core Course 10: Post Colonial Literatures in English	5	4
5	EN 1551.1	Open Course 1: Communicative Applications in English	3	2]
	EN 1551.2	Open Course 1: Theatre Studies		
	PE 1551	Open Course 1: Health and Fitness Education		
6	EN 1641	Core Course 11: World Classics	5	4
6	EN 1642	Core Course 12: Methodology & Perspectives of Humanities	5	4
6	EN 1643	Core Course 13: English for the Media	5	4
6	EN 1644	Core Course 14: Women's Writing	4	3
6	EN 1661.1	Elective Course : Translation Studies	3	2]
	EN 1661.2	Elective Course: Copy Editing		
	EN 1661.3	Elective Course: Creative Writing		
6	EN 1645	Project	3	4

FIRST DEGREE PROGRAMMES (CBCS SYSTEM)**B.A/B.Sc.****Revised Syllabi for 2015 Admissions onwards****Semesters 1 to 4****LANGUAGE & FOUNDATION COURSES IN ENGLISH****Semester I****First Degree Programme in English (CBCS System)****Common for****B.A/BSc[EN1111.1], B.Com [EN1111.2] &2(a) [EN 1111.3]****Listening, Speaking and Reading****No. of Credits: 4****No. of instructional hours: 5 per week (Total 90 hrs)****General Objectives**

The general objective of the course is to make the students proficient communicators in English. It aims to develop in the learners the ability to understand English in a wide range of contexts. The main thrust is on understanding the nuances of listening, speaking and reading English. The course is a step towards preparing the learners to face situations with confidence and to seek employment in the modern globalized world. As knowledge of English phonetics will help the students to listen and to speak English better, they would be given rudimentary training in English phonetics. It also enhances the student's general standard of spoken English. The knowledge of the phonetic alphabets/symbols will help the students to refer the dictionary for correct pronunciation.

Module I Listening

Introduction, definition of listening, listening Vs hearing, process of listening, problems students face in listening, sub-skills of listening, what is good listening? strategies of listening, barriers to listening, listening in the workplace, activities that help you to become better listeners.

Module II Speaking

English, the *lingua franca*, varieties of English; Indian English, Received Pronunciation, Why phonetics? Organs of speech and speech mechanism; Classification of English sounds- vowels; consonants; IPA symbols, transcription, the syllable, syllable structure, stress and intonation, some rules of pronunciation, Indian English and deviations from RP, Speaking as a skill; speaking on formal and informal occasions; how to perform a wide range of language functions such as greeting, thanking, complaining, apologizing.

Module III Reading: Introduction, The Reading Process, Reading and Meaning, Methods to Improve Reading, Strengthening Your Vocabulary, Understanding Graphics and Visual Aids, Previewing, Reading in Thought Groups, Avoiding the re-reading of the Same Phrases, Barriers to Reading, Skills for Speed Reading, Sub-skills of Reading, Skimming, Scanning, Extensive Reading, Intensive Reading, Reading E-mail, E-books, Blogs and Web pages

Module IV

Dialogue Practice

Course Material

Modules 1-3

Core Reading: *English Language Skills for Communication I*

Module 4

Core Reading: *Dramatic Moments: A Book of One Act Plays*. Orient Black Swan, 2013

The following one act plays are prescribed:

H.H.Munro	<i>The Death Trap</i>
Philip Moeller	<i>Helena's Husband</i>
Serafin and Joaquin Alvarez Qunitero	<i>Sunny Morning: A Comedy of Madrid</i>
Margaret Wood	<i>Day of Atonement</i>

For further Reading

Marks Jonathan. *English Pronunciation in Use*. New Delhi: CUP, 2007.

Lynch, Tony. *Study Listening*. New Delhi. CUP, 2008.

Kenneth, Anderson, Tony Lynch, Joan Mac Lean. *Study Speaking*. New Delhi: CUP, 2008.

Reference

Jones, Daniel. *English Pronouncing Dictionary 17th edition*. New Delhi: CUP, 2009.4

SEMESTER I

FIRST DEGREE PROGRAMME IN ENGLISH (CBCS System)

Foundation Course I for BA/BSc - WRITINGS ON CONTEMPORARY ISSUES: EN 1121

No. of credits: 2

No. of instructional hours: 4 per week (Total 72 hrs.)

AIMS

1. To sensitize students to the major issues in the society and the world.
2. To encourage them to read literary pieces critically.

OBJECTIVES

On completion of the course, the students should be able to

1. have an overall understanding of some of the major issues in the contemporary world.
2. respond empathetically to the issues of the society.
3. read literary texts critically.

COURSE OUTLINE

Module I: Globalization and its Consequences

Essays: (1) "The Globalized World" – Avinash Jha.

(2) "Globalization and Education: Third World Experience" – Amit Bhaduri.

Poem: "Unending Love" - Rabindranath Tagore

Module II: Environmental Issues

Essay: “Forests and Settlements” - Romila Thapar
 Poems: (1) “God’s Grandeur” - G.M.Hopkins
 (2) “The World is too Much with Us” - Wordsworth

Module III: Human Rights

Essay: “Thinking about Human Rights” - Manisha Priyam, Krishna Menon & Madhulika Banerjee,
 Poem: “London” - William Blake
 Fiction: *Untouchable* [an extract] – Mulk Raj Anand

Module IV: The Gender Question

Essays: “Gender, Culture and History” – Manisha Priyam, Krishna Menon & Madhulika Banerjee,
 Fiction: “The Elder Sister” – M. T. Vasudevan Nair

COURSE MATERIAL**Modules 1 - 4**

Core reading: *Meeting the World: Writings on Contemporary Issues*. Pearson, 2013.

Semester II**First Degree Programme in English (CBCS System)****Common for B.A/B Sc [EN1211.1] & 2(a) [CG1271]**

No. of Credits: 4

No. of instructional hours: 6 per week (Total 90 hrs)

ENVIRONMENTAL STUDIES**Module 1**

Environmental studies: Definition, Need, Scope and Importance, Need for public awareness. Natural resources- Forest resources, water resources, mineral resources, food resources, energy resources, land resources- over exploitation, case studies.

Module 2

Eco-system- structure and function, producers, consumers and decomposers energy flow in the ecosystem, ecological succession, forest ecosystem, grassland ecosystem, desert ecosystem and aquatic ecosystem. Biodiversity and its value and conservation, hot spots of biodiversity, India as a mega-diversity nation, endangered and endemic species of India, conservation of bio-diversity. In-situ and Ex-situ conservation of bio-diversity. Sustainable use of forest – water- land -resources –Human population and its impact on environment.

Module 3

Pollution: air, water, soil and marine, noise, thermal and nuclear hazards. Solid waste management: Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies. Disaster management. Social issues and the Environment: from unsustainable to sustainable development, water conservation-rain water harvesting; global warming; consumerism and waste products: various acts to protect the environment; Environment protection Act; Air (Prevention and Control of Pollution) Act; Water (Prevention and Control of pollution) Act; Wild Life Protection Act; Forest Conservation Act:

Module 4

Human population and Environment: Population explosion, Family Welfare Programmes, Environment and human health; human rights, HIV/AIDS, Women and Child Welfare, Role of Information Technology in Environment and Human health.

Field work and Project- Visit to ecologically polluted spots: Study of nature: study of forest, insects, animals, birds and plants. Project Report on the basis of field work about 15 pages.

Total Marks: 100

Written Exam: 60 Marks

Internal Assessment: 15 Marks (Attendance- 5 marks+ 10 test paper)

Field work and project: 25 Marks

Books for Reference:

- Adams, W.M. Future Nature: A Vision for Conservation. London: Earthscan, 2003.
- Arnold, David and Ramachandra Guha, ed. Nature, Culture and Imperialism: Essays on the Environmental History of South Asia. New Delhi: Oxford UPM 2001.
- Bahuguna, Sunderlal. "Environment and Education". The Cultural Dimension of Ecology. Ed. Kapila Vatsyayan. New Delhi: D.K. Printworld. 1998.
- Crson, Rachel. Silent Spring. Boston: Houghton Mifflin, 1962.
- Guha, Ramachandra- Environmentalism: A Global History, New Delhi: Oxford UP, 2000.
- Hayward, Tim. Ecological Thought: An Introduction: Cambridge; polity, 1994.
- Merchant, Crolyn. The Death of Nature. New York: Harper, 1990.
- Gleick H.P. 1993. Water in Crisis, Pacific Institute for Studies in development Environment and security. Stockholm Env Institute. OUP 473 p.
- Heywood V and Watson R.E. 1995. Global biodiversity Assessment. CUP 1140p
- Odum FP. 1971. Fundamentals of Ecology. W.B Saunders Co. USA 574p
- Rao. M. N and Dutta A.K. 1987. Waste Water Treatmentt. Oxford and IBH Publ Co Pvt.
- Wagner K.D. 1998. Environmental Management. WB Saunders Co. Philadelphia, USA. 499p.

SEMESTER II

FIRST DEGREE PROGRAMME (CBCS System)

MODERN ENGLISH GRAMMAR AND USAGE

Common for BA/BSc: EN 1212.1, BCom: 1211.2 & Career related 2(a):1211.3

(2012 Admission onwards)

No. of credits: 3

No. of instructional hours: 4 per week (Total 72 hrs.)

AIMS: 1. To help students have a good understanding of modern English grammar.

2. To enable them produce grammatically and idiomatically correct language.
3. To help them improve their verbal communication skills.
4. To help them minimise mother tongue influence.

OBJECTIVES: On completion of the course, the students should be able to

1. have an appreciable understanding of English grammar.
2. produce grammatically and idiomatically correct spoken and written discourse.
3. spot language errors and correct them.

COURSE CONTENTS

Module 1:

- Modern English grammar - what and why and how of grammar - grammar of spoken and written language
- Sentence as a self-contained unit – various types of sentence – simple – compound – complex – declaratives – interrogatives – imperatives – exclamatives.
- Basic sentence patterns in English - constituents of sentences – subject – verb - object - complement - adverbials.
- Clauses - main and subordinate clauses - noun clauses - relative clauses - adverbial clauses - finite and non-finite clauses - analysis and conversion of sentences – Active to Passive and vice versa – Direct to Indirect and vice versa – Degrees of Comparison, one form to the other.
- Phrases - various types of phrases - noun, verb, adjectival and prepositional phrases.
- Words - parts of speech – nouns – pronouns - adjectives verbs - adverbs – prepositions – conjunctions - determinatives.

Module 2:

- Nouns - different types - count and uncount – collective - mass - case - number – gender.
- Pronoun - different types - personal, reflexive - infinite-emphatic – reciprocal.
- Adjectives - predicative - attributive - pre- and post-modification of nouns.
- Verbs - tense-aspect - voice - mood - Concord - types of verbs – transitive - intransitive-finite - non-finite.
- Helping verbs and modal auxiliaries - function and use.

Module 3:

- Adverbs - different types - various functions - modifying and connective.
- Prepositions - different types - syntactic occurrences - prepositional phrases - adverbial function.
- Conjunctions - subordinating and coordinating Determinatives articles - possessives - quantifiers

Module 4:

- Remedial grammar - error spotting - errors in terms of specific grammatical concepts like constituents of sentences - parts of speech - concord – collocation - sequences of tense - errors due to mother tongue influence.
- Written Composition – precis writing – outline story – expansion of proverb – short essay.

COURSE MATERIAL

Modules 1 - 4

Core Reading: *Concise English Grammar* by Prof. V. K. Moothathu. Oxford University Press, 2012.

Further Reading:

1. Leech, Geoffrey et al. *English Grammar for Today: A New Introduction*. 2nd Edition. Palgrave, 2008.
2. Carter, Ronald and Michael McCarthy. *Cambridge Grammar of English*. CUP, 2006.
3. Greenbaum, Sidney. *Oxford English Grammar*. Indian Edition. Oxford University Press, 2005.
4. Sinclair, John ed. *Collins Cobuild English Grammar*. Harper Collins publishers, 2000.
5. Driscoll, Liz. *Common Mistakes at Intermediate and How to Avoid Them*. CUP, 2008.
6. Tayfoor, Susanne. *Common Mistakes at Upper-intermediate and How to Avoid Them*. CUP, 2008.
7. Powell, Debra. *Common Mistakes at Advanced and How to Avoid Them*. CUP, 2008.
8. Burt, Angela. *Quick Solutions to Common Errors in English*. Macmillan India Limited, 2008.
9. Turton. *ABC of Common Grammatical Errors*. Macmillan India Limited, 2008.
10. Leech, Geoffrey, Jan Svartvik. *A Communicative Grammar of English*. Third Edition. New Delhi: Pearson Education, 2009.

Direction to Teachers: The items in the modules should be taught at application level with only necessary details of concepts. The emphasis should be on how grammar works rather than on what it is. The aim is the correct usage based on Standard English and not conceptual excellence.

SEMESTER III**FIRST DEGREE PROGRAMME (CBCS System)****Language Course VI (English IV) - WRITING AND PRESENTATION SKILLS****Common for B. A, B. Sc EN: 1311.1 &****Language Course V (English III): for Career related 2(a) EN: 1311.3****No. of credits: 4****No. of instructional hours: 5 per week (Total 90 hrs.)****AIMS**

1. To familiarize students with different modes of general and academic writing.
2. To help them master writing techniques to meet academic and professional needs.
3. To introduce them to the basics of academic presentation
4. To sharpen their accuracy in writing.

OBJECTIVES

On completion of the course, the students should be able to

1. understand the mechanism of general and academic writing.
2. recognize the different modes of writing.
3. improve their reference skills, take notes, refer and document data and materials.
4. prepare and present seminar papers and project reports effectively.

COURSE OUTLINE**Module 1**

Writing as a skill – its importance – mechanism of writing – words and sentences - paragraph as a unit of structuring a whole text – combining different sources – functional use of writing – personal, academic and business writing – creative use of writing.

Module 2

Writing process - planning a text – finding materials - drafting – revising – editing - finalizing the draft - computer as an aid – key board skills - word processing - desk top publishing.

Module 3

Writing models – essay - précis - expansion of ideas – dialogue - letter writing – personal letters formal letters - CV – surveys – questionnaire - e-mail – fax - job application - report writing. Academic writing - writing examinations - evaluating a text - note-making- paraphrasing – summary writing - planning a text – organizing paragraphs – introduction – body – conclusion – rereading and rewriting - copy editing - accuracy.

Module 4

Presentation as a skill - elements of presentation strategies – audience – objectives – medium – key ideas - structuring the material - organizing content - audio-visual aids – handouts - use of power point - clarity of presentation - non-verbal communication - seminar paper presentation and discussion.

COURSE MATERIAL**Modules 1 – 4**

Core reading: *English for Effective Communication*. Oxford University Press, 2013.

Further reading:

1. Robert, Barraas. *Students Must Write*. London: Routledge, 2006.
2. Bailey, Stephen. *Academic Writing*. Routledge, 2006.
3. Hamp-Lyons, Liz, Ben Heasley. *Study Writing*. 2nd Edition. Cambridge Uty Press, 2008.
4. Ilona, Leki. *Academic Writing*. CUP, 1998.
5. McCarter, Sam, Norman Whitby. *Writing Skills*. Macmillan India, 2009.
6. Jay. *Effective Presentation*. New Delhi: Pearson, 2009.

Reference:

Mayor, Michael, et al, Ed. *Longman Dictionary of Contemporary English*. 5th Edition. London: Pearson Longman Ltd, 2009.

SEMESTER IV**FIRST DEGREE PROGRAMME (CBCS System)****Language Course - READINGS IN LITERATURE**

Common for BA/BSc: EN 1411.1 & Career related 2(a): EN 1411.3

No. of credits: 4

No of instructional hours: 5 hours/week [Total 90 hours]

AIMS

1. To sensitize students to the aesthetic, cultural and social aspects of literature.
2. To help them analyze and appreciate literary texts.

OBJECTIVES

On completion of the course, the students should be able to:

1. understand and appreciate literary discourse.
2. look at the best pieces of literary writing critically.
3. analyze literature as a cultural and interactive phenomenon.

Module 1

What is literature – literature and context – genres – literature and human values – creative use of language – inculcation of aesthetic sense.

Poetry – what is poetry – different types of poetry – poetic diction – figurative language – themes – stanza– rhyme.

Module 2

Drama Scope and definition – different types – one act plays - structure – dialogue – characters – action.

Module 3

Prose What is prose – different types – personal – impersonal – technical.

Module 4: Fiction. What is fiction – different types – plot – characters – setting – point of view – short story – its characteristics.

COURSE MATERIAL

Module 1

Core reading: *Readings in Literature*. Department of Publications, University of Kerala. Poems prescribed:

1. William Shakespeare: *To Be or Not to Be (Hamlet, Act III, Scene 1)*
2. William Blake: *The Tiger*
3. William Wordsworth: *Lucy Gray*
4. Alfred Lord Tennyson: *Tithonus*
5. Emily Dickinson: *The Wind Tapped like a Tired Man*.
6. Rabindranath Tagore: *Leave This Chanting (Poem 11 from Gitanjali)*
7. T S Eliot: *Marina*
8. Ted Hughes: *Full Moon and Little Frieda*.

Module 2 Core reading:

Vincent Godefroy - *Fail not our Feast*

[from *Dramatic Moments: A Book of One Act Plays*. Orient Black Swan, 2013]

Module 3

Core reading: *Readings in Literature*. Department of Publications, University of Kerala.

Essays prescribed:

1. Robert Lynd: *The Pleasures of Ignorance*
2. Martin Luther King: *I Have a Dream*
3. Stephen Leacock: *The Man in Asbestos*
4. Isaac Asimov: *The Machine That Won the War*.
5. E.R. Braithwaite: *To Sir, with Love [extract]*

Module 4**Core reading:**

Stories for Life, Indian Open University.

Stories prescribed:

- (i) Catherine Mansfield: *A Cup of Tea.*
- (ii) O Henry: *The Last Leaf.*
- (iii) Rabindranth Tagore: *The Postmaster.*
- (iv) Oscar Wilde: *The Happy Prince.*
- (v) Ernest Hemingway: *A Day's Wait*

Further reading

1. *A Concise Companion to Literary Forms.* Emerald, 2013.
2. Abrams, M. H. *A Glossary of Literary Terms.*
3. Klarer, Mario. *An Introduction to Literary Studies.* Second edition. Routledge, 2009.

Direction to Teachers

The introduction to various genres is intended for providing basic information and no conceptual analysis is intended.

FIRST DEGREE PROGRAMMES (CBCS SYSTEM) - B.Com

Revised Syllabi for 2015 Admissions onwards

Semesters 1 to 4

LANGUAGE & FOUNDATION COURSES IN ENGLISH

Semester I

First Degree Programme in English (CBCS System)

Common for

B.A/BSc[EN1111.1], B.Com [EN1111.2] &2(a) [EN 1111.3]

Listening, Speaking and Reading

No. of Credits: 4

No. of instructional hours: 5 per week (Total 90 hrs)

General Objectives

The general objective of the course is to make the students proficient communicators in English. It aims to develop in the learners the ability to understand English in a wide range of contexts. The main thrust is on understanding the nuances of listening, speaking and reading English. The course is a step towards preparing the learners to face situations with confidence and to seek employment in the modern globalized world. As knowledge of English phonetics will help the students to listen and to speak English better, they would be given rudimentary training in English phonetics. It also enhances the student's general standard of spoken English. The knowledge of the phonetic alphabets/symbols will help the students to refer the dictionary for correct pronunciation.

Module I Listening

Introduction, definition of listening, listening Vs hearing, process of listening, problems students face in listening, sub-skills of listening, what is good listening? strategies of listening, barriers to listening, listening in the workplace, activities that help you to become better listeners.

Module II Speaking

English, the *lingua franca*, varieties of English; Indian English, Received Pronunciation, Why phonetics? Organs of speech and speech mechanism; Classification of English sounds- vowels; consonants; IPA symbols, transcription, the syllable, syllable structure, stress and intonation, some rules of pronunciation, Indian English and deviations from RP, Speaking as a skill; speaking on formal and informal occasions; how to perform a wide range of language functions such as greeting, thanking, complaining, apologizing.

Module III Reading

Introduction, The Reading Process, Reading and Meaning, Methods to Improve Reading, Strengthening Your Vocabulary, Understanding Graphics and Visual Aids, Previewing, Reading in Thought Groups, Avoiding the re-reading of the Same Phrases, Barriers to Reading, Skills for Speed Reading, Sub-skills of Reading, Skimming, Scanning, Extensive Reading, Intensive Reading, Reading E-mail, E-books, Blogs and Web pages

Module IV

Dialogue Practice

Course Material

Modules 1-3

Core Reading: *English Language Skills for Communication I.*

Oxford University press, 2015 .

Module 4

Core Reading: *Dramatic Moments: A Book of One Act Plays.* Orient Black Swan, 2013

The following one act plays are prescribed:

H.H.Munro	<i>The Death Trap</i>
Philip Moeller	<i>Helena's Husband</i>
Serafin and Joaquin Alvarez Qunitero	<i>Sunny Morning: A Comedy of Madrid</i>
Margaret Wood	<i>Day of Atonement</i>

For further Reading

Marks Jonathan. *English Pronunciation in Use.* New Delhi: CUP, 2007.

Lynch, Tony. *Study Listening.* New Delhi. CUP, 2008.

Kenneth, Anderson, Tony Lynch, Joan Mac Lean. *Study Speaking.* New Delhi: CUP, 2008.

Reference

Jones, Daniel. *English Pronouncing Dictionary 17th edition.* New Delhi: CUP, 2009.

SEMESTER II

FIRST DEGREE PROGRAMME (CBCS System)

MODERN ENGLISH GRAMMAR AND USAGE

Common for BA/BSc: EN 1212.1, BCom: 1211.2 & Career related 2(a):1211.3

(2012 Admission onwards)

No. of credits: 4

No. of instructional hours: 5 per week (Total 90 hrs.)

AIMS: 1. To help students have a good understanding of modern English grammar.

2. To enable them produce grammatically and idiomatically correct language.
3. To help them improve their verbal communication skills.
4. To help them minimise mother tongue influence.

OBJECTIVES: On completion of the course, the students should be able to

1. have an appreciable understanding of English grammar.
2. produce grammatically and idiomatically correct spoken and written discourse.
3. spot language errors and correct them.

COURSE CONTENTS

Module 1:

- Modern English grammar - what and why and how of grammar - grammar of spoken and written language
- Sentence as a self-contained unit – various types of sentence – simple – compound – complex – declaratives – interrogatives – imperatives – exclamatives.
- Basic sentence patterns in English - constituents of sentences – subject – verb - object - complement - adverbials.
- Clauses - main and subordinate clauses - noun clauses - relative clauses - adverbial clauses - finite and non-finite clauses - analysis and conversion of sentences – Active to Passive and vice versa – Direct to Indirect and vice versa – Degrees of Comparison, one form to the other.
- Phrases - various types of phrases - noun, verb, adjectival and prepositional phrases.
- Words - parts of speech – nouns – pronouns - adjectives verbs - adverbs – prepositions – conjunctions - determinatives.

Module 2:

- Nouns - different types - count and uncount – collective - mass - case - number – gender.
- Pronoun - different types - personal, reflexive - infinite-emphatic – reciprocal.
- Adjectives - predicative - attributive - pre- and post-modification of nouns.
- Verbs - tense-aspect - voice -mood - Concord - types of verbs – transitive - intransitive-finite - non-finite.
- Helping verbs and modal auxiliaries - function and use.

Module 3:

- Adverbs - different types - various functions - modifying and connective.
- Prepositions - different types - syntactic occurrences - prepositional phrases - adverbial function.
- Conjunctions - subordinating and coordinating Determinatives articles - possessives – quantifiers

Module 4:

- Remedial grammar - error spotting - errors in terms of specific grammatical concepts like constituents of sentences - parts of speech - concord – collocation - sequences of tense - errors due to mother tongue influence.
- Written Composition – precis writing – outline story – expansion of proverb – short essay.

COURSE MATERIAL

Modules 1 - 4

Core Reading: *Concise English Grammar* by Prof. V. K. Moothathu. Oxford University Press, 2012.

Further Reading:

1. Leech, Geoffrey et al. *English Grammar for Today: A New Introduction*. 2nd Edition. Palgrave, 2008.
2. Carter, Ronald and Michael McCarthy. *Cambridge Grammar of English*. CUP, 2006.
3. Greenbaum, Sidney. *Oxford English Grammar*. Indian Edition. Oxford University Press, 2005.
4. Sinclair, John ed. *Collins Cobuild English Grammar*. Harper Collins publishers, 2000.
5. Driscoll, Liz. *Common Mistakes at Intermediate and How to Avoid Them*. CUP, 2008.

6. Tayfoor, Susanne. *Common Mistakes at Upper-intermediate and How to Avoid Them*. CUP, 2008.
7. Powell, Debra. *Common Mistakes at Advanced and How to Avoid Them*. CUP, 2008.
8. Burt, Angela. *Quick Solutions to Common Errors in English*. Macmillan India Limited, 2008.
9. Turton. *ABC of Common Grammatical Errors*. Macmillan India Limited, 2008.
10. Leech, Geoffrey, Jan Svartvik. *A Communicative Grammar of English*. Third Edition. New Delhi: Pearson Education, 2009.

Direction to Teachers: The items in the modules should be taught at application level with only necessary details of concepts. The emphasis should be on how grammar works rather than on what it is. The aim is the correct usage based on Standard English and not conceptual excellence.

SEMESTER III

FIRST DEGREE PROGRAMME (CBCS System)

Language Course IV - WRITING AND PRESENTATION SKILLS: EN 1311.2 for B.Com

No. of credits: 3

No. of instructional hours: 3 per week (Total 54 hrs.)

AIMS

1. To familiarize students with different modes of general and academic writing.
2. To help them master writing techniques to meet academic and professional needs.
3. To introduce them to the basics of academic presentation
4. To sharpen their accuracy in writing.

OBJECTIVES

On completion of the course, the students should be able to

1. understand the mechanism of general and academic writing.
2. recognize the different modes of writing.
3. improve their reference skills, take notes, refer and document data and materials.
4. prepare and present seminar papers and project reports effectively.

COURSE OUTLINE

Module 1

Writing as a skill – its importance – mechanism of writing – words and sentences - paragraph as a unit of structuring a whole text – combining different sources – functional use of writing – personal, academic and business writing – creative use of writing.

Module 2

Writing process - planning a text – finding materials - drafting – revising – editing - finalizing the draft - computer as an aid – key board skills - word processing - desk top publishing.

Module 3

Writing models – essay - précis - expansion of ideas – dialogue - letter writing – personal letters formal letters - CV – surveys – questionnaire - e-mail – fax - job application - report writing.

Module 4

Presentation as a skill - elements of presentation strategies – audience – objectives – medium – key ideas - structuring the material - organizing content - audio-visual aids – handouts - use of power point - clarity of presentation - non-verbal communication - seminar paper presentation and discussion.

COURSE MATERIAL**Modules 1 – 4**

Core reading: *English for Effective Communication*. Oxford University Press, 2013.

Further reading:

1. Robert, Barraas. *Students Must Write*. London: Routledge, 2006.
2. Bailey, Stephen. *Academic Writing*. Routledge, 2006.
3. Hamp-Lyons, Liz, Ben Heasley. *Study Writing*. 2nd Edition. Cambridge Uty Press, 2008.
4. Ilona, Leki. *Academic Writing*. CUP, 1998.
5. McCarter, Sam, Norman Whitby. *Writing Skills*. Macmillan India, 2009.
6. Jay. *Effective Presentation*. New Delhi: Pearson, 2009.

Reference:

Mayor, Michael, et al, Ed. *Longman Dictionary of Contemporary English*. 5th Edition. London: Pearson Longman Ltd, 2009.

SEMESTER IV**FIRST DEGREE PROGRAMME (CBCS System)****Language Course - READINGS IN LITERATURE: EN 1411.2 for BCom**

No. of credits: 3

No of instructional hours: 3 hours/week [Total 54 hours]

AIMS:

1. To sensitize students to the aesthetic, cultural and social aspects of literature.
2. To help them analyze and appreciate literary texts.

OBJECTIVES:

On completion of the course, the students should be able to:

1. understand and appreciate literary discourse.
2. look at the best pieces of literary writing critically.
3. analyze literature as a cultural and interactive phenomenon.

Module 1

What is literature – literature and context – genres – literature and human values – creative use of language inculcation of aesthetic sense.

Poetry – what is poetry – different types of poetry – poetic diction – figurative language – themes – stanza – rhyme.

Module 2

Drama - Scope and definition – different types – structure – dialogue – characters – action.

Module 3

Prose - What is prose – different types – personal – impersonal – technical.

Module 4

Fiction - What is fiction – different types – plot – characters – setting – point of view – short story – its characteristics.

COURSE MATERIAL**Module 1**

Core reading: Selection of poems from *Readings in Literature*. Department of Publications, University of Kerala.

Poems prescribed:

- | | | |
|----|----------------------|--|
| 1. | William Shakespeare: | <i>To Be or Not to Be (Hamlet, Act III, Scene 1)</i> |
| 2. | William Blake: | <i>The Tiger</i> |
| 3. | William Wordsworth: | <i>Lucy Gray</i> |
| 4. | John Keats: | <i>Ode to Autumn</i> |
| 5. | Rabindranath Tagore: | <i>Leave This Chanting (Poem 11 from Gitanjali)</i> |
| 6. | Ted Hughes: | <i>Full Moon and Little Frieda.</i> |

Module 2 Core reading:

Vincent Godefroy - *Fail not our Feast* - from *Dramatic Moments: A Book of One Act Plays*. Orient Black Swan, 2013.

Module 3**Core reading**

Readings in Literature (Published by the University of Kerala)

Essays prescribed:

1. Robert Lynd: *The Pleasures of Ignorance*
2. Martin Luther King: *I Have a Dream*
3. E.R. Braithwaite: *To Sir, with Love* [extract]

Module 4 Core reading:

Stories for Life [Indian Open University] Stories prescribed:

- | | | | |
|---------------------------|------------------------|-----------------------|--------------------------|
| (i) Catherine Mansfield | <i>A Cup of Tea.</i> | (iv) Oscar Wilde: | <i>The Happy Prince.</i> |
| (ii) O Henry: | <i>The Last Leaf.</i> | (v) Ernest Hemingway: | <i>A Day's Wait.</i> |
| (iii) Rabindranth Tagore: | <i>The Postmaster.</i> | | |

Further reading

1. *A Concise Companion to Literary Forms*. Emerald, 2013.
2. Abrams, M. H. *A Glossary of Literary Terms*.
3. Klarer, Mario. *An Introduction to Literary Studies*. Second edition. Routledge, 2009.

Direction to Teachers

The introduction to various genres is intended for providing basic information and no conceptual analysis is intended.

FIRST DEGREE PROGRAMMES (CBCS SYSTEM) Career related 2(a)**Revised Syllabi for 2015 Admissions onwards****Semesters 1 to 4****LANGUAGE COURSES IN ENGLISH****Semester I****First Degree Programme in English (CBCS System)****Common for****B.A/BSc[EN1111.1], B.Com [EN1111.2] &2(a) [EN 1111.3]****Listening, Speaking and Reading****No. of Credits: 4****No. of instructional hours: 5 per week (Total 90 hrs)****General Objectives**

The general objective of the course is to make the students proficient communicators in English. It aims to develop in the learners the ability to understand English in a wide range of contexts. The main thrust is on understanding the nuances of listening, speaking and reading English. The course is a step towards preparing the learners to face situations with confidence and to seek employment in the modern globalized world. As knowledge of English phonetics will help the students to listen and to speak English better, they would be given rudimentary training in English phonetics. It also enhances the student's general standard of spoken English. The knowledge of the phonetic alphabets/symbols will help the students to refer the dictionary for correct pronunciation.

Module I Listening

Introduction, definition of listening, listening Vs hearing, process of listening, problems students face in listening, sub-skills of listening, what is good listening? strategies of listening, barriers to listening, listening in the workplace, activities that help you to become better listeners.

Module II Speaking

English, the *lingua franca*, varieties of English; Indian English, Received Pronunciation, Why phonetics? Organs of speech and speech mechanism; Classification of English sounds- vowels; consonants; IPA symbols, transcription, the syllable, syllable structure, stress and intonation, some rules of pronunciation, Indian English and deviations from RP, Speaking as a skill; speaking on formal and informal occasions; how to perform a wide range of language functions such as greeting, thanking, complaining, apologizing.

Module III Reading: Introduction, The Reading Process, Reading and Meaning, Methods to Improve Reading, Strengthening Your Vocabulary, Understanding Graphics and Visual Aids, Previewing, Reading in Thought Groups, Avoiding the re-reading of the Same Phrases, Barriers to Reading, Skills for Speed Reading, Sub-skills of Reading, Skimming, Scanning, Extensive Reading, Intensive Reading, Reading E-mail, E-books, Blogs and Web pages

Module IV: Dialogue Practice**Course Material****Modules 1-3:** Core Reading: *English Language Skills for Communication I*

Module 4

Core Reading: *Dramatic Moments: A Book of One Act Plays*. Orient Black Swan, 2013

The following one act plays are prescribed:

H.H.Munro	<i>The Death Trap</i>
Philip Moeller	<i>Helena's Husband</i>
Serafin and Joaquin Alvarez Qunitero	<i>Sunny Morning: A Comedy of Madrid</i>
Margaret Wood	<i>Day of Atonement</i>

For further Reading

Marks Jonathan. *English Pronunciation in Use*. New Delhi: CUP, 2007.

Lynch, Tony. *Study Listening*. New Delhi. CUP, 2008.

Kenneth, Anderson, Tony Lynch, Joan Mac Lean. *Study Speaking*. New Delhi: CUP, 2008.

Reference

Jones, Daniel. *English Pronouncing Dictionary 17th edition*. New Delhi: CUP, 2009.4

SEMESTER II**FIRST DEGREE PROGRAMME (CBCS System)****MODERN ENGLISH GRAMMAR AND USAGE**

Common for BA/BSc: EN 1212.1, BCom: 1211.2 & Career related 2(a):1211.3

(2012 Admission onwards)

No. of credits: 3

No. of instructional hours: 5 per week (Total 90 hrs.)

AIMS: 1. To help students have a good understanding of modern English grammar.

2. To enable them produce grammatically and idiomatically correct language.
3. To help them improve their verbal communication skills.
4. To help them minimise mother tongue influence.

OBJECTIVES: On completion of the course, the students should be able to

1. have an appreciable understanding of English grammar.
2. produce grammatically and idiomatically correct spoken and written discourse.
3. spot language errors and correct them.

COURSE CONTENTS**Module 1:**

- Modern English grammar - what and why and how of grammar - grammar of spoken and written language
- Sentence as a self-contained unit – various types of sentence – simple – compound – complex – declaratives – interrogatives – imperatives – exclamatives.
- Basic sentence patterns in English - constituents of sentences – subject – verb - object - complement - adverbials.

- Clauses - main and subordinate clauses - noun clauses - relative clauses - adverbial clauses - finite and non-finite clauses - analysis and conversion of sentences – Active to Passive and vice versa – Direct to Indirect and vice versa – Degrees of Comparison, one form to the other.
- Phrases - various types of phrases - noun, verb, adjectival and prepositional phrases.
- Words - parts of speech – nouns – pronouns - adjectives verbs - adverbs – prepositions – conjunctions -determinatives.

Module 2:

- Nouns - different types - count and uncount – collective - mass - case - number – gender.
- Pronoun - different types - personal, reflexive - infinite-emphatic – reciprocal.
- Adjectives - predicative - attributive - pre- and post-modification of nouns.
- Verbs - tense-aspect - voice -mood - Concord - types of verbs-transitive-intransitive-finite-non-finite.
- Helping verbs and modal auxiliaries - function and use.

Module 3:

- Adverbs - different types - various functions - modifying and connective.
- Prepositions - different types - syntactic occurrences - prepositional phrases - adverbial function.
- Conjunctions - subordinating and coordinating Determinatives articles - possessives - quantifiers

Module 4:

- Remedial grammar - error spotting - errors in terms of specific grammatical concepts like constituents of sentences - parts of speech - concord – collocation - sequences of tense - errors due to mother tongue influence.
- Written Composition – precis writing – outline story – expansion of proverb – short essay.

COURSE MATERIAL

Modules 1 - 4

Core Reading: *Concise English Grammar* by Prof. V. K. Moothathu. Oxford University Press, 2012.

Further Reading:

1. Leech, Geoffrey et al. *English Grammar for Today: A New Introduction*. 2nd Edition. Palgrave, 2008.
2. Carter, Ronald and Michael McCarthy. *Cambridge Grammar of English*. CUP, 2006.
3. Greenbaum, Sidney. *Oxford English Grammar*. Indian Edition. Oxford University Press, 2005.
4. Sinclair, John ed. *Collins Cobuild English Grammar*. Harper Collins, 2000.
5. Driscoll, Liz. *Common Mistakes at Intermediate and How to Avoid Them*. CUP, 2008.
6. Tayfoor, Susanne. *Common Mistakes at Upper-intermediate and How to Avoid Them*. CUP, 2008.
7. Powell, Debra. *Common Mistakes at Advanced and How to Avoid Them*. CUP, 2008.
8. Burt, Angela. *Quick Solutions to Common Errors in English*. Macmillan India Limited, 2008.
9. Turton. *ABC of Common Grammatical Errors*. Macmillan India Limited, 2008.
10. Leech, Geoffrey, Jan Svartvik. *A Communicative Grammar of English*. Third Edition. New Delhi: Pearson Education, 2009.

Direction to Teachers: The items in the modules should be taught at application level with only necessary details of concepts. The emphasis should be on how grammar works rather than on what it is. The aim is the correct usage based on Standard English and not conceptual excellence.

SEMESTER III**FIRST DEGREE PROGRAMME (CBCS System)****Language Course VI (English IV) - WRITING AND PRESENTATION SKILLS****Common for B. A, B. Sc EN: 1311.1 &****Language Course V (English III): for Career related 2 (a) EN: 1311.3****No. of credits: 4****No. of instructional hours: 5 per week (Total 90 hrs.)****AIMS**

1. To familiarize students with different modes of general and academic writing.
2. To help them master writing techniques to meet academic and professional needs.
3. To introduce them to the basics of academic presentation
4. To sharpen their accuracy in writing.

OBJECTIVES

On completion of the course, the students should be able to

1. understand the mechanism of general and academic writing.
2. recognize the different modes of writing.
3. improve their reference skills, take notes, refer and document data and materials.
4. prepare and present seminar papers and project reports effectively.

COURSE OUTLINE

Module 1: Writing as a skill – its importance – mechanism of writing – words and sentences - paragraph as a unit of structuring a whole text – combining different sources – functional use of writing – personal, academic and business writing – creative use of writing.

Module 2: Writing process - planning a text – finding materials - drafting – revising – editing - finalizing the draft - computer as an aid – key board skills - word processing - desk top publishing.

Module 3: Writing models – essay - précis - expansion of ideas – dialogue - letter writing – personal letters formal letters - CV – surveys – questionnaire - e-mail – fax - job application - report writing. Academic writing - writing examinations - evaluating a text - note-making- paraphrasing – summary writing - planning a text – organizing paragraphs – introduction – body – conclusion – rereading and rewriting - copy editing - accuracy.

Module 4: Presentation as a skill - elements of presentation strategies – audience – objectives – medium – key ideas - structuring the material - organizing content - audio-visual aids – handouts - use of power point - clarity of presentation - non-verbal communication - seminar paper presentation and discussion.

COURSE MATERIAL**Modules 1 – 4**

Core reading: *English for Effective Communication*. Oxford University Press, 2013.

Further reading:

1. Robert, Barraas. *Students Must Write*. London: Routledge, 2006.

2. Bailey, Stephen. *Academic Writing*. Routledge, 2006.
3. Hamp-Lyons, Liz, Ben Heasley. *Study Writing*. 2nd Edition. Cambridge Uty Press, 2008.
4. Ilona, Leki. *Academic Writing*. CUP, 1998.
5. McCarter, Sam, Norman Whitby. *Writing Skills*. Macmillan India, 2009.
6. Jay. *Effective Presentation*. New Delhi: Pearson, 2009.

Reference:

Mayor, Michael, et al, Ed. *Longman Dictionary of Contemporary English*. 5th Edition. London: Pearson Longman Ltd, 2009.

SEMESTER IV

FIRST DEGREE PROGRAMME (CBCS System)

Language Course - READINGS IN LITERATURE

Common for BA/BSc: EN 1411.1 & Career related 2(a): EN 1411.3

No.of credits: 4

No of instructional hours: 5 hours/week [Total 90 hours]

AIMS

1. To sensitize students to the aesthetic, cultural and social aspects of literature.
2. To help them analyze and appreciate literary texts.

OBJECTIVES

On completion of the course, the students should be able to:

1. understand and appreciate literary discourse.
2. look at the best pieces of literary writing critically.
3. analyze literature as a cultural and interactive phenomenon.

Module 1

What is literature – literature and context – genres – literature and human values – creative use of language – inculcation of aesthetic sense.

Poetry – what is poetry – different types of poetry – poetic diction – figurative language – themes – stanza – rhyme.

Module 2 Drama.

Scope and definition – different types – one act plays - structure – dialogue – characters – action.

Module 3 Prose

What is prose – different types – personal – impersonal – technical.

Module 4: Fiction.

What is fiction – different types – plot – characters – setting – point of view – short story – its characteristics.

COURSE MATERIAL

Module 1

Core reading: *Readings in Literature*. Department of Publications, University of Kerala. Poems prescribed:

1. William Shakespeare *To Be or Not to Be (Hamlet, Act III, Scene 1)*
2. William Blake: *The Tiger*
3. William Wordsworth *Lucy Gray*
4. Alfred Lord Tennyson *Tithonus*
5. Emily Dickinson *The Wind Tapped like a Tired Man.*
6. Rabindranath Tagore *Leave This Chanting (Poem 11 from Gitanjali)*
7. T S Eliot *Marina*
8. Ted Hughes *Full Moon and Little Frieda.*

Module 2 Core reading:

Vincent Godefroy *Fail not our Feast*

[from *Dramatic Moments* *A Book of One Act Plays*. Orient Black Swan, 2013]

Module 3

Core reading: *Readings in Literature*. Department of Publications, University of Kerala.

Essays prescribed:

1. Robert Lynd: *The Pleasures of Ignorance*
2. Martin Luther King: *I Have a Dream*
3. Stephen Leacock: *The Man in Asbestos*
4. Isaac Asimov: *The Machine That Won the War.*
5. E.R. Braithwaite: *To Sir, with Love [extract]*

Module 4

Core reading:

Stories for Life, Indian Open University.

Stories prescribed:

- | | |
|--|--|
| (i) Catherine Mansfield: <i>A Cup of Tea.</i> | (iv) Oscar Wilde: <i>The Happy Prince.</i> |
| (ii) O Henry: <i>The Last Leaf.</i> | (v) Ernest Hemingway: <i>A Day's Wait</i> |
| (iii) Rabindranth Tagore: <i>The Postmaster.</i> | |

Further reading

1. *A Concise Companion to Literary Forms*. Emerald, 2013.
2. Abrams, M. H. *A Glossary of Literary Terms*.
3. Klarer, Mario. *An Introduction to Literary Studies*. Second edition. Routledge, 2009.

Direction to Teachers

The introduction to various genres is intended for providing basic information and no conceptual analysis is intended.

FIRST DEGREE PROGRAMMES
(CBCS SYSTEM) Career related 2(b)
Revised Syllabi for 2015 Admissions onwards
Semesters 1 & 2
LANGUAGE COURSES IN ENGLISH

SEMESTER I

FIRST DEGREE PROGRAMME IN ENGLISH (CBCS System)

LISTENING AND SPEAKING SKILLS: EN 1111.4

Language Course I (English I) for Career related 2 (b)

No. of credits: 2

No. of instructional hours: 3 per week (Total 54 hrs.)

AIMS 1. To familiarize students with English sounds and phonemic symbols. 2. To enhance their ability in listening and speaking.

OBJECTIVES: On completion of the course, the students should be able to

1. listen to lectures, public announcements and news on TV and radio.
2. engage in telephonic conversation.
3. communicate effectively and accurately in English.
4. use spoken language for various purposes.

COURSE OUTLINE

Module 1: Pronunciation

Phonemic symbols – consonants – vowels – syllables – word stress - strong and weak forms - intonation.

Module 2: Listening Skills

Difference between listening and hearing – active listening – barriers to listening - academic listening - listening for details - listening to announcements - listening to news programmes.

Module 3: Speaking Skills

Interactive nature of communication - importance of context - formal and informal - set expressions in different situations – greeting – introducing - making requests - asking for / giving permission - giving instructions and directions – agreeing / disagreeing - seeking and giving advice - inviting and apologizing telephonic skills - conversational manners.

COURSE MATERIAL

Modules 1 – 3

Core reading: *English for Effective Communication*. Oxford University Press, 2013.

Further reading

1. Marks, Jonathan. *English Pronunciation in Use*. New Delhi: CUP, 2007.
2. Lynch, Tony. *Study Listening*. New Delhi: CUP, 2008.
3. Kenneth, Anderson, Tony Lynch, Joan MacLean. *Study Speaking*. New Delhi: CUP, 2008.

SEMESTER II
FIRST DEGREE PROGRAMME (CBCS System)
WRITING AND PRESENTATION SKILLS
Language Course for Career related 2(b) - EN 1211.4

No. of credits: 2

No. of instructional hours: 3 per week (Total 54 hrs.)

AIMS

1. To familiarize students with different modes of general and academic writing.
2. To help them master writing techniques to meet academic and professional needs.
3. To introduce them to the basics of academic presentation
4. To sharpen their accuracy in writing.

OBJECTIVES

On completion of the course, the students should be able to

1. understand the mechanism of general and academic writing.
2. recognize the different modes of writing.
3. improve their reference skills, take notes, refer and document data and materials.
4. prepare and present seminar papers and project reports effectively.

COURSE OUTLINE

Module 1: Writing as a skill – its importance - mechanism of writing – words and sentences - paragraph as a unit of structuring a whole text - combining different sources – functional use of writing – personal, academic and business writing – creative use of writing.

Module 2: Writing process - planning a text - finding materials – drafting – revising – editing -finalizing the draft - computer as an aid - key board skills.

Module 3: Writing models – essay - précis - expansion of ideas -- letter writing - personal letters - formal letters - CV – surveys – questionnaire - e-mail – fax - job application - report writing.

Module 4: Presentation as a skill-elements of presentation strategies-audience-objectives- medium-key ideas - structuring the material-organizing content-audio-visual aids-hand-outs-seminar paper presentation and discussion.

COURSE MATERIAL

Modules 1 – 4

Core reading: *English for Effective Communication*. Oxford University Press, 2013.

Further reading

1. Robert, Barraas. *Students Must Write*. London: Routledge, 2006.
2. Bailey, Stephen. *Academic Writing*. Routledge, 2006.
3. Hamp-Lyons, Liz, Ben Heasley. *Study Writing*. 2nd Edition. Cambridge University Press, 2008.
4. Ilona, Leki. *Academic Writing*. CUP, 1998.
5. McCarter, Sam, Norman Whitby. *Writing Skills*. Macmillan India, 2009.

FIRST DEGREE PROGRAMMES (CBCS SYSTEM)
ENGLISH LANGUAGE AND LITERATURE (CBCS SYSTEM)

Revised Syllabi for 2015 Admissions onwards

(Core, Complementary & Open Courses)

Semesters 1 to 6

SEMESTER I

FIRST DEGREE PROGRAMME IN
ENGLISH LANGUAGE AND LITERATURE (CBCS System)

Core Course I – READING POETRY: EN 1141

No. of credits: 4

No. of instructional hours: 6 per week (Total: 108 hrs)

AIMS

1. To sensitize students to the language, forms and types of poetry.
2. To make them aware of the diverse poetic devices and strategies.
3. To help them read, analyse and appreciate poetry.
4. To enhance the level of literary and aesthetic experience and to help them respond creatively.

OBJECTIVES

On completion of the course, the students should be able to

1. identify the various forms and types of poetry
2. explain the diverse poetic devices and strategies employed by poets.
3. read, analyse and appreciate poetry critically.
4. respond critically and creatively to the world around.

COURSE OUTLINE

Module 1:

- Subjective and Objective Poetry
- Types of Poetry: Lyric, Ode, Sonnet, Elegy, Ballad, Epic, Mock Epic, Dramatic Monologue, Haiku.
- Stanza – couplet, tercet, terza rima, ottava rima, quatrain, spensarian stanza, rime royal.
- Poetic devices: alliteration, assonance, simile, metaphor, image, symbol, rhythm, rhyme.
- Meter: Heroic Couplet, Free Verse and Blank Verse.

Module 2: Representative poetry from British literature.

Module 3: Representative poetry from American, Irish, German, Russian, Australian and Indian literatures.

Module 4: Practical criticism – intensive reading of poems at phonological, structural and semantic levels. Critical analysis and appreciation of unseen poem.

COURSE MATERIAL

Module 1:

Core reading: Chapter 1 from *A Concise Companion to Literary Forms*. Emerald, 2013.

Reference

1. Abrams, M.H. *A Glossary of Literary Terms* (Rev. ed.)
2. Hobsbaum, Philip. *Metre, Rhyme and Verse Form*. New Critical Idiom. Indian Reprint. Routledge, 2007.

Reading List

1. Wainwright, Jeffrey. *The Basics: Poetry*. Indian Reprint. Routledge, 2009.
2. Hudson, W.H.: *An Introduction to the Study of English Literature* (Chapter 3, The Study of Poetry)

Modules 2:

- | | |
|----------------------------|--|
| 1. William Shakespeare | Sonnet 18 (Shall I compare Thee to a Summer's Day) |
| 2. John Donne | A Valediction Forbidding Mourning |
| 3. Thomas Gray | Elegy Written in a Country Churchyard |
| 4. Samuel Taylor Coleridge | Kubla Khan |
| 5. Lord Byron | Darkness |
| 6. Robert Browning | Porphyria's Lover |
| 7. Siegfried Sassoon | A Subaltern |
| 8. T.S. Eliot | Macavity: The Mystery Cat |
| 9. U. A. Fanthorpe | Not my Best Side |

Core reading: *Aeolian Harp: An Anthology of Poetry in English*. Scientific International Pvt. Ltd, 2013.

Module 3:

- | | |
|-------------------|-------------------------------|
| 1. W.B. Yeats | The Circus Animals' Desertion |
| 2. Robert Frost | The Road Not Taken |
| 3. Bertolt Brecht | General, Your Tank |
| 4. Louis Macneice | Prayer Before Birth |
| 5. Peter Porter | A Consumer's Report |
| 6. Kamala Das | An Introduction |

Core reading: *Aeolian Harp: An Anthology of Poetry in English*. Scientific International Pvt. Ltd, 2013.

Module 4:

Practical criticism – intensive reading of poems at phonological, structural and semantic levels.

Core reading: *Aeolian Harp: An Anthology of Poetry in English*. Scientific International Pvt. Ltd, 2013.

Reference:

A Concise Companion to Literary Forms. Emerald, 2013.

Seturaman, V.S, Ed. *Practical Criticism*. Chennai: Macmillan, 2007.

Bernard Blackstone. *Practical English Prosody: a handbook for students*. Longman, 2009.

Instruction to Teachers:

- The work of each author has to be placed against the literary backdrop of the age.
- The literary significance of the work is to be briefly discussed in the classroom and hence the student is expected to have an awareness of the respective works.
- Questions are not to be asked from such details at the examination.

SEMESTER I
FIRST DEGREE PROGRAMME IN
ENGLISH LANGUAGE AND LITERATURE (CBCS System)
Complementary Course - HISTORY OF ENGLISH LITERATURE [Semesters 1 to 3]
Common for
FIRST DEGREE PROGRAMME IN
ENGLISH LANGUAGE AND LITERATURE (CBCS System)
&
CAREER RELATED FIRST DEGREE PROGRAMME 2(a) (CBCS System)
ENGLISH & COMMUNICATIVE ENGLISH

NOTE TO TEACHERS:

The syllabus - a rationale

Books, and the authors who write them, have a complex relationship with the societies that produce them. It is hoped that this syllabus will help students develop both an understanding and an appreciation of some of the complexities involved in the production of and reception of British literature.

This syllabus is organised chronologically. It is intended to enable a student to understand the following things:

- One, how people lived during various ages in Britain.
- Two, what sort of social and political organisations evolved there.
- Three, what the beliefs and practices of the people were ie. how the culture of Britain evolved.
- Four, what kind of literature emerged out of these conditions.

None of these are dealt with at depth. A broad overall picture is what the student is expected to gain.

It is hoped that, apart from giving valuable background information that will enable students to understand and appreciate individual works from any age better, the syllabus will also help them develop a sense of history and the ability to organise, evaluate and present ideas from one coherent body of knowledge. This mental training should be as important as the facts that they study. Therefore teachers should take care to get students to read books and access other authentic sources to learn more about the topics covered.

SEMESTER I
FIRST DEGREE PROGRAMME IN
ENGLISH LANGUAGE AND LITERATURE (CBCS System)
&
CAREER RELATED FIRST DEGREE PROGRAMME 2(a) (CBCS System)
ENGLISH & COMMUNICATIVE ENGLISH
Complementary Course – HISTORY OF ENGLISH LITERATURE- 1
Common for EN 1131 & CG 1131
B.A. English Main - Complementary Course I: EN 1131

No. of credits: 3

No. of instructional hours: 3 per week (Total: 54 hrs)

B.A. Career related 2(a) English and Communicative English - Complementary Course I: CG 1131

No. of credits: 4

No. of instructional hours: 4 per week (Total: 72 hrs)

COURSE DESCRIPTION

Module 1:

The Early history of England - Roman Britain - The coming and settlement of the Germanic tribes - The arrival of Christianity - The Anglo Saxon Heptarchy - The Viking invasions - The reassertion of British control - Old English literature – Bede, *Beowulf*, King Alfred.

Module 2:

The Norman invasion – Feudalism - Middle English literature – Langland - *Sir Gawain and the Green Knight* - Medieval romances, alliterative verse – Chaucer – *The Canterbury Tales* - The beginnings of English drama - Miracle, morality and mystery plays, and Interludes.

Module 3:

The Renaissance - The Tudors - The English Reformation and Counter-reformation - Trade and colonialism - The Stuart Age - Elizabethan poetry – Spenser - Renaissance drama - Ben Jonson - The University Wits – Shakespeare – Bacon - Thomas More - Authorised (King James) Version of the Bible.

Core texts:

- (1) *A Concise History of English Literature and Language*, Primus Books, Delhi 2013.
- (2) Ashok, Padmaja. *The Social History of England*. Orient Black Swan 2011.

Books recommended:

Peck, John and Martin Coyle. *A Brief History of English Literature*. Palgrave, 2012. Poplawski, Paul Ed. *English Literature in Context*. CUP, 2008.

Thornley G C and Gwyneth Roberts. *An Outline of English Literature*. Pearson, 2011.

SEMESTER II
FIRST DEGREE PROGRAMME IN
ENGLISH LANGUAGE AND LITERATURE (CBCS System)

Core Course II – READING DRAMA: EN 1241

No. of credits: 4

No. of instructional hours: 6 per wk (Total: 108 hrs)

AIMS

1. To enable the students to read, analyse and appreciate drama
2. To sensitize them to the verbal and visual language of drama
3. To help them watch, write about, and perform plays

OBJECTIVES

On completion of the Course, the students should be able to

1. identify the various forms and schools of drama
2. analyse and appreciate drama
3. write critically about and engage actively in producing / performing drama

COURSE OUTLINE

Module 1:

- Drama – Origins and early forms: Greek Drama, Mystery plays, Miracle Plays, Morality Plays and Interludes.
- The Major Dramatic Genres: Tragedy, Comedy, and Tragi-Comedy.
- Types of comedy – Romantic Comedy, Comedy of Humours, Comedy of Manners/ Restoration Comedy, Sentimental Comedy, farce, burlesque, black comedy.
- Types of Tragedy: Revenge Tragedy, Domestic Tragedy, Heroic Drama.
- Other forms: melodrama, masque, One-Act Plays, epic drama, absurdist drama, kitchen-sink drama
- Dramatic Devices – irony, soliloquy, aside, chorus.

Module 2: Shakespeare

Module 3: Modern drama (British / European)

Module 4: One-Act plays.

COURSE MATERIAL

Module 1

Core reading: Chapter 2 from *A Concise Companion to Literary Forms*. Emerald, 2013.

Module 2

Core reading: Shakespeare: *Julius Caesar*

Module 3

Core reading: Shaw: *Arms and the Man* (Edited by AC Ward, Orient Blackswan)

Module 4**Core reading**

1. J.M. Synge: *Riders to the Sea* (Orient Blackswan)
2. Chekhov: *The Swan Song*
3. Eugene O'Neill: *Thirst*.
4. M. Sajitha: *Matsyagandhi*.

Core text: One Act plays 2 – 4 from *Golden Threshold: An Anthology of Anthology of One Act Plays and Stories*. Orient Blackswan, 2013.

Instruction to Teachers:

- The work of each author has to be placed against the literary backdrop of the age.
- The literary significance of the work is to be briefly discussed in the classroom and hence students are expected to have an awareness of the respective works.
- Questions are not to be asked from such details at the examination

SEMESTER II**FIRST DEGREE PROGRAMME IN****ENGLISH LANGUAGE AND LITERATURE (CBCS System)****&****CAREER RELATED FIRST DEGREE PROGRAMME 2(a) (CBCS System)****ENGLISH & COMMUNICATIVE ENGLISH****Complementary Course – HISTORY OF ENGLISH LITERATURE - II****Common for EN 1231 & CG 1231****B.A. English Main - Complementary Course III: EN 1231****No. of credits: 3****No. of instructional hours: 3 per week (Total: 54 hrs)**

B.A. Career related 2(a) English and Communicative English - Complementary Course II: CG 1231 No. of credits: 4

No. of instructional hours: 4 per week (Total: 72 hrs)**COURSE DESCRIPTION****Module 1:**

The rise of Puritanism - The Civil War, Colonial Expansion, the Commonwealth and the Restoration in England, the impact of these on literature and social life - Donne and the metaphysical – Milton – John Bunyan - Restoration theatre.

Module 2:

The Eighteenth Century - Enclosures, urbanisation and the rise of the middle class – general literary ambience of the period.

Module 3:

The Enlightenment - the rise of modern science and the rise of capitalism - Coffee Houses in London as centres of social and political discussions - Essay and Novel - Neo-classical verse - Pope, Dryden, Swift, Dr Johnson and Daniel Defoe – periodicals – Addison, Steele.

Module 4:

The Romantic Age - Basic tenets of the Romanticism – French Revolution – Gothic writings - The precursors : Blake and Burns - Wordsworth and the Lake Poets – Coleridge - Keats, Shelley, Byron – Charles Lamb – Imperialism - Orientalism and slavery - The fiction of Jane Austen and Mary Shelley.

Core texts:

- (1) *A Concise History of English Literature and Language*, Primus Books, Delhi 2013.
- (2) Ashok, Padmaja. *The Social History of England*. Orient Black Swan 2011.

Books recommended:

Peck, John and Martin Coyle. *A Brief History of English Literature*. Palgrave, 2012. Poplawski, Paul Ed. *English Literature in Context*. CUP, 2008.

Thornley G C and Gwyneth Roberts. *An Outline of English Literature*. Pearson, 2011.

SEMESTER III**FIRST DEGREE PROGRAMME IN****ENGLISH LANGUAGE AND LITERATURE (CBCS System)****READING FICTION**

Common for ENGLISH LANGUAGE AND LITERATURE Core Course III: EN 1341

&

CAREER-RELATED FIRST DEGREE PROGRAMME (CBCS) - Group 2 (a) IN ENGLISH & COMMUNICATIVE ENGLISH Core Course III: CG 1341

No. of credits: 3

No. of instructional hours: 4 per week (Total: 72 hrs)

AIMS:

1. To make students aware of the diverse fictional forms in prose.
2. To enable them to analyse and appreciate various fictional writings.
3. To give them an insight into other cultures.
4. To help them think and write imaginatively.

OBJECTIVES

On completion of the course, the students should be able to

1. identify different fictional forms
2. analyse and appreciate fictional writings.
3. write imaginatively.

COURSE OUTLINE

Module 1

- Prose fiction - fable, short story, novel.
- Elements of fiction - plot, theme, characterization (flat and round characters), setting, point of view.
- Types of Novel – romance, picaresque novel, sentimental novel, epistolary novel, historical novel, gothic novel, science fiction, detective fiction, utopian, dystopian fiction, Bildungsroman - Creative-non fiction
- Narrative strategies - stream of consciousness, Meta fiction.

Module 2: Modern British fiction

Module 3: Modern European fiction

Module 4: Short Stories

COURSE MATERIAL

Module 1

Core reading: Chapter 3 from *A Concise Companion to Literary Forms*. Emerald, 2013.

Module 2

Core reading George Orwell: *Animal Farm* (Penguin Edition)

Module 3

Core reading: Voltaire: *Candide* (Penguin Classics)

Module 4

Core reading: *Golden Threshold: An Anthology of One Act Plays and Stories*, Orient Blackswan, 2013. The following short stories:

O’Henry:	“Romance of a Busy Broker”
Katherine Mansfield:	“The Little Girl”
A.C. Doyle:	“The Red-headed League”
Norah Burke:	“The Family Man”
R.K.Narayan:	“Lawley Road”

Further reading

1. Klarer, Mario. *An Introduction to Literary Studies*. Sec. Ed. Indian Reprint. Routledge, 2009. (Section: Fiction)
2. Hudson, W. H. *An Introduction to the Study of English Literature*. (Chapter IV: The Study of Prose Fiction)

Instruction to Teachers:

- The work of each author has to be placed against the literary backdrop of the age.
- The literary significance of the work is to be briefly discussed in the classroom and hence the student is expected to have an awareness of the respective works.
- Questions are not to be asked from such details at the examination.
- While discussing fiction, the formal, structural and stylistic aspects of the work should be referred to.

SEMESTER III
FIRST DEGREE PROGRAMME IN
ENGLISH LANGUAGE AND LITERATURE (CBCS System)

&

**CAREER RELATED FIRST DEGREE PROGRAMME 2(a) (CBCS System) ENGLISH &
COMMUNICATIVE ENGLISH**

Core Course IV –20th CENTURY MALAYALAM LITERATURE IN ENGLISH TRANSLATION

Common for EN 1342 & CG 1342

No. of Credits: 4

No. of instructional hours: 5 per week [Total: 90 hours]

- Aims:**
1. To introduce the students to the richness of twentieth century Malayalam writing
 2. To provide the students a basic understanding of twentieth century Malayalam Writing
 3. To introduce to them some of the major twentieth century Malayalam writers
 4. To help them analyse and appreciate twentieth century Malayalam literature.

Objective: On completion of the course, the students should be able to

1. Discern the richness of twentieth century Malayalam writing
2. Discern the distinctiveness of twentieth century Malayalam writing
3. Discuss the salient features of the works of major twentieth century Malayalam writers
4. Analyse and appreciate twentieth century Malayalam writing

COURSE OUTLINE

Module 1: Introduction to Malayalam Literature in the twentieth century

Module 2: Malayalam Poetry in the twentieth century

Module 3: Malayalam Fiction in the twentieth century

Module 4: Malayalam Drama in the twentieth century

COURSE MATERIAL

Module 1: Introduction to Malayalam Literature in the twentieth century.

Malayalam Literature ‘After Independence’ - The modern age – characteristics – rise of the Malayalam novel – the Romantics in Malayalam poetry – major poets – rise of drama – novel and the short story in the 20th century – Malayalam literature after independence – poetry – fiction – drama.

Reference Text:

A Short History of Malayalam Literature - K. Ayyappa Paniker - Information & Public Relations Department, Kerala State, April 2006.

[ebook available on: www.suvarnakeralam.kerala.gov.in/book.pdf]

Module 2: Malayalam Poetry in the twentieth century.

The modern age – characteristics – the Romantics in Malayalam poetry – second generation of romantics and the early 20th century – modernist phase in malayalam poetry – O.N.V. Kurup, Vyloppilli Sreedhara

Menon, Ayyappa Paniker, Sugathakumari, Kadammanitta Ramakrishnan, Balamani Amma, Vishnu Narayanan Namboodiri, D. Vinayachandran, Sachidanandan, Balachandran Chullikad, etc.

Detailed study of the following poems:

- | | | | |
|----|-----------------------------|---|-----------------------------|
| 1. | ONV Kurup | – | “A Requiem to Mother Earth” |
| 2. | Balachandran Chullikkad | – | “Where is John?” |
| 3. | Vishnu Narayanan Namboodiri | – | “The Autograph Tree” |
| 4. | Sugatha Kumari | – | “The Temple Bell” |
| 5. | Nalapat Balamani Amma | - | “The Story of the Axe” |
| 6. | Vyloppilli Sreedhara Menon | - | “The Son of Sahyan” |
| 7. | K. Ayyappa Paniker | - | “Lay of the Anklet” |
| 8. | D. Vinayachandran | - | “Advent” |

Core reading: *In the Shade of the Sahyadri: Selections from Malayalam Poetry and Short Fiction.* OUP, 2012.

Module 3: Malayalam Fiction in the twentieth century.

Malayalam fiction in translation – socio-educational influences – conditions favouring birth of Malayalam novel – Appu Nedungadi and Chandu Menon – translation of *Indulekha* - modernity in Malayalam fiction - late forties: works of M. T. Vasudevan Nair, Malayattoor Ramakrishnan – development into the present - O.V.Vijayan, M. Mukundan, etc - characteristics of their fiction.

Malayalam short story in English translation – representative masters of the craft - Thakazhi, Basheer, Lalithambika Antharjanam, Paul Zacharia, etc. – new generation writers - modern women short story writers.

Non-detailed study:

(a) Novels:

- Malayattoor Ramakrishnan, *Roots* (Novel), Tr. V. Abdulla, Orient Blackswan, 2009.
- M. T. Vasudevan Nair, *Mist*. Orient Longman.

(b) Short stories:

- | | | | |
|-----|-----------------------------|---|--|
| 1. | Thakazhy Sivasankara Pillai | – | “In the Flood” |
| 2. | Vaikkom Muhammed Basheer | – | “The World Renowned Nose” |
| 3. | T.Padmanabhan | – | “The Girl Who Spreads Light” |
| 4. | Paul Zacharia | – | “The Last Show” |
| 5. | Lalithambika Antharjanam | – | “Wooden Cradles” |
| 6. | C. Ayyappan | – | “Spectral Speech” |
| 7. | Gracy | – | “Orotha and the Ghosts” |
| 8. | Ashita | – | “In the Moonlit Land” |
| 9. | Chandramati | – | “The (Postmodern) Story of Jyoti Vishwanath” |
| 10. | K.R. Meera | – | “The Vein of Memory” |

Core reading: *In the Shade of the Sahyadri: Selections from Malayalam Poetry and Short Fiction.* OUP, 2012.

Recommended reading:

Introduction to *Ten Women Writers of Kerala*. Sreedevi K. Nair (ed) pages x – xx. [for ‘Modern women short story writers’]

Module 4: Malayalam Drama in the twentieth century.

Malayalam drama - post Independence period – influence of N. Krishna Pillai - N.N. Pillai, K.T. Mohamed - Kavalam Narayana Panikker, G. Sankara Pillai - C.N Sreekantan Nair’s *Kanchanasita* - experimental works of Narendra Prasad - P.K. Venukuttan Nair.

Core reading: [Detailed study]: C.N. Sreekantan Nair. *Kanchana Sita. In the Shade of the Sahyadri: Selections from Malayalam Poetry and Short Fiction*. OUP, 2012.

Instruction to Teachers [Modules 1- 4]:

- Students may be given sufficient background information about the authors/genre included in Modules 2-4. Questions are to be asked only from the prescribed poems, fiction and drama in Modules 2 to 4.
- The work of each writer mentioned in modules 2 – 4 has to be placed against the literary backdrop of the age. The text referred to in Module 1 is to be used for the purpose.
- The literary significance of the work prescribed is to be briefly discussed in the classroom. However the student is expected to have only a general awareness of the respective author.
- The major works of the writers mentioned in module 1 have to be made familiar to the students.
- Questions are not to be asked from Module 1 at the examination.

SEMESTER III**FIRST DEGREE PROGRAMME IN****ENGLISH LANGUAGE AND LITERATURE (CBCS System)****&****CAREER RELATED FIRST DEGREE PROGRAMME 2(a) (CBCS System)****ENGLISH & COMMUNICATIVE ENGLISH****Complementary Course – HISTORY OF ENGLISH LITERATURE - III****Common for EN 1331 & CG 1331****B.A. English Main - Complementary Course V: EN 1331****No. of credits: 3****No. of instructional hours: 3 per week (Total: 54 hrs)****B.A. Career related 2(a) English and Communicative English - Complementary Course III: CG 1331 No. of credits: 4****No. of instructional hours: 4 per week (Total: 72 hrs)****COURSE DESCRIPTION****Module 1:**

The Victorian Age - The Reform Acts - Changes in social life - Industrialisation and its impact on the society - Rise of Oxford and Cambridge Universities - Spread of science and technology and its impact –

Marx, Darwin, J.S. Mill, Freud - India and the Empire - The Victorian novel - Charles Dickens, George Eliot and Thomas Hardy - Victorian poetry - Arnold, Browning and Tennyson – Pre-Raphaelites – Oscar Wilde and the aestheticians.

Module 2:

Early 20th century - Influences on the social milieu - The First World War - The war poets – Modernism - T S Eliot, Yeats, Auden, Joyce, D.H. Lawrence, Virginia Woolf, Joseph Conrad, G B Shaw and the realists.

Module 3:

The mid-twentieth century and after - World War II - Life between the two World Wars - Effects of the Wars on society and literature - The dissolution of the British empire - The welfare state – Modern to the Post-modernism - Feminism and environmentalism.

Module 4:

Poetry, fiction and drama of the period - Life in the 60s, 70s and 80s - Larkin and the Movement - Ted Hughes, Carol Ann Duffy - George Orwell, Kingsley Amis, Graham Green, Salman Rushdie - Samuel Beckett, Harold Pinter and Tom Stoppard – new trends in English theatre – Literature and New Media in Contemporary England - Contemporary life in England.

Core texts:

- (1) *A Concise History of English Literature and Language*, Primus Books, Delhi 2013.
- (2) Ashok, Padmaja. *The Social History of England*. Orient Black Swan 2011.

Books recommended:

Peck, John and Martin Coyle. *A Brief History of English Literature*. Palgrave, 2012. Poplawski, Paul Ed. *English Literature in Context*. CUP, 2008.

Thornley G C and Gwyneth Roberts. *An Outline of English Literature*. Pearson, 2011.

SEMESTER IV

FIRST DEGREE PROGRAMME IN

ENGLISH LANGUAGE AND LITERATURE (CBCS System)

Core Course V – READING PROSE: EN 1441

No. of credits: 4

No. of instructional hours: 5 per week (Total: 90 hrs.)

AIMS

1. To help students understand and appreciate different types of prose writing.
2. To introduce to them the basics concepts of style and literary devices in prose.
3. To acquaint them with cultural diversity and divergence in perspectives.
4. To enable them to write creatively and critically.

OBJECTIVES

On completion of the course, the students should be able to:

1. recognize various types of prose writings.

2. analyse, understand and appreciate prose writings
3. write creatively and critically in an expository or argumentative way.

COURSE OUTLINE

Module 1

- Essay – formal/impersonal essay and informal/personal essay
- Types of essays: periodical essay, critical essay
- Life Writing: biography, autobiography, memoir and diaries.

Module 2: Prose up to the 18th Century.

Module 3: 19th Century Prose

Module 4: Modern Prose

COURSE MATERIAL

Module 1: Core reading: Chapter 4 from *A Concise Companion to Literary Forms*. Emerald, 2013.

Module 2: Core reading: *Reflections* (A Collection of Essays published by Pearson Education) Essays: 1. Bacon: Of Studies

2. Samuel Pepys: (An extract from Pepys' Diaries) 1660 Jan - Feb.
3. Addison: *Sir Roger at the Assizes*
4. James Boswell: (An extract from *Life of Samuel Johnson*)

Further reading

Hudson, W.H. *An Introduction to the Study of English Literature*. Chapter: The Study of The Essay.

Module 3: Core reading: *Reflections*

- Essays:
1. Lamb: *Dream Children*
 2. Hazlitt: *On Familiar Style*
 3. Ruskin: *On Reading*

Module 4: Core reading: *Reflections*

- Essays:
1. Robert Lynd: *Indifference*
 2. Camus: *Nobel Prize Acceptance Speech*
 3. Anne Frank: *The Diary of a Young Girl* (an extract)

Instruction to Teachers:

- The work of each author has to be placed against the literary backdrop of the age.
- The literary significance of the work is to be briefly discussed in the classroom and hence the student is expected to have an awareness of the respective works.
- Students should be made to listen to and read speeches and prose passages.
- Questions are not to be asked from such details at the examination

SEMESTER IV
FIRST DEGREE PROGRAMME IN
ENGLISH LANGUAGE AND LITERATURE (CBCS System)
Foundation Course II – INFORMATICS: EN 1421

No. of credits: 3

No. of instructional hours: 4 per week (Total: 72 hrs)

AIMS

1. To update and expand basic informatics skill and attitudes relevant to the emerging knowledge society
2. To equip students to utilize the digital knowledge resources effectively for their chosen fields of study

OBJECTIVES

On completion of the course, the students should be able to

1. update and expand their knowledge in the field of informatics
2. understand the nature of the emerging digital knowledge society
3. use digital knowledge resources effectively for their studies

COURSE OUTLINE

Module 1: Informatics: an introduction.

History and development of computers – Types of computers – Personal Computers (PC) – Workstations – Laptops – Palmtops – Mobile devices – Notebooks – Mainframe computers – Super computers – IT and the Internet - Cyber ethics and cyber crimes like hacking and morphing.

Module 2: Basic Hardware and Software.

Monitor – CRT and LCD – CPU – Mouse – Keyboard – Ports – USB – Input/output devices – Printers – Scanners – Pen drives - Modems – Microphones – Speakers – Bluetooth devices.

Module 3: Operating Systems:

Microsoft Word – Excel – PowerPoint – Linux – Computer virus – Antivirus tools – File formats – jpg – jpeg – mp3 – zip – RAR.

Module 4: Net working and Internet:

What is networking? – LAN – WAN – Search engines – Social Net working.

COURSE MATERIAL

Modules 1 – 4:

Ravindran Asari - *The Basics of Informatics*. Scientific International Pvt. Ltd, 2013.

Reading list:

1. Alexis and Mathew Leon. *Fundamentals of Information Technology*. Leon Vikas
2. Beekman, George and Eugene Rathswohl. *Computer Confluence*. Pearson Education.
3. Norton, Peter. *Introduction to Computers*. Indian Ed.2. Evans, Alan, Kendal Martin et al *Technology in Action*. Pearson Prentice Hall, 2009.
4. Norton, Peter. *Introduction to Computers*. Indian Ed
5. Rajaraman, V. *Introduction to Information Technology*. Prentice Hall.

SEMESTER IV
FIRST DEGREE PROGRAMME IN
ENGLISH LANGUAGE AND LITERATURE (CBCS System)
&
CAREER RELATED FIRST DEGREE PROGRAMME 2(a) (CBCS System)
ENGLISH & COMMUNICATIVE ENGLISH
Complementary Course - HISTORY OF ENGLISH LANGUAGE
Common for EN 1431 & CG 1431
B.A. English Main - Complementary Course VII: EN 1431

No. of credits: 2

No. of instructional hours: 3 per week (Total: 54 hrs)

B.A. Career related 2(a) English and Communicative English - Complementary Course IV: CG 1431 No. of credits: 4

No. of instructional hours: 4 per week (Total: 72 hrs)

AIMS

1. To familiarize students with the origin and development of the English Language
2. To make them aware of the changes in different areas of the language.

OBJECTIVES

On completion of the course, the students should be able to

1. identify the various language families
2. trace the evolution of the English language
3. list the changes in the different areas of the language

COURSE OUTLINE

Module 1

Nature of language – human languages and animal communication systems – flux in language – language families – Indo-European family – Germanic group – the descent of English – broad characteristics.

Module 2

Periods in the history of English language – **Old English** – Celtic, Latin and Scandinavian influences – effect on grammar and syntax – Norman conquest – French influence – growth of national feeling – adoption of English – **Middle English** – decay of inflection – loss of grammatical gender – French Influence on the vocabulary – dialectal diversity – the rise of standard English – contribution of major writers to the English language – Chaucer, Spenser, Shakespeare, Milton – the impact of Bible Translations on the English language.

Module 3

Modern English – Renaissance and after – general characteristics of English – changes in pronunciation and grammar – attempts to reform English – Spelling through the ages – problems and prospects of spelling reform – Development of Dictionaries – Dr. Johnson’s dictionary – slang and standard speech – English dialects – evolution of English as a global language.

Module 4

Word formation and growth of vocabulary – makers of English – Semantics – changes of meaning – widening, restriction, amelioration, radiation, concatenation, synaesthesia, metonymy, synecdoche, faded metaphors, euphemism, divergence of meaning – some present-day trends in the English language – slang and jargon – varieties of dialects – various ‘Englishes’ – influence of the colonies.

Core text:

A Concise History of English Literature and Language, Primus Books, Delhi 2013.

Reading list**Modules 1 to 4**

1. Baugh A.C. *A History of the English Language*. Chennai: Allied Published, 1978.
2. Barber C.L. *The Story of Language*. Penguin, 1982.
3. Wood F.T. *An Outline History of the English Language*. Macmillan, 2008.
4. Crystal, David. *English as a Global Language*. London: Cambridge University Press, 1997.
5. Mugglestone. *Oxford History of English*, Indian Edition: Oxford University Press, 2009.

SEMESTER V**FIRST DEGREE PROGRAMME IN****ENGLISH LANGUAGE AND LITERATURE (CBCS System)****&****CAREER RELATED FIRST DEGREE PROGRAMME 2(a) (CBCS System) ENGLISH & COMMUNICATIVE ENGLISH****Core Course - LITERARY CRITICISM:****Common for EN 1541 & CG 1541****B.A. English Main – Core Course VI: EN 1541****No. of credits: 4****No. of instructional hours: 5 per week (Total: 90 hrs)****B.A. Career related 2(a) English and Communicative English – Core Course VII: CG 1541 No. of credits: 4****No. of instructional hours: 5 per week (Total: 90 hrs)****AIMS**

1. To give the students a historical overview of the critical practices from classical period to the present.
2. To introduce to them some of the significant concepts that had a seminal influence on the development of critical thought.
3. To develop in them a critical perspective and capacity to relate and compare various critical practices and schools.
4. To help them read and analyze literary texts from different perspectives.

OBJECTIVES

On completion of the course, the students should be able to

1. trace the development of critical practices from ancient times to the present.
2. explain the critical concepts that emerged in different periods
3. analyze and appreciate texts critically, from different perspectives.

COURSE OUTLINE

Module I

A. Classical Criticism:

Nature and function of criticism – contributions of Plato – concept of mimesis and inferiority of art – Aristotle – major concepts – mimesis, katharsis, hamartia – definition of tragedy – parts of tragedy – Horace and the concept of decorum – Longinus – the sublime.

B. Indian Aesthetics: Theory of Rasa, Vyanjana and Alankara.

[The relationship between Unit A and Unit B to be discussed. For eg. The concept of Rasa and purgation, Alankara and figures of speech, etc.]

Core reading [Unit B]:

Sethuraman. V.S. Ed. *Indian Aesthetics: An Introduction*. Macmillan, India, 1992.

- Das Gupta, S.N. “The Theory of Rasa”, (pp 191-196) in *Indian Aesthetics: An Introduction*. Ed. V.S. Sethuraman. Macmillan, India, 1992.
- Kuppaswami Sastri. “The Highways of Literary Criticism in Sanskrit” (pp. 173–190), in *Indian Aesthetics: An Introduction*. Ed. V.S. Sethuraman. Macmillan India, 1992.
- Raghavan, V. “Use and Abuse of Alankara” (pp. 235–244) in *Indian Aesthetics: An Introduction*. Macmillan India, 1992.

Module 2: Renaissance and Neo-Classical Criticism:

Sir Philip Sidney – his “Defence of Poetry” – definition of poetry – neo-classicism – Dryden – estimate of authors – Johnson – “Lives of Poets” – Shakespeare criticism – moral judgment of literature.

Module 3: Romantic and Victorian Criticism:

Romanticism – Wordsworth – “Preface to Lyrical Ballads” – definition of poetry – concept of poetic diction and language – Coleridge – definition of poetry – Fancy and Imagination.

The Victorian Period: Arnold – concept of culture – the function of poetry – touchstone method – disinterestedness and high seriousness – moralistic criticism.

Module 4: Twentieth Century Criticism:

Eliot and Modernism – “Tradition and Individual Talent” – historic sense – impersonality – poetic emotion – objective correlative – dissociation of sensibility – Richards and “Practical Criticism” – poetry and synaesthesia – scientific and emotive uses of language – four kinds of meaning.

COURSE MATERIAL

Modules 1 – 4 Core reading:

Nagarajan, M.S. *English Literary Criticism and Theory: An Introductory History*. Hyderabad: Orient Longman, 2006.

Further reading:

1. Abrams, M.H. *A Glossary of Literary Terms*. Seventh Edition. Singapore: Thomson & Heinle, 1999.
2. Wimsatt Jr., William K. and Cleanth Brooks. *Literary Criticism: A Short History*. Calcutta: Oxford and IBH, 1957.
3. Waugh, Patricia. *Literary Theory and Criticism: An Oxford Guide*. New Delhi: OUP, 2009.
4. Seldon, Raman et al, *A Reader's Guide to Contemporary Literacy Theory*. New Delhi: Pearson Education, 2005.
5. Bennet Andrews and Nicholas Royale. *Introduction to Literature, Criticism and edition*. New Delhi: Pearson Education, 2009.
6. Harmon, William, Hugh Holman. *A Handbook to Literature*. 10th Edition. New Delhi: Pearson Education, 2009.

SEMESTER V**FIRST DEGREE PROGRAMME IN****ENGLISH LANGUAGE AND LITERATURE (CBCS System)****Core Course VII - INDIAN LITERATURE IN ENGLISH: EN 1542****No. of credits: 4****No. of instructional hours: 5 per week (Total: 90 hrs)****AIMS**

1. To introduce students to Indian writing in English.
2. To broaden and sharpen their aesthetic and analytical skills.

OBJECTIVES

On completion of the course, the students should be able to

1. trace the development of Indian writing in English.
2. explain the Indianness in Indian literature in English.
3. read and appreciate Indian literature.
4. analyse the strength and constraints of Indian English as a literary medium.

COURSE OUTLINE**Module 1: Poetry****Module 2: Prose - Essays****Module 3: Prose - Fiction****Module 4: Drama:****COURSE MATERIAL****Module 1: Poetry:**

- 1) Henry Derozio: The Harp of India
- 2) Sarojini Naidu: Love and Death
- 3) Aurobindo: Life and Death

- 4) Nissim Ezekiel: Entertainment
- 5) Jayanta Mahapatra: Evening Landscape by the River
- 6) Rabindranath Tagore: Where the Mind is Without fear
- 7) Harindranath Chattopadhyaya: Shaper Shaped

Core reading: *Indian Yarns: An Anthology of Indian English Writing*. Cambridge University Press, 2013.

Module 2: Prose - Essays:

- 1) Jawaharlal Nehru: "A Tryst with Destiny"
- 2) Sashi Tharoor: "Ajanta and Ellora in the Monsoon".

Core reading: *Indian Yarns: An Anthology of Indian English Writing*. Cambridge University Press, 2013.

Module 3: Prose - Fiction:

(a) Short Story:

- | | |
|-------------------------|-----------------------|
| 1) Mulk Raj Anand: | A Pair of Mustachios |
| 2) R.K.Narayan: | Out of Business |
| 3) Rabindranath Tagore: | The Auspicious Vision |
| 4) Kamala Das: | Darjeeling |
| 5) Ruskin Bond: | The Thief |

Core reading: *Indian Yarns: An Anthology of Indian English Writing*. Cambridge University Press, 2013.

(b) Novel:

Jayashree Mishra: *Ancient Promises*

Module 4: Drama:

Core reading: Girish Karnad: *Hayavadana* (OUP)

Instruction to Teachers:

The work of each author has to be placed against the literary backdrop of the age. The literary significance of the work is to be briefly discussed in the classroom and hence the student is expected to have an awareness of the respective works. Questions are not to be asked from such details at the examination.

SEMESTER V

FIRST DEGREE PROGRAMME IN

ENGLISH LANGUAGE & LITERATURE (CBCS System)

Core Course VIII - FILM STUDIES: EN 1543

No. of credits: 2

No. of instructional hours: 3 per week (Total: 54 hrs)

AIMS

1. To give the students basic knowledge in the history, art and culture of motion picture.
2. To introduce to them the key concepts in film studies.
3. To help them analyze and appreciate films.
4. To enable them pursue higher studies and careers in film.

OBJECTIVES

On completion of the course, the students should be able to

1. discover the language of cinema
2. explain the key concepts in film studies.
3. analyse films as texts.
4. write critically about films.

COURSE OUTLINE

Module 1: Understanding film.

What is film – its hybrid nature – the language of cinema – authorship - a brief history – film movements – Montage theory and Soviet cinema of the 20s – German expressionism and experiments with mise-en-scene – French poetic realism – classical Hollywood cinema and genre – Italian neo-realism – French New wave - contemporary international trends.

Module 2: Indian Cinema.

Phalke and the desi enterprise – Indian cinema 30s to the 60s – The golden 50s – Indian art cinema and the Indian New wave – History of Malayalam Cinema – New wave in Malayalam cinema – Contemporary trends in Malayalam cinema.

Module 3: Literature and Film.

Literary language and Film language- adaptation and notions of fidelity- Narrative structure and strategies in film and fiction - time, space, character and setting - dialogue – music – sound effects.

Module 4: Film analysis.

Films for close viewing:

Rashomon
My Fair Lady
Chemmeen

COURSE MATERIAL

Core text:

Introduction to Film Studies [Reading the Popular series]by. Orient Blackswan, 2013.

Reading list:

1. Villarejo, Amy. *Film Studies: the Basics*. Routledge, Indian Reprint, 2009.
2. Hayward, Susan. *Key Concepts in Cinema Studies*. London: Routledge, 1997.
3. Bywater, Tim and Thomas Sobchack. *Introduction to Film Criticism*. Pearson India, 2009.
4. Corrigan, Timothy, J. *A Short Guide to Writing about Film*. Pearson India, 2009.
5. Kupsc, Jarek. *The History of Cinema for Beginners*. Chennai: Orient Blackswan, 2006.
6. Dix, Andrew. *Beginning Film Studies*. New Delhi: Viva Books, 2010.
7. Stam, Robert and Alessandra Raengo. *Literature and Film: A Guide to Theory and Adaptation*. Oxford: Blackwell, 2003.

Suggested viewing list:

Michael Radford's	<i>Il Postino</i>
Robert Wiene's	<i>The Cabinet of Dr. Caligari</i>
Sergei Eisenstein's	<i>Battleship Potemkin</i>
Victorio De Sica's	<i>Bicycle Thief</i>
John Ford's	<i>Stagecoach</i>
Alfred Hitchcock's	<i>Psycho</i>
Mehboob's	<i>Mother India</i>
Satyajit Ray's	<i>Pather Panchali</i>
Abbas Kiarostami	<i>Ten</i>

Note to the Teacher:

The objective of this course is to enable literature students to understand the language of cinema as also the ways in which that language is different from a literary language. Simultaneously they could also be taught the specificities of medium, narrative and the history of cinema. The lectures should use a lot of clips from different films to illustrate the points. It is strongly recommended that films or film clips should be screened as far as possible for every topic of this course. Any film of the teacher's choice other than the ones suggested may also be screened to illustrate the specific topics. The three films selected for close analysis help in understanding the narrative techniques of cinema, its engagements with sound, music and songs as also modes of adaptation from genres such as short story, play and novel.

SEMESTER V**FIRST DEGREE PROGRAMME IN ENGLISH LANGUAGE & LITERATURE
(CBCS System)****Core Course IX - LINGUISTICS AND PHONETICS: EN 1544****No. of credits: 4****No. of instructional hours: 4 per week (Total: 72 hours)****AIMS:**

1. To equip students with a thorough knowledge of the various aspects of the English language
2. To sensitize them to the nuances of spoken and written forms of English
3. To help them overcome specific problems resulting from mother tongue interference

OBJECTIVES:

On completion of the course, the students should be able to

1. explain the key concepts in linguistics
2. develop a neutral accent and improve their general standard of pronunciation
3. speak globally intelligible English

COURSE OUTLINE**Module 1**

Linguistics – branches of linguistics – approaches to the study of language – diachronic & synchronic – prescriptive & descriptive – traditional & modern – key concepts – langue & parole – competence &

performance – grammaticality & acceptability – traditional & structural grammars – Morphology – morphemes – classification – allomorphs – Syntax – word classes – form class – function class – formal features – IC analysis – PS Grammar – TG Grammar.

Module 2

Varieties of Language – regional/class – discourse – individual – national varieties – British – American – General Indian – Australian – spoken and written – RP and BBC English.

Module 3

Phonetics – articulatory phonetics – speech mechanism – organs of speech classification of speech sounds – vowels – consonants – Phonology – phonemes – classification – distribution – syllable structure – transcription – allophones – suprasegmentals – stress – word stress and sentence-stress – rhythm – juncture – intonation – assimilation – elision.

Module 4

Indian Explorations – different systems of thought – Panini – Karaka theory – Patanjali – Bhartrhari.

COURSE MATERIAL

Modules 1–4 Core Text: [To be incorporated]

Reference:

T. Balasubramanian. *A Textbook of English Phonetics for Indian Students*. Second edition. Macmillan, 2013.

Reading list:

Aslam, Mohammed, and Aadil Amion Kak. *Introduction to English Phonetics and Phonology*. Foundation Books, 2007.

Crystal, David. *Linguistics*.

Palmer, Frank. *Grammar*.

Lyons, John. *Language and Linguistics: An Introduction*. CUP, 1981.

Verma, S. K., and N. Krishnaswamy. *Modern Linguistics: An Introduction*. OUP, 1989.

Gimson, A.C., and Edward Arnold. *An Introduction to the Pronunciation of English*. CUP, 1980.

Roach, Peter. *English Phonetics and Phonology*. CUP, 2009.

Yule, George. *The Study of Language*. CUP, 2006.

Collins, Beverley and Inger Mees. *Practical Phonetics and Phonology: A Resource Book for Students*. Routledge, 2005.

Rani, D Sudha. *A Manual for English Language Laboratories*. New Delhi: Pearson, 2010.

Reference:

1. Jones, Daniel. *English Pronouncing Dictionary*. 17th Edn. CUP.
2. Marks, Jonathan. *English Pronunciation in Use: Elementary*. CUP, 2008.
3. Raja, Kunjunni K. *Indian Theories of Meaning*. Adyar Library, 1963.

Direction to Teachers:

IC analysis, PS Grammar and TG Grammar should be discussed only at introductory level.

SEMESTER V
FIRST DEGREE PROGRAMME IN
ENGLISH LANGUAGE AND LITERATURE (CBCS System)

Core Course X - POST COLONIAL LITERATURES IN ENGLISH – EN 1545

No. of credits: 4

No. of instructional hours: 5 per week (Total: 90 hrs)

AIMS

1. To introduce students to Post Colonial literature, life and culture
2. To broaden their aesthetic and intellectual faculties

OBJECTIVES

On completion of the course, the students should be able to

1. identify what is distinctly Post Colonial literature
2. read and appreciate Post Colonial literature with insight
3. understand Post Colonial culture and its varying modes of literary expression

COURSE OUTLINE

Module 1: Poetry

Module 2: Drama

Module 3: Fiction

COURSE MATERIAL

Module 1: Poems:

Walt Whitman	–	“Beat! Beat! Drums!” - 1819
Emily Dickinson	–	“Hope” is the thing with feathers (314) - 1830
Robert Frost	–	A Prayer in Spring - 1874
Pablo Neruda	–	A Dog has Died - 1904
A.D. Hope	–	The Death of the Bird - 1907
Elizabeth Bishop	–	The Fish - 1911
Judith Wright	–	Train Journey - 1915
Wisława Szymborska	–	Possibilities -1923
Nissim Ezekiel	–	Enterprise - 1924
Derek Walcott	–	Ruins of a Great House - 1930
John Pepper Clark	–	Casualties - 1935
Yasmine Gooneratne	–	This Language, This Woman - 1935
Margaret Atwood	–	Notes Towards a Poem That Can Never be Written. [1939]

Core reading: *After the Sunset: An Anthology of Post Colonial Literatures in English.* Oxford University Press, 2013.

Module 2: Drama

Wole Soyinka - *The Strong Breed*. Oxford University Press.

Core reading: *After the Sunset: An Anthology of Post Colonial Literatures in English*. Oxford University Press, 2013.

Module 3: Fiction

(a) F.Scott Fitzgerald - *The Great Gatsby*. Cambridge University Press.

(b) Gabriel Marquez - *Chronicle of a Death Foretold*. Penguin.

Instruction to Teachers:

The work of each author has to be placed against the literary backdrop of the age. The literary significance of the work is to be briefly discussed in the classroom and hence the student is expected to have an awareness of the respective works. Questions are not to be asked from such details at the examination.

SEMESTER V**FIRST DEGREE PROGRAMME (CBCS System)****ENGLISH LANGUAGE AND LITERATURE****OPEN COURSES****Open Course I - COMMUNICATIVE APPLICATIONS IN ENGLISH: EN 1551.1**

No. of credits: 2

No. of instructional hours: 3 per week (Total: 54 hrs)

AIM

1. To help the students attain high level proficiency in all the four language skills.
2. To equip them for competitive examinations and various International English Language Tests.
3. To enhance their career prospects and employability.
4. To help them develop their personality by fine tuning their communication and presentation skills.

OBJECTIVES

On completion of the course, the students should be able to

1. use English for international communication.
2. engage in all kinds of communication activities – informal, formal/business related and academic.
3. perform well in language tests and competitive examinations.

COURSE OUTLINE**Module 1**

Listening and Speaking: varieties of modern English – British, American, Indian – basic sounds – deviations in American and other varieties – syllable structure – stress – word – stress and sentence stress – intonation.

Verbal Communication: conversation – basic techniques – how to begin, interrupt, hesitate and end – how to express time, age, feelings and emotions – how to respond – using language in various contexts/situations – talking about oneself, others – describing persons, places, incidents, events and objects – attending an interview – addressing an audience – using audio-visual aids – making short speeches – compering – group discussion.

Non-verbal Communication: body language : postures – orientation – eye contact – facial expression – dress – posture – self concept – self image – self-esteem – attitudes – values and perception.

Module 2: Reading and Writing

Skimming and scanning – fast reading – writing short messages – e mails – preparing notes and reports based on visuals, graphs and diagrams – letters – informal, formal/official/business related – preparing agenda, minutes – CV – Describing persons, places, incidents and events – writing ads – short argumentative essays

Words often confused and misused – synonyms – antonyms – idioms commonly used – corresponding American expressions.

Module 3: Writing for Specific Purposes

Scientific writing – business writing – preparation of project proposals – writing of summaries and reviews of movies and books in English/regional languages.

Module 4: Practical Sessions

Language Skills Test (Written)

Teachers could encourage the students at the following tasks:

1. Translation of short and simple passages – from Malayalam to English
2. Providing captions for photos and pictures
3. Symposium – presenting different aspects of a debatable topic.

COURSE MATERIAL

Reading list

1. Mukhopadhyay, Lina et al. *Polyskills: A Course in Communication Skills and Life Skills*. Foundation, 2012.
2. O’Conner, J. D. *Better English Pronunciation*. CUP.
3. Swan, Michael. *Practical English Usage*. OUP.
4. Driscoll, Liz. *Cambridge: Common Mistakes at Intermediate*. CUP.

Reference

1. Jones, Daniel. *English Pronouncing Dictionary*, 17th Edn. CUP.

SEMESTER V

FIRST DEGREE PROGRAMME (CBCS System)

ENGLISH LANGUAGE AND LITERATURE

OPEN COURSES

Open Course I - THEATRE STUDIES: EN 1551.2

No. of credits: 2

No. of instructional hours: 3 per week (Total: 54 hrs)

Aims:

1. To provide an introduction to theatre studies
2. Familiarize the students with fundamental theories on theatre
3. Introduce the students to Western and Indian theatre

Objectives:

1. To sensitize students that theatre is praxis
2. To develop the listening and writing skill of students
3. To help students appreciate theatre
4. Respond creatively to the world around

COURSE OUTLINE**Module 1:** Origin of Western theatre.

Origin of Drama – eminent Greek playwrights – Chorus and its evolution – miracle, morality and mystery plays – Aristotle’s theory of drama – Elizabethan stage – Restoration theatre.

Module 2: Introduction to Indian theatre.

Bharata and Natya sastra - relevance – contributions of Bhasa and Kalidasa – dance drama – folk theatre - theatre in Kerala – Kathakali – Kutiyattam – recent trends in Indian theatre.

Module 3: Sub-genres.

Problem Play – trends in 20th century drama - Epic theatre – Absurd theatre – Postcolonial theatre.

Module 4 Praxis

Writing dialogues – Preparation of script for acting based on narratives/stories/reports – Learning the process of staging a play through an enactment of the prepared script(s) which may be group activity in the class. The class may be divided into groups and they can be assigned specific tasks involved in the production of a play such as script writing, stage setting, properties, make up and music which can finally lead to the production of the script.

(This module must be effectively used by the teacher for internal/continuous assessment and so no separate texts for study are provided)

COURSE MATERIAL**References****Module 1**

1. John Gassner and Edward Quinn. *The Reader’s Encyclopedia of World Drama*. London: Methuen, 1975.
2. Harold Bloom Ed. *Greek Drama*. Philadelphia: Chelsea House.
3. Peter Womack. *English Renaissance Drama*. Oxford: Blackwell. 2006.

Module 2

1. P.Venugopalan Ed. *Kutiyattam Register* “Kutiyattam” Thiruvananthapuram: Margi, 2007. 21–34.
2. K.P.S. Menon. *A Dictionary of Kathakali*. Orient Blackswan.

Module 3

Martin Esslin. *The Theatre of the Absurd*, 3rd Ed. Britain: Penguin. 1980.

Module 4: General reference

Keir Alam. *The Semiotics of Theatre and Drama*. London, Methuen, 1980.

SEMESTER VI
FIRST DEGREE PROGRAMME IN
ENGLISH LANGUAGE & LITERATURE (CBCS System)

Core Course XI - WORLD CLASSICS: EN 1641

No. of credits: 4

No. of instructional hours: 5 per week (Total: 90 hrs)

AIMS

1. To introduce students to the world of the classics in literature.
2. To broaden their outlook and sensibility.

OBJECTIVES

On completion of the Course, the students should be able to

1. read and appreciate classical works.
2. evaluate classical texts critically.
3. place and assess their own culture and classics.

COURSE OUTLINE

Module 1

Classics – literary classics – definition – critical concepts – the emergence of classics – a brief survey of the classics.

Greek and Roman: Homer – Virgil – Aeschylus – Sophocles – Euripides – Aristophanes – Nikos Kazantzakis.

Italian: Dante – Boccaccio – Tasso – Ariosto – Machiavelli – Alberto Moravia. Sanskrit: Vyasa – Valmiki – Kalidasa – Sudraka – Bhasa – Shri Harsa – Jayadeva. German: Goethe – Hesse –

Russian: Pushkin – Gogol – Dostoevsky – Tolstoy – Chekhov – Gorky – Pasternak – Solzhenitsyn.

Module 2: Poetry

Module 3: Drama

Module 4: Fiction

COURSE MATERIAL

Module 1

Reference

1. Beard, Mary, and John Henderson. *Classics; A Very Short Introduction*. Indian Edition, OUP, 2006.
2. Hight, G. *The Classical Tradition*. Oxford University Press, 1949.
3. Eliot, T.S. 'What is a Classic?'
4. Nicoll, Allardyce. *World Drama from Aeschylus to Anouilh*. New York: Harcourt Brace, 1950.
5. Hadas, Moses. *Greek Drama*. Bantam Classics, 1983.
6. Abrams, M.H. *A Glossary of Literary Terms*.

Module 2

Core reading: Kalidasa: *Ritusamhara*. Canto One. Summer (From KALIDASA: THE LOOM OF TIME translated by Chandra Rajan, Penguin Books).

Module 3

Core reading: Sophocles: *Antigone* (Cambridge University Press)

Module 4

Core reading: 1. Tolstoy: *The Death of Ivan Ilyich* (Penguin Classics) 2. Kazantzakis: *Zorba the Greek* (Penguin Classics)

Instruction to Teachers [Modules 1 to 4]:

- The work of each author in Module 1 has to be placed against the literary backdrop of the age.
- Only the major works of the writers mentioned in Module 1 are to be made familiar to the students.
- Only short answer-type questions [Qn. II] and Short Essay-type questions [Qn. III] are to be asked from Module 1 at the examination.
- The literary significance of the works prescribed for study in Modules 2 – 4 are also to be discussed in the classroom. However the student is expected to have only a general awareness of the respective author/work.

SEMESTER VI**FIRST DEGREE PROGRAMME IN****ENGLISH LANGUAGE & LITERATURE (CBCS System)****B.A. ENGLISH LANGUAGE AND LITERATURE****Core Course XII****CAREER RELATED FIRST DEGREE PROGRAMME 2(a) (CBCS System) ENGLISH & COMMUNICATIVE ENGLISH****Core Course IV - METHODOLOGY AND PERSPECTIVES OF HUMANITIES****Common for EN 1642 & CG 1643****B.A. English Main - EN 1642****No. of credits: 4****No. of instructional hours: 5 per week (Total: 90 hrs)****B.A. Career related 2(a) English and Communicative English - CG 1643****No. of credits: 3****No. of instructional hours: 4 per week (Total: 72 hrs)****AIMS**

1. To introduce students to the methodological issues specific to the humanities
2. To develop in them a critical perspective in pursuing literary studies

OBJECTIVES

On completion of the course, the students should be able to

1. explain the key concepts in literary theory and criticism
2. make sense of literature
3. read literature critically from a theoretical perspective.

COURSE OUTLINE

Module 1: Key Concepts:

Humanities – Differences between natural, social and human sciences – facts and interpretation – history and fiction – objectivity versus subjectivity.

Module 2

A critical overview of literature from the perspective of the Humanities.

Impact of society on literature – text types – genres – literary canon – literary interpretation and evaluation.

Module 3

Literary terms – Text oriented approaches – philology – rhetoric – stylistics – new criticism – semiotics – ambiguity.

COURSE MATERIAL

Modules 1 – 3

Core text:

Humanities: Methodology and Perspectives, by Dr K Kamala, published by mainSpring publisher, Chennai, 2014.

Reading list:

1. Kundu, Abhijit. "Understanding the Humanities." *The Humanities: Methodology and Perspectives*. New Delhi: Pearson Education, 2009.
2. Eagleton, Terry. "What is Literature?"
3. Klarer, Mario. *An Introduction to Literary Studies*. Special Indian Edition: Routledge, 2009.
4. Guerin, Wilfred L, et al. *A Handbook of Critical Approaches to Literature*. New Delhi: OUP, 2009.
5. Nagarajan, M.S. *English Literary Criticism and Theory*. Hyderabad: Orient Longman, 2007.
6. Holghman, William, Hugh Holman. *A Handbook to Literature*. New Delhi: Pearson Education, 2009.
7. Seldon, Ramon, et al. *A Reader's Guide to Contemporary Literary Theory*. ND: Pearson Education, 2005.
8. Bennet, Andrews, Nicholas Royale. *Introduction to Literature, Criticism and Theory*, 3rd Edn. ND: Pearson Education, 2009.
9. Barnet, Sylvan, William Cain. *A Short Guide to Writing about Literature*, 9th Edition. ND: Pearson, 2008.

Direction to Teachers

The various approaches to literature should be discussed with illustrations, where ever necessary.

SEMESTER VI
FIRST DEGREE PROGRAMME IN
ENGLISH LANGUAGE & LITERATURE (CBCS System)
B.A. ENGLISH LANGUAGE AND LITERATURE
Core Course XIII - ENGLISH FOR THE MEDIA: EN 1643

No. of Credits: 4

No. of Instructional hours: 5 per week [Total: 90 hours]

AIMS

1. To sensitize students to the English language used in the media
2. To make them professionally skilled and employable in the media.

OBJECTIVES

On completion of the Course, the students should be able to

1. explain the nature and scope of the communication media
2. write headlines and articles for newspapers and magazines and design their content
3. produce and present scripts and programmes for Radio and TV
4. design and write webs, blogs and advertisements

COURSE OUTLINE

Module 1

Main-stream media: nature, characteristics, purpose - Print – broadcast - visual media – new/digital media – power and vulnerability of each – media convergence.

Newspapers: News stories, features – Headlines, subheads, captions, reviews.

Vocabulary that can affect the slant, emotive words and neutral words. Cohesion techniques, use of passive structures.

- Writing to answer the five Ws and H
- The inverted pyramid style
- Writing an editorial
- Editing: Cutting dead wood

Planning and Writing features – Editorials – Op-Ed pieces – Interviews: skills needed – Language used - The phrases that are used for the interview for Introductions - Interrupting - Markers for buying time, to elicit more clarity - how to use linguistic ploys – use of connectives to help progression and continuity - use of the right pace, punctuating explanations using the right words - the art of questioning and its overall philosophy.

Analysing news stories and features – political ideologies and language of newspapers – style - House styles of leading newspapers – emphasis given to use of desi words and foreign words.

Magazines: Writing for specific audience - magazine covers – layout - planning content – writing a true-life story - The Magazine Cover lines – The use of imperatives, use of questions in Cover lines - use of rhyming and alliteration - The use of specific verb forms used to express future - importance of photographs.

Module 2

Radio: Role of presenters – importance of voice, diction, delivery and language - introducing the guests/features/news/Introducing different genres of music, Pre-teach - Vocabulary, relevance of the topic sentence, language used in debriefing, contextual use of phrasal verbs of a DJ or a presenter.

Format of the Radio script- Radio Programming- Writing for different Radio programmes: interviews, talk shows, reviews, music programmes, phone-in or on demand programmes - Translating creative works from other medium: delivering plays and classics, Radio news – news value – news script

TV: Scripts for TV- The pre-production process - Required vocabulary to understand process - The phrases used in conversation, Script writing - Editing a T.V. Documentary - roles of an editor and output editor, – selection of news – language of news writing/reporting.

TV programming: – use of formal/conversational language - abbreviations used in the filming schedule and its relevance - collocations used in T.V. as a medium - the technical vocabulary

Film: Writing a screenplay – films as a social commentary – language in film: mirroring in-vogue vocabulary, changes with genre - The features of spoken dialogues, how language helps to pitch successfully - The relevance of log line. Vocabulary for Pre-production – Language used in explaining potential problems, presenting solutions

Writing Film Reviews: Pre – Teach Vocabulary, Structure of the Content, Mapping the different stages of how a film is born, Language devices used, Use of Contrasting Information & Additional Information, Vocabulary used.

Module 3

Digital/New Media: E- writing – rules – writing news for the web – House Style of popular news-based websites - blogs - planning and writing a blog - technical writing – search engine optimization – writing for the social media. Use of Noun phrases, the use of pronouns, contractions, comparatives and clauses, the language used for informing and language used in a good blog.

Module 4

Advertising: elements of an advertisement – headlines, subheads, body, slogans etc – writing for advertisements / language of advertisements – creating a print ad – TV ad – radio ad – presenting a finished ad. Language used in print advert, the language of old advertisements and new advertisements, The language of International Brand advertisements and National Advertisements, the multimodalities.

The variety of language devices used in slogans, use of adjectives and verbs, Language of advertising campaigns, Vocabulary of pre-production, Preparing and presenting a finished advertisements, Art in advertising - Importance of photography – Use of minimalism in language – Writing shadowed by Visual effect - use of Music.

COURSE MATERIAL

Modules 1 - 4

Core reading: *English for the Media*, Cambridge University Press, 2013.

Further reading

1. Ceramella, Nick and Elizabeth Lee. *Cambridge English for the Media*, CUP, 2008.
- 2.. Kaushik, Sharda, *Script to Screen: An Introduction to TV Journalism*. Macmillan, 2003.
3. Booher, Dianna. *E- Writing: 21st Century Tools for Effective Communication*. Macmillan, 2008.

SEMESTER VI**FIRST DEGREE PROGRAMME (CBCS System)****Common for ENGLISH LANGUAGE AND LITERATURE - Core Course XIV: EN 1644****&****CAREER-RELATED FIRST DEGREE PROGRAMME (CBCS) - Group 2 (a) IN ENGLISH & COMMUNICATIVE ENGLISH - Core Course XI - CG 1642****WOMEN'S WRITING****No. of Instructional hours : 4 per week (Total: 72 hrs) – for EN 1644****5 per week (Total: 90 hrs) - for CG 1642****No. of Credits : 3 [EN 1644 & CG 1642]****Aims:**

1. To introduce students to the development of women's writing in various countries.
2. To familiarize them with the diverse concerns addressed by feminism.
3. To motivate them to critically analyse literary works from a feminist perspective.

Objectives: On completion of the course, the students should be able to

1. The students will have an awareness of class, race and gender as social constructs and about how they influence women's lives.
2. The students will have acquired the skill to understand feminism as a social movement and a critical tool.
3. They will be able to explore the plurality of female experiences.
4. They will be equipped with analytical, critical and creative skills to interrogate the biases in the construction of gender and patriarchal norms.

COURSE OUTLINE**Module 1:** Essays**Module 2:** Poetry**Module 3:** Short Fiction**Module 4:** Drama**COURSE MATERIAL****Module 1: Essays [Detailed study]**

1. Virginia Woolf: "Shakespeare and his Sister" (Excerpt from *A Room of One's Own*)
2. Alice Walker: "In Search of our Mothers' Gardens" (From *In Search of Our Mother's Gardens*)
3. Jasbir Jain: Indian Feminisms: The Nature of Questioning and the Search for Space in Indian Women's writing. (From *Writing Women Across Cultures*)

Module 2: Poetry. [Detailed study]

1. Elizabeth Barrett Browning : "A Musical Instrument"

2. Marianne Moore : “Poetry”
3. Adrienne Rich : “Aunt Jennifer’s Tigers”
4. Sylvia Plath : “Lady Lazarus”
5. Margaret Atwood : “Spelling”
6. Kishwar Naheed : “I am not That Woman”
7. Suniti NamJoshi : “The Grass Blade”
8. Nikki Giovanni : “Woman”

Module 3: Short Fiction [Non-detailed study]

1. Katherine Mansfield : “The Fly”
2. Shashi Deshpande : “A Wall is Safer”
3. Sara Joseph : “Inside Every Woman Writer”
4. Amy Tan : “Rules of the Game”

Module 4: Drama [Non-detailed study]

1. Sheila Walsh : “Molly and James”
2. Mamta G Sagar : “The Swing of Desire”

Core text:

Modules 1 – 4: Dr Sobhana Kurien, ed. *Breaking the Silence: An Anthology of Women’s Literature*. ANE Books.

Books for reference:

Beauvoir, Simone de. *The Second Sex*. UK: Hammond Worth, 1972. Davis, Angela. *Women, Race and Class*. New York: Random, 1981. Devi, Mahasweta. *Breast Stories*. Calcutta: Seagull, 1998.

Gilbert, Sandra and Susan Gubar. *The Mad Woman in the Attic: The Woman Writer*. Yale UP, 1978. Goodman, Lisbeth ed. *Literature and Gender*. New York: Routedledge, 1996.

Green, Gayle and Copelia Kahn. *Making a Difference: Feminist Literary Criticism*. New York: Routedledge. Humm, Maggie ed. *Feminisms: A Reader*. New York: Wheat Sheaf, 1992.

Jain, Jasbir ed. *Women in Patriarchy: Cross Cultural Readings*. New Delhi: Rawat, 2005. Millett, Kate. *Sexual Politics*. New York: Equinox-Avon, 1971.

Rich, Adrienne. *Of Woman Born*. New York: Norton.

Roudiex, Leos S. ed. *Desire in Language*. New York: Columbia UP, 1975. Showalter, Elaine. *A Literature of their Own*.

Spacks, Patricia Mayor. *The Female Imagination*. New York: Avon, 1976.

Tharu, Susie and K Lalitha. *Women Writing in India Vol I & II*. New Delhi: OUP, 1991. Walker, Alice. *In Search of our Mothes’ Gardens*. New York: Harcourt Brace Jovanovich, 1983. Woolf, Virginia. *A Room of One’s Own*. London: Hogarth, 1929.

Instruction to Teachers [Modules 1- 4]:

- The work of each writer mentioned in Modules 1 – 4 has to be placed against the literary backdrop of the age.
- The major works of the writers mentioned in the modules can be made familiar to the students

- The literary significance of the work is to be briefly discussed in the classroom and hence the student is expected to have only a general awareness of the respective author..
- Questions are to be asked only from the prescribed poems, fiction and drama.

SEMESTER VI
FIRST DEGREE PROGRAMME IN
ENGLISH LANGUAGE & LITERATURE (CBCS System)
B.A. ENGLISH LANGUAGE AND LITERATURE
Elective Course – TRANSLATION STUDIES: EN 1661.1

No. of credits: 2

No. of instructional hours: 3 per week (Total: 54 hrs)

AIMS

1. To familiarize students with the concepts and theories of translation.
2. To introduce to them the art of translation.
3. To help them pursue translation as a profession.

OBJECTIVE

On completion of the course, the students should be able to

1. explain the concepts and theories of translation.
2. undertake various translation works.
3. find employment as translators.

COURSE OUTLINE

Module 1: Fundamentals of translation

Definitions – a brief history of translation in Malayalam – Theories of translation – linguistic – literary – cultural – communicative – Types of translation – Literary – Non-Literary – Technology aided translation.

Module 2: Key Concepts

Source language – Target language – Afterlife – Linguistic and cultural systems – faithfulness – confusions – equivalence

Module 3: Case Studies

1. Analysis of a translated Text:
 - a. From Malayalam to English
 - i. A story
 - ii. A poem
 - b. From English to Malayalam
 1. A story
 2. Problems of translations

Module 4: Translation practice

- a. Non – Literary (Equivalent technical terms – idioms, phrases, proverbs in English and Malayalam – Translation of sentences and passages from English to Malayalam and vice-versa)
- b. Literary (Translation of short literary prose pieces including fiction from English to Malayalam and vice-versa)

COURSE MATERIAL**Modules 1 - 4****Core reading**

Word Worlds (Oxford University Press)

Further reading

1. Hatim, Basil and Jeremy Munday. *Translation: An Advanced Resource Book*. London: Routledge, 2004.
2. Palumbo, Giuseppe. *Key Terms in Translation Studies*. Continuum, 2009.
3. Vasudevan Nair, M.T. *Kuttiedathi and Other Stories*. Abdulla, V. tr. Hyderabad: Orient Black Swan, 2009.
4. Ramakrishnan, Malayattoor. *Roots*. Abdulla, V. tr. Hyderabad: Orient Black Swan, 2009.
5. Basheer, Vaikom Muhammed. *Poovan Banana and Other Stories*. Abdulla, V. tr. Hyderabad: Orient Black Swan, 2009.
6. Abdulla, V. and R.E. Asher, Ed. *Wind Flowers*. New Delhi: Penguin, 2004.
7. *O. Hendriyude Theranjedutha Kathakal* tr. by C N Ashly. Papion, Kozhikodu.
8. 'Vanampadiyodu' by Vylloppilly Sreedhara Menon. (Translation of Keats' Ode to a Nightingale)

SEMESTER VI**FIRST DEGREE PROGRAMME IN****ENGLISH LANGUAGE & LITERATURE (CBCS System)****B.A. ENGLISH LANGUAGE AND LITERATURE****Elective Course - COPY-EDITING: EN 1661.2**

No. of Credits: 2

No. of Instructional hours: 3 per week (Total: 54 hrs)

AIMS: 1. To familiarize students with the concepts of copy- editing.

2. To impart to them basic copy-editing skills.
3. To help them find employment in the publishing field.

OBJECTIVES: On completion of the course, the students should be able to

1. copy-edit non–technical materials of moderate difficulty.
2. produce consistently well-organized written discourse.
3. find employment in the editing field as copy-editors and sub-editors.

COURSE OUTLINE

Module 1: What is copy-editing—scope and need—various typescripts—electronic — conversion of manuscripts — copy-editing — preliminary steps.

Module 2: Preparing the text—the quantity of copy-editing needed— interacting with the author—creation of self-contained, well edited copies and books—coherence and consistency—the question of copyrights - acknowledgements and other legal issues—incorporating illustrations—copy-editing blurbs and titles and cover descriptions—dealing with multiauthorship— proof-reading—repeated proofs.

Module 3: The problem of style - the concept of in-house-style – inhouse style manuals - the question of grammar-abbreviations-concord-nouns -proper nouns- punctuation-spelling-ambiguity-dates - money-measurements-a brief understanding of the make -up of a standard book-preliminary pages- indexing a book-bibliographical references-special books like scientific and technological books On-screen copy editing-definition-scope-different types-technical issues involved-legal and safety concerns-software tools

Module 4

Practice Session: Grammatical trouble points - use of MLA Handbook as an in-house style manual - basic copy-editing using materials such as assignments and projects from students - use of electronic versions of these materials for on-screen copy-editing practice.

COURSE MATERIAL

Reading List

1. *Chicago Manual of Style*, 15th Edition of *Manual of Style*. University of Chicago, 2003.
2. Greenbaum, Sidney and Janet Whitcut, *Longman Guide to English Usage*. Harmondsworth: Penguin,1996.
3. Huddleston, R and Geoffrey K. Pulia, *A Student's Introduction to English Grammar*. CUP, 2005.
4. New Hart's Rules; *The Handbook of Style for Writers and Editors*. Oxford University Press, 2005.
5. *New Oxford Dictionary for Writers and Editors: The Essential A to Z Guide to the Written Word*. Oxford University Press, 2005.
6. Turtoa, ND and Heaton, JB. *Dictionary of Common Errors*. Longman, 1998.
7. Suttcliffe,Andrea J, Ed., *The New York Public Library Writer's Guide to Style and Usage*. Macmillan, 2000.

Reference: Butcher, Judith, et al. *Butcher's Copy-editing*, Fourth Edition. New Delhi: CUP, 2007.

SEMESTER VI

FIRST DEGREE PROGRAMME IN

ENGLISH LANGUAGE & LITERATURE (CBCS System)

B.A. ENGLISH LANGUAGE AND LITERATURE

Elective Course - CREATIVE WRITING: EN 1661.3

No. of credits: 2

No. of instructional hours: 3 per week (Total: 54 hrs)

AIMS

1. To make the students aware of the various aspects of Creative Writing.

2. To expose and familiarise the students to representative English writers and their works.
3. To equip the students to attempt at practical creative writing.
4. To strengthen the creative talents and writing skills.

OBJECTIVES

1. To identify different poetic forms.
2. To analyse and appreciate poems and short stories.
3. To write book and film reviews.
4. To appreciate literary works.

COURSE OUTLINE

Module 1

Poetry - introduction: Chief elements: theme, structure, imagery and symbols, rhythm – reference to major poetic forms [with representative/select examples] like lyric, sonnet, ode, ballad, epic, dramatic monologue, and free verse.

Practice sessions: critical appreciation of the given poems - emphasis on theme, structure, style, symbols, images, rhythm and diction.

- William Blake - “The Lamb”
- Emily Dickinson - “I Heard a Fly Buzz When I Died”
- Wole Soyinka - “Telephone Conversation”
- Rabindranath Tagore - “Where the Mind is Without Fear”
- Kamala Das - “A Hot Noon in Malabar”

Poetry writing sessions: based on common/everyday themes in various forms – to initiate students into poetry writing.

Module 2

Short Story - introduction: Characteristic features of short stories in general – plot construction, characterization, narration, local colour, atmosphere and title.

Short story appreciation: critical appreciation of the given stories and their authors - emphasis on theme, structure, style, images and dialogue.

- Edgar Allan Poe - “The Oval Portrait”
- Chinua Achebe - “The Voter”
- A.C. Doyle - The Adventure of the Speckled Band
- Kushwanth Singh - “The Portrait of my Grandmother”

Short story writing sessions: based on topics/themes - to be given in the class - from everyday life and situations.

Module 3

- (a) **Writing for Children:** Varieties – themes – fantasy - language – imparting values and morals – illustrative examples.

Required reading:

- Lewis Carroll – *Alice in Wonderland* [Abridged version]

- C.S. Lewis - *The Chronicles of Narnia: The Lion, the Witch and the Wardrobe*.
 - Khyrunnisa A – *Howzzat Butterfingers!* Puffin Books, 2010.
- (b) **Science Fiction:** Characteristic features – characterization - plot construction – setting – title - impact on films – representative examples: R.L.Stevenson: *Dr. Jekyll and Mr. Hyde*, H.G. Wells: *Time Machine*, Jules Verne: *20,000 Leagues Under the Sea*.

Module 4

Book and Film reviewing: Elements of book/film reviewing – pertinent questions that a good review must answer – aim/purpose of book and film reviews - sample book/film reviews from newspapers and magazines.

Practice sessions: Writing book and film reviews - of classics and recently published/released books/films.

COURSE MATERIAL

Books for general reference

1. Abrams, M.H. *A Glossary of Literary Terms*. Seventh Edition.
2. Prasad, B. *A Background to the Study of English Literature*. Macmillan.
3. Bernays, Anne and Pamela Painter. *What If: Writing Exercises for Fiction Writers*. William Morrow & Company, Nov 1991.

Direction to the Teachers

- Focus should be on the main points mentioned in the contents of the syllabus. These are to be illustrated with the examples mentioned in the respective modules.
- Practice sessions should be arranged within the classroom to enable the students to try their hands at the various categories mentioned within each module. Multiple examples may also be mentioned in the class.
- Questions are not to be asked from any of the individual titles/works mentioned and will only be on general comprehension: on the contents of the course structure mentioned in each module, including the writers mentioned in the syllabus.

SEMESTER 6

FIRST DEGREE PROGRAMME (CBCS System)

Common guidelines for Project/Dissertation

B.A. ENGLISH LANGUAGE AND LITERATURE: EN 1645

CAREER RELATED FIRST DEGREE PROGRAMME 2(a)

IN ENGLISH & COMMUNICATIVE ENGLISH: CG 1644

Total Instructional hours: 3/week

Credits: 4

Total Instructional hours: 3/week

Credits: 4

A. Guidelines for Teachers:

1. The Project/Dissertation should be done under the direct supervision of a teacher of the department, preferably the Faculty Advisor for the sixth semester. However the work of supervising the Projects should be distributed equally among all the faculty members of the department.

2. The teaching hours allotted in the sixth semester for the Project/Dissertation [i.e., 3 hours/week] is to be used to make the students familiar with Research Methodology and Project writing.
3. A maximum of five students will work as a group and submit their project as a [single] copy for the group. The members of a group shall be identified by the supervising teacher. Subsequently each group will submit a project/dissertation and face the viva individually/separately.
4. The list containing the groups and its members should be finalized at the beginning of the sixth semester.
5. Students should identify their topics from the list provided in consultation with the supervising teacher or the Faculty Advisor of the class [Semester 6] as the case may be. The group will then collectively work on the topic selected.
6. Credit will be given to original contributions. So students should not copy from other projects.
7. There will be an external evaluation of the project by an External examiner appointed by the University. This will be followed by a viva voce, which will be conducted at the respective college jointly by the external examiner who valued the projects/dissertations and an internal examiner. All the members within the group will have to be present for the viva voce. The grades obtained [for external evaluation and viva voce] will be the grade for the project/dissertation for each student within that group.
8. The Project/Dissertation must be between 20 and 25 pages. The maximum and minimum limits are to be strictly observed.
9. A Works Cited page must be submitted at the end of the Project/Dissertation.
10. There should be a one-page Preface consisting of the significance of the topic, objectives and the chapter summaries.
11. Two copies have to be submitted at the department by each group. One copy will be forwarded to the University for valuation and the second copy is to be retained at the department.

B. General guidelines for the preparation of the Project:

- Paper must of A4 size only.
- One side Laser Printing.
- Line Spacing: double.
- Printing Margin: 1.5 inch left margin and 1 inch margin on the remaining three sides.
- Font: Times New Roman only.
- Font size: Main title -14/15 BOLD & matter - 12 normal.
- The project need be spiral-bound only.
- Paragraphs and line spacing: double space between lines [MLA format].
- Double space between paragraphs. No additional space between paragraphs.
- Start new Chapter on a new page.
- Chapter headings (bold/centred) must be identical as shown:

Chapter One

Introduction

- Sequence of pages in the Project/Dissertation:
 - i. Cover Page.
 - ii. First Page.

- iii. Acknowledgement, with name & signature of student.
 - iv. Certificate (to be signed by the Head of the Dept and the Supervising Teacher).
 - v. Contents page with details of Chapter Number, Chapter Heading & Page Numbers.
- Specimen copies for (i), (ii), (iv) and (v) will be sent to the colleges.
 - Chapter divisions: Total three chapters.

Preface

Chapter One: Introduction - 5 pages Chapter Two: Core chapter - 15 pages Chapter Three: Conclusion - 5 pages. Works Cited

[Numbering of pages to be done continuously from Chapter One onwards, on the top right hand corner]

C. Specific guidelines for preparation of Project:

1. Only the Title of the Project Report, Year and Programme/Subject should be furnished on the cover page of the University copy of the Project. The identity of the College should not be mentioned on the cover page.
2. Details like Names of the Candidates, Candidates' Codes, Course Code, Title of Programme, Name of College, Title of Dissertation, etc should be furnished only on the first page.
3. Identity of the Candidate/College should not be revealed in any of the inner pages.
4. The pages containing the Certificate, Declaration and Acknowledgement are not to be included in the copy forwarded to the University.
5. The Preface should come immediately before the Introductory Chapter and must be included in all the copies.

D. Selection of Topics:

Students are permitted to choose from any one of the following areas/topics. Selection of topics/areas have to be finalized in the course of the first week of the final semester itself with the prior concurrence of the Faculty Advisor / Supervisor:

1. Post-1945 literature. This must not include the prescribed work/film coming under Core study. [Works/ films other than the prescribed ones can be taken for study]
2. Analysis of a film script.
3. Analysis of advertisement writing [limited to print ads]. Study should focus on the language aspect or be analyzed from a theoretical perspective [up to a maximum of 10 numbers].
4. Analysis of news from any of these news stations/channels: AIR, Doordarshan, NDTV, Headlines Today, Times Now, BBC, and CNN. [news from 5 consecutive days highlighting local, regional, national, international, sports, etc]
5. Celebrity Interview: from film, politics, sports and writers [Only one area or one personality to be selected].
6. Studies on individual celebrities in the fields of arts and literature. Example: a Nobel Prize winner, a dancer/singer/musician/film star, etc, of repute [Only one personality to be selected].
7. Studies based on any 5 newspaper editorials or articles by leading international or national columnists like Thomas Friedman, Paul Krugman, Anees Jung, etc.

8. Compilation and translation of any 5 folk stories of the region.
9. Analysis of the language used in email and sms. The study should focus on the language aspect used in such modes of messaging, limiting to 10 pieces of email/sms. [Reference: David Crystal *Txtng: the GR8 Dbt.* OUP, 2008]
10. Studies on popular folk art forms like Koodiyattam, Theyyam, Pulikali, Chakyar Koothu, Nangyar Koothu, Kalaripayattu, Kathakali, Mohiniyattam, Maargamkali, Oppanna, etc. [Only one art form to be selected].
11. Study on any 5 popular songs in English. Songs of popular bands like the ABBA, Boney M, Backstreet Boys, Beatles, Pink Floyd, Rolling Stones, Westlife, Boyzone, etc can be selected.
12. Study based on the life and works of one Nobel Prize winner in literature.

E. Details of Course Contents:

- (1) Academic writing: The following areas are to be made familiar to the students during the course of the 3 instructional hours/week set aside for the same in the sixth semester:
 - (a) Selecting a Topic: pages 6–7.
 - (b) Compiling a Working Bibliography: pages 31-33.
 - (c) Writing Drafts: pages 46-49.
 - (d) Plagiarism and Academic Integrity: pages 51-61.
 - (e) Mechanics of Writing: pages [Spelling & Punctuation]: pages 63-78.
 - (f) Methods of quoting texts: pages 92 – 101.
 - (g) Format of the Research Paper: pages 115-121.

Reference text: *M.L.A. Handbook* 7th edition.

- (2) Documentation of sources in the works cited page(s): Samples of different types of sources will be provided.

FIRST DEGREE PROGRAMME IN CAREER RELATED 2(a)

ENGLISH AND COMMUNICATIVE ENGLISH

(CBCS SYSTEM)

2015 Admissions onwards

SEMESTERS I to 6

(Core, Complementary, Vocational Open Courses)

SYLLABI

SEMESTER I

CAREER RELATED FIRST DEGREE PROGRAMME 2(a) (CBCS System)

COMMUNICATIVE ENGLISH

Core Course I – READING POETRY: CG 1141

No. of credits: 3

No. of instructional hours: 5 per week (Total: 90 hrs)

AIMS

1. To sensitize students to the language, forms and types of poetry.
2. To make them aware of the diverse poetic devices and strategies.
3. To help them read, analyse and appreciate poetry.
4. To enhance the level of literary and aesthetic experience and to help them respond creatively.

OBJECTIVES

On completion of the course, the students should be able to

1. identify the various forms and types of poetry
2. explain the diverse poetic devices and strategies employed by poets.
3. read, analyse and appreciate poetry critically.
4. respond critically and creatively to the world around.

COURSE OUTLINE

Module 1:

- Subjective and Objective Poetry
- Types of Poetry: Lyric, Ode, Sonnet, Elegy, Ballad, Epic, Mock Epic, Dramatic Monologue, Haiku.
- Stanza – couplet, tercet, terza rima, ottava rima, quatrain, spensarian stanza, rime royal.
- Poetic devices: alliteration, assonance, simile, metaphor, image, symbol, rhythm, rhyme.
- Meter: Heroic Couplet, Free Verse and Blank Verse.

Module 2:

Representative poetry from British literature.

Module 3:

Representative poetry from American, Irish, German, Russian, Australian and Indian literatures.

Module 4:

Practical criticism – intensive reading of poems at phonological, structural and semantic levels. Critical analysis and appreciation of unseen poem.

COURSE MATERIAL**Module 1:**

Core reading: Chapter 1 from *A Concise Companion to Literary Forms*. Emerald, 2013.

Reference

1. Abrams, M.H. *A Glossary of Literary Terms* (Rev. ed.)
2. Hobsbaum, Philip. *Metre, Rhyme and Verse Form*. New Critical Idiom. Indian Reprint. Routledge, 2007.

Reading List

1. Wainwright, Jeffrey. *The Basics: Poetry*. Indian Reprint. Routledge, 2009.
2. Hudson, W.H.: *An Introduction to the Study of English Literature* (Chapter 3, The Study of Poetry)

Modules 2:

- | | | | |
|----|-------------------------|---|--|
| 1. | William Shakespeare | - | Sonnet 18 (Shall I compare Thee to a Summer's Day) |
| 2. | John Donne | - | A Valediction Forbidding Mourning |
| 3. | Thomas Gray | - | Elegy Written in a Country Churchyard |
| 4. | Samuel Taylor Coleridge | - | Kubla Khan |
| 5. | Robert Browning | - | Porphyria's Lover |
| 6. | Siegfried Sassoon | - | A Subaltern |

Core reading: *Aeolian Harp: An Anthology of Poetry in English*. Scientific International Pvt. Ltd, 2013.

Module 3:

- | | | | |
|----|----------------|---|---------------------|
| 1. | Robert Frost | - | The Road Not Taken |
| 2. | Bertolt Brecht | - | General, Your Tank |
| 3. | Louis Macneice | - | Prayer Before Birth |
| 4. | Peter Porter | - | A Consumer's Report |
| 5. | Kamala Das | - | An Introduction |

Core reading: *Aeolian Harp: An Anthology of Poetry in English*. Scientific International Pvt. Ltd, 2013.

Module 4:

Practical criticism – intensive reading of poems at phonological, structural and semantic levels.

Core reading: *Aeolian Harp: An Anthology of Poetry in English*. Scientific International Pvt. Ltd, 2013.

Reference:

A Concise Companion to Literary Forms. Emerald, 2013.

Seturaman, V.S, Ed. *Practical Criticism*. Chennai: Macmillan, 2007.

Bernard Blackstone. *Practical English Prosody: a handbook for students*. Longman, 2009.

Instruction to Teachers:

- The work of each author has to be placed against the literary backdrop of the age.
- The literary significance of the work is to be briefly discussed in the classroom and hence the student is expected to have an awareness of the respective works.
- Questions are not to be asked from such details at the examination.

SEMESTER I

CAREER RELATED FIRST DEGREE PROGRAMME 2(a) (CBCS System)

COMMUNICATIVE ENGLISH

Vocational Course I - BASICS OF COMMUNICATION: CG 1171

No of credits: 3

No of instructional hours: 3 per week (Total 54 hrs)

AIM

1. To provide the students with an ability to build and enrich their communication skills.
2. To make them familiar with different types of communication.
3. to understand the barriers to effective communication
4. engage students in meaningful communication through effective tasks.

OBJECTIVES

On completion of the course students should be able to:

1. Identify the basic principles of communication
2. Analyse the various types of communication
3. Make use of the essential principles of communication.
4. identify the prominent methods and models of Communication.

Module 1

Communication - definition – meaning – elements - basics of communication - communication process - importance of communication - the seven C's of communication completeness - conciseness – consideration – concreteness - clarity courtesy and correctness.

Module 2

Models of communication

Ancient - rhetorics - Aristotle - modern — Linear model - dynamic models

Module 3

Channels of communication - formal and informal – verbal non – verbal - body language - sign language - para language circumstantial language - intrapersonal and interpersonal communication - group and mass communication - network communication - impact of IT on communication - pathways of communication - downward – upward - horizontal.

Module 4

Barriers to communication - sender-centric – receiver-centric and organizational – socio-cultural - information overload - overcoming communication barriers.

COURSE MATERIAL**Reading list**

1. Fisk, J. Introduction to Communicative Studies, 1990. London: Routledge.
2. Aggrval, Shalini. Essential Communication Skills, 2009. New Delhi: Anne Books.
3. Marsen, Sky. Communication Studies 2009. New York, Palgrave.
4. Knapp .M. Essentials of Non-Verbal Communication Theory Rea. 1995Orlando, FL: Harcourt.
5. Cobley. P. (ed.) The Communication Theory reader 1995, London: Routledge.
6. McQuail d. Communication, 1975; London; Longman.
7. Prince. S. Communication Studies, 1997. London. Longman.
8. Beck, Andrew et al, AS Communication Studies: The Essential Introduction. 2004. London. Routledge.

SEMESTER I**FIRST DEGREE PROGRAMME IN****ENGLISH LANGUAGE AND LITERATURE (CBCS System)****Complementary Course - HISTORY OF ENGLISH LITERATURE [Semesters 1 to 3]****Common for FIRST DEGREE PROGRAMME IN****ENGLISH LANGUAGE AND LITERATURE (CBCS System)****&****CAREER RELATED FIRST DEGREE PROGRAMME 2(a) (CBCS System)****ENGLISH & COMMUNICATIVE ENGLISH****NOTE TO TEACHERS:**

The syllabus - a rationale Books, and the authors who write them, have a complex relationship with the societies that produce them. It is hoped that this syllabus will help students develop both an understanding and an appreciation of some of the complexities involved in the production of and reception of British literature.

This syllabus is organised chronologically. It is intended to enable a student to understand the following things:

- One, how people lived during various ages in Britain.
- Two, what sort of social and political organisations evolved there.
- Three, what the beliefs and practices of the people were ie. how the culture of Britain evolved.
- Four, what kind of literature emerged out of these conditions.

None of these are dealt with at depth. A broad overall picture is what the student is expected to gain.

It is hoped that, apart from giving valuable background information that will enable students to understand and appreciate individual works from any age better, the syllabus will also help them develop a sense of history and the ability to organise, evaluate and present ideas from one coherent body of knowledge. This mental training should be as important as the facts that they study. Therefore teachers should take care to get students to read books and access other authentic sources to learn more about the topics covered.

SEMESTER I
FIRST DEGREE PROGRAMME IN
ENGLISH LANGUAGE AND LITERATURE (CBCS System)
&
CAREER RELATED FIRST DEGREE PROGRAMME 2(a) (CBCS System)
ENGLISH & COMMUNICATIVE ENGLISH
Complementary Course – HISTORY OF ENGLISH LITERATURE- 1
Common for EN 1131 & CG 1131
B.A. English Main - Complementary Course I: EN 1131

No. of credits: 3 **No. of instructional hours: 3 per week (Total: 54 hrs)**

B.A. Career related 2(a) English and Communicative English -

Complementary Course I: CG 1131

No. of credits: 4 **No. of instructional hours: 4 per week (Total: 72 hrs)**

COURSE DESCRIPTION

Module 1:

The Early history of England - Roman Britain - The coming and settlement of the Germanic tribes - The arrival of Christianity - The Anglo Saxon Heptarchy - The Viking invasions - The reassertion of British control - Old English literature – Bede, *Beowulf*, King Alfred.

Module 2:

The Norman invasion – Feudalism - Middle English literature – Langland - *Sir Gawain and the Green Knight* - Medieval romances, alliterative verse – Chaucer – *The Canterbury Tales* - The beginnings of English drama - Miracle, morality and mystery plays, and Interludes.

Module 3:

The Renaissance - The Tudors - The English Reformation and Counter-reformation - Trade and colonialism - The Stuart Age - Elizabethan poetry – Spenser - Renaissance drama - Ben Jonson - The University Wits – Shakespeare – Bacon - Thomas More - Authorised (King James) Version of the Bible.

Core texts:

- (1) *A Concise History of English Literature and Language*, Primus Books, Delhi 2013.
- (2) Ashok, Padmaja. *The Social History of England*. Orient Black Swan 2011.

Books recommended:

Peck, John and Martin Coyle. *A Brief History of English Literature*. Palgrave, 2012. Poplawski, Paul Ed. *English Literature in Context*. CUP, 2008.

Thornley G C and Gwyneth Roberts. *An Outline of English Literature*. Pearson, 2011.

SEMESTER II
FIRST DEGREE PROGRAMME IN
ENGLISH LANGUAGE AND LITERATURE (CBCS System)
Core Course II – READING DRAMA: CG 1241

No. of credits: 4

No. of instructional hours: 5 per wk (Total: 90 hrs)

AIMS

1. To enable the students to read, analyse and appreciate drama
2. To sensitize them to the verbal and visual language of drama
3. To help them watch, write about, and perform plays

OBJECTIVES

On completion of the Course, the students should be able to

1. identify the various forms and schools of drama
2. analyse and appreciate drama
3. write critically about and engage actively in producing / performing drama

COURSE OUTLINE**Module 1:**

- Drama – Origins and early forms: Greek Drama, Mystery plays, Miracle Plays, Morality Plays and Interludes.
- The Major Dramatic Genres: Tragedy, Comedy, and Tragi-Comedy.
- Types of comedy – Romantic Comedy, Comedy of Humours, Comedy of Manners/ Restoration Comedy, Sentimental Comedy, farce, burlesque, black comedy.
- Types of Tragedy: Revenge Tragedy, Domestic Tragedy, Heroic Drama.
- Other forms: melodrama, masque, One-Act Plays, epic drama, absurdist drama, kitchen-sink drama
- Dramatic Devices – irony, soliloquy, aside, chorus.

Module 2: Shakespeare

Module 3: Modern drama (British / European/American)

Module 4: One-Act play.

COURSE MATERIAL

Module 1

Core reading: Chapter 2 from *A Concise Companion to Literary Forms*. Emerald, 2013.

Module 2

Core reading: Shakespeare: *Julius Caesar*

Module 3

Core reading: Arthur Miller: *All My Sons* (Oxford University Press)

Module 4

Core reading: J.M. Synge: *Riders to the Sea* (Orient Blackswan Edition)

Instruction to Teachers:

- The work of each author has to be placed against the literary backdrop of the age.
- The literary significance of the work is to be briefly discussed in the classroom and hence students are expected to have an awareness of the respective works.
- Questions are not to be asked from such details at the examination

SEMESTER II

First Degree Programme in English (CBCS System)

Common for B.A/B Sc [EN1211.1] & 2(a) [CG1271]

No. of Credits: 4

No. of instructional hours: 6 per week (Total 90 hrs)

ENVIRONMENTAL STUDIES

Module 1

Environmental studies: Definition, Need, Scope and Importance, Need for public awareness. Natural resources- Forest resources, water resources, mineral resources, food resources, energy resources, land resources- over exploitation, case studies.

Module 2

Eco-system- structure and function, producers, consumers and decomposers energy flow in the ecosystem, ecological succession, forest ecosystem, grassland ecosystem, desert ecosystem and aquatic ecosystem. Biodiversity and its value and conservation, hot spots of biodiversity, India as a mega-diversity nation, endangered and endemic species of India, conservation of bio-diversity. In-situ and Ex-situ conservation of bio-diversity. Sustainable use of forest – water- land -resources –Human population and its impact on environment.

Module 3

Pollution: air, water, soil and marine, noise, thermal and nuclear hazards. Solid waste management: Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies. Disaster management. Social issues and the Environment: from unsustainable

to sustainable development, water conservation-rain water harvesting; global warming; consumerism and waste products: various acts to protect the environment; Environment protection Act; Air (Prevention and Control of Pollution) Act; Water (Prevention and Control of pollution) Act; Wild Life Protection Act; Forest Conservation Act:

Module 4

Human population and Environment: Population explosion, Family Welfare Programmes, Environment and human health; human rights, HIV/AIDS, Women and Child Welfare, Role of Information Technology in Environment and Human health.

Field work and Project- Visit to ecologically polluted spots: Study of nature: study of forest, insects, animals, birds and plants. Project Report on the basis of field work about 15 pages.

Total Marks: 100

Written Exam: 60 Marks

Internal Assessment: 15 Marks (Attendance- 5 marks+ 10 test paper)

Field work and project: 25 Marks

Books for Reference:

Adams, W.M. Future Nature: A Vision for Conservation. London: Earthscan, 2003.

Arnold, David and Ramachandra Guha, ed. Nature, Culture and Imperialism:Essays on the Environmental History of South Asia. New Delhi: Oxford UPM 2001.

Bahuguna, Sunderlal. "Environment and Education". The Cultural Dimension of Ecology. Ed. Kapila Vatsyayan. New Delhi: D.K. Printworld. 1998.

Crson, Rachel. Silent Spring. Boston: Houghton Mifflin, 1962.

Guha, Ramachandra- Environmentalism: A Global History,New Delhi: Oxford UP, 2000.

Hayward, Tim. Ecological Thought: An Introduction: Cambridge; polity, 1994.

Merchant, Crolyn. The Death of Nature. New York: Harper, 1990.

Gleick H.P. 1993. Water in Crisis, Pacific Institute for Studies in development Environment and security. Stockholm Env Institute. OUP 473 p.

Heywood V and Watson R.E. 1995. Global biodiversity Assessment. CUP 1140p

Odum FP. 1971. Fundamentals of Ecology. W.B Saunders Co. USA 574p

Rao. M. N and Dutta A.K. 1987. Waste Water Treatmentt. Oxford and IBH Publ Co Pvt.

Wagner K.D. 1998. Environmental Management. WB Saunders Co. Philadelphia, USA. 499p.

SEMESTER II
FIRST DEGREE PROGRAMME IN
ENGLISH LANGUAGE AND LITERATURE (CBCS System)
&
CAREER RELATED FIRST DEGREE PROGRAMME 2(a) (CBCS System)
ENGLISH & COMMUNICATIVE ENGLISH
Complementary Course – HISTORY OF ENGLISH LITERATURE - II
Common for EN 1231 & CG 1231

B.A. English Main - Complementary Course III: EN 1231

No. of credits: 3 **No. of instructional hours: 3 per week (Total: 54 hrs)**

B.A. Career related 2(a) English and Communicative English - Complementary Course II: CG 1231

No. of credits: 4 **No. of instructional hours: 4 per week (Total: 72 hrs)**

COURSE DESCRIPTION

Module 1:

The rise of Puritanism - The Civil War, Colonial Expansion, the Commonwealth and the Restoration in England, the impact of these on literature and social life - Donne and the metaphysical – Milton – John Bunyan - Restoration theatre.

Module 2:

The Eighteenth Century - Enclosures, urbanisation and the rise of the middle class – general literary ambience of the period.

Module 3:

The Enlightenment - the rise of modern science and the rise of capitalism - Coffee Houses in London as centres of social and political discussions - Essay and Novel - Neo-classical verse - Pope, Dryden, Swift, Dr Johnson and Daniel Defoe – periodicals – Addison, Steele.

Module 4:

The Romantic Age - Basic tenets of the Romanticism – French Revolution – Gothic writings - The precursors : Blake and Burns - Wordsworth and the Lake Poets – Coleridge - Keats, Shelley, Byron – Charles Lamb – Imperialism - Orientalism and slavery - The fiction of Jane Austen and Mary Shelley.

Core texts:

- (1) *A Concise History of English Literature and Language*, Primus Books, Delhi 2013.
- (2) Ashok, Padmaja. *The Social History of England*. Orient Black Swan 2011.

Books recommended:

Peck, John and Martin Coyle. *A Brief History of English Literature*. Palgrave, 2012. Poplawski, Paul Ed. *English Literature in Context*. CUP, 2008.

Thornley G C and Gwyneth Roberts. *An Outline of English Literature*. Pearson, 2011.

SEMESTER III
FIRST DEGREE PROGRAMME IN
ENGLISH LANGUAGE AND LITERATURE (CBCS System)

Foundation Course II – INFORMATICS: CG 1321

No. of credits: 3

No. of instructional hours: 4 per week (Total: 72 hrs)

AIMS

1. To update and expand basic informatics skill and attitudes relevant to the emerging knowledge society
2. To equip students to utilize the digital knowledge resources effectively for their chosen fields of study

OBJECTIVES

On completion of the course, the students should be able to

1. update and expand their knowledge in the field of informatics
2. understand the nature of the emerging digital knowledge society
3. use digital knowledge resources effectively for their studies

COURSE OUTLINE

Module 1: Informatics: an introduction.

History and development of computers – Types of computers – Personal Computers (PC) – Workstations – Laptops – Palmtops – Mobile devices – Notebooks – Mainframe computers – Super computers – IT and the Internet - Cyber ethics and cyber crimes like hacking and morphing.

Module 2: Basic Hardware and Software.

Monitor – CRT and LCD – CPU – Mouse – Keyboard – Ports – USB – Input/output devices – Printers – Scanners – Pen drives - Modems – Microphones – Speakers – Bluetooth devices.

Module 3: Operating Systems:

Microsoft Word – Excel – PowerPoint – Linux – Computer virus – Antivirus tools – File formats – jpg – jpeg – mp3 – zip – RAR.

Module 4: Net working and Internet:

What is networking? – LAN – WAN – Search engines – Social Net working.

COURSE MATERIAL

Modules 1 – 4:

Ravindran Asari - *The Basics of Informatics*. Scientific International Pvt. Ltd, 2013.

Reading list:

1. Alexis and Mathew Leon. *Fundamentals of Information Technology*. Leon Vikas
2. Beekman, George and Eugene Rathswohl. *Computer Confluence*. Pearson Education.
3. Norton, Peter. *Introduction to Computers*. Indian Ed.2. Evans, Alan, Kendal Martin et al *Technology in Action*. Pearson Prentice Hall, 2009.
4. Norton, Peter. *Introduction to Computers*. Indian Ed
5. Rajaraman, V. *Introduction to Information Technology*. Prentice Hall.

SEMESTER III
FIRST DEGREE PROGRAMME IN
ENGLISH LANGUAGE AND LITERATURE (CBCS System)

READING FICTION

Common for

ENGLISH LANGUAGE AND LITERATURE Core Course III: EN 1341

&

CAREER-RELATED FIRST DEGREE PROGRAMME (CBCS) - Group 2 (a) IN ENGLISH & COMMUNICATIVE ENGLISH Core Course III: CG 1341

No. of credits: 3

No. of instructional hours: 4 per week (Total: 72 hrs)

AIMS:

1. To make students aware of the diverse fictional forms in prose.
2. To enable them to analyse and appreciate various fictional writings.
3. To give them an insight into other cultures.
4. To help them think and write imaginatively.

OBJECTIVES

On completion of the course, the students should be able to

1. identify different fictional forms
2. analyse and appreciate fictional writings.
3. write imaginatively.

COURSE OUTLINE

Module 1

- Prose fiction - fable, short story, novel.
- Elements of fiction - plot, theme, characterization (flat and round characters), setting, point of view.
- Types of Novel – romance, picaresque novel, sentimental novel, epistolary novel, historical novel, gothic novel, science fiction, detective fiction, utopian, dystopian fiction, Bildungsroman - Creative-non fiction
- Narrative strategies - stream of consciousness, Meta fiction.

Module 2: Modern British fiction

Module 3: Modern European fiction

Module 4: Short Stories

COURSE MATERIAL

Module 1

Core reading: Chapter 3 from *A Concise Companion to Literary Forms*. Emerald, 2013.

Module 2

Core reading: George Orwell: *Animal Farm* (Penguin Edition)

Module 3

Core reading: Voltaire: *Candide* (Penguin Classics)

Module 4

Core reading: *Golden Threshold: An Anthology of One Act Plays and Stories One Act Plays*, Orient Blackswan, 2013:

The following short stories:

O'Henry	:	“Romance of a Busy Broker”
Katherine Mansfield	:	“The Little Girl”
A.C. Doyle	:	“The Red-headed League”
Norah Burke	:	“The Family Man”
R.K.Narayan	:	“Lawley Road”

Further reading

1. Klarer, Mario. *An Introduction to Literary Studies*. Sec. Ed. Indian Reprint. Routledge, 2009. (Section: Fiction)
2. Hudson, W. H. *An Introduction to the Study of English Literature*. (Chapter IV: The Study of Prose Fiction)

Instruction to Teachers:

- The work of each author has to be placed against the literary backdrop of the age.
- The literary significance of the work is to be briefly discussed in the classroom and hence the student is expected to have an awareness of the respective works.
- Questions are not to be asked from such details at the examination.
- While discussing fiction, the formal, structural and stylistic aspects of the work should be referred to.

SEMESTER III**CAREER RELATED FIRST DEGREE PROGRAMME 2(a)****IN ENGLISH & COMMUNICATIVE ENGLISH****Core Course IV****20th CENTURY MALAYALAM LITERATURE IN ENGLISH TRANSLATION: CG 1342**

No. of instructional hours: 3 per week

No of Credits: 3

- Aims:**
1. To introduce the students to the richness of twentieth century Malayalam writing
 2. To provide the students a basic understanding of twentieth century Malayalam Writing
 3. To introduce to them some of the major twentieth century Malayalam writers
 4. To help them analyse and appreciate twentieth century Malayalam literature.

Objective: On completion of the course, the students should be able to

1. Discern the richness of twentieth century Malayalam writing
2. Discern the distinctiveness of twentieth century Malayalam writing
3. Discuss the salient features of the works of major twentieth century Malayalam writers
4. Analyse and appreciate twentieth century Malayalam writing

COURSE OUTLINE

Module 1: Malayalam Poetry in the twentieth century

Module 2: Malayalam Novel in the twentieth century

Module 3: Malayalam Short Fiction in the twentieth century

COURSE MATERIAL

Module 1: Malayalam Poetry in the twentieth century.

The modern age – characteristics – the Romantics in Malayalam poetry – major poets – second generation of romantics and the early 20th century – Malayalam literature after independence – modernist phase in Malayalam poetry – Changampuzha, O.N.V. Kurup, Vyloppilli Sreedhara Menon, Ayyappa Paniker, Sugathakumari, Kadammanitta Ramakrishnan, Balamani Amma, Vishnu Narayanan Namboodiri, D. Vinayachandran, Sachidanandan, Balachandran Chullikad, etc.

Detailed study of the following poems:

- | | | | |
|----|-------------------------|---|-----------------------------|
| 1. | ONV Kurup | - | “A Requiem to Mother Earth” |
| 2. | Balachandran Chullikkad | - | “Where is John?” |
| 3. | Sugatha Kumari | - | “The Temple Bell” |
| 4. | Nalapat Balamani Amma | - | “The Story of the Axe” |

Core Text: *In the Shade of the Sahyadri: Selections from Malayalam Poetry and Short Fiction.* OUP, 2012.

Module 2: Malayalam Novel in the twentieth century

Malayalam short story in English translation – representative masters of the craft - Thakazhi Sivasankara Pillai, Basheer, Lalithambika Antharjanam, Paul Zacharia, etc.

Non-detailed study: Novels:

- Malayattoor Ramakrishnan, *Roots* (Novel), Tr. V. Abdulla, Orient Blackswan, 2009, 140 p.
- M. T. Vasudevan Nair, *Creature of Darkness*. Orient Longman

Module 3: Malayalam Short Fiction in the twentieth century

Malayalam short story in English translation – representative masters of the craft - Thakazhi Sivasankara Pillai, Basheer, Lalithambika Antharjanam, Paul Zacharia, etc. – new generation writers - modern women short story writers.

Short stories:

- | | | | |
|----|-----------------------------|---|------------------------------|
| 1) | Thakazhy Sivasankara Pillai | - | “In the Flood” |
| 2) | Vaikom Muhammed Basheer | - | “The World Renowned Nose” |
| 3) | T.Padmanabhan | - | “The Girl Who Spreads Light” |

- | | | | |
|-----|--------------------------|---|--|
| 4) | Paul Zacharia | - | “The Last Show” |
| 5) | Lalithambika Antherjanam | - | “Wooden Cradles” |
| 6) | C. Ayyappan | - | “Spectral Speech” |
| 7) | Gracy | - | “Orotha and the Ghosts” |
| 8) | Ashita | - | “In the Moonlit Land” |
| 9) | Chandramati | - | “The (Postmodern) Story of Jyoti Vishwanath” |
| 10) | K.R. Meera | - | “The Vein of Memory” |

Core Text: *In the Shade of the Sahyadri: Selections from Malayalam Poetry and Short Fiction.* OUP, 2012.

Recommended reading:

A Short History of Malayalam Literature - K. Ayyappa Paniker - Information & Public

Relations Department, Kerala State, April 2006. [available on: www.suvarnakeralam.kerala.gov.in/book.pdf] Introduction to *Ten Women Writers of Kerala*. Sreedevi K. Nair (ed) pages x – xx. [for ‘Modern women short story writers’]

Instruction to Teachers [Modules 1- 4]:

- Students may be given sufficient background information about the authors/genre included in Modules 2
- 4. Questions are to be asked only from the prescribed poems, fiction and drama in Modules 2 to 4.
- The work of each writer mentioned in modules 2 – 4 has to be placed against the literary backdrop of the age. The text referred to in Module 1 is to be used for the purpose.
- The literary significance of the work prescribed is to be briefly discussed in the classroom. However the student is expected to have only a general awareness of the respective author.
- The major works of the writers mentioned in module 1 have to be made familiar to the students.
- Questions are not to be asked from Module 1 at the examination.

SEMESTER III
FIRST DEGREE PROGRAMME IN
ENGLISH LANGUAGE AND LITERATURE (CBCS System)
&
CAREER RELATED FIRST DEGREE PROGRAMME 2(a) (CBCS System)
ENGLISH & COMMUNICATIVE ENGLISH
Complementary Course – HISTORY OF ENGLISH LITERATURE - III
Common for EN 1331 & CG 1331

B.A. English Main - Complementary Course V: EN 1331

No. of credits: 3

No. of instructional hours: 3 per week (Total: 54 hrs)

B.A. Career related 2(a) English and Communicative English -

Complementary Course III: CG 1331

No. of credits: 4

No. of instructional hours: 4 per week (Total: 72 hrs)

COURSE DESCRIPTION

Module 1:

The Victorian Age - The Reform Acts - Changes in social life - Industrialisation and its impact on the society - Rise of Oxford and Cambridge Universities - Spread of science and technology and its impact – Marx, Darwin, J.S. Mill, Freud - India and the Empire - The Victorian novel - Charles Dickens, George Eliot and Thomas Hardy - Victorian poetry - Arnold, Browning and Tennyson – Pre-Raphaelites – Oscar Wilde and the aestheticians.

Module 2:

Early 20th century - Influences on the social milieu - The First World War - The war poets – Modernism - T S Eliot, Yeats, Auden, Joyce, D.H. Lawrence, Virginia Woolf, Joseph Conrad, G B Shaw and the realists.

Module 3:

The mid-twentieth century and after - World War II - Life between the two World Wars - Effects of the Wars on society and literature - The dissolution of the British empire - The welfare state – Modern to the Post-modernism - Feminism and environmentalism.

Module 4:

Poetry, fiction and drama of the period - Life in the 60s, 70s and 80s - Larkin and the Movement - Ted Hughes, Carol Ann Duffy - George Orwell, Kingsley Amis, Graham Green, Salman Rushdie - Samuel Beckett, Harold Pinter and Tom Stoppard – new trends in English theatre – Literature and New Media in Contemporary England - Contemporary life in England.

Core texts:

- (1) *A Concise History of English Literature and Language*, Primus Books, Delhi 2013.
- (2) Ashok, Padmaja. *The Social History of England*. Orient Black Swan 2011.

Books recommended:

Peck, John and Martin Coyle. *A Brief History of English Literature*. Palgrave, 2012. Poplawski, Paul Ed. *English Literature in Context*. CUP, 2008.

Thornley G C and Gwyneth Roberts. *An Outline of English Literature*. Pearson, 2011.

SEMESTER III**CAREER RELATED FIRST DEGREE PROGRAMME 2(a) (CBCS System)****COMMUNICATIVE ENGLISH****Vocational Course III: COPY EDITING: CG 1371****No. of credits: 4****No. of instructional hours: 4 per week (Total: 72 hrs)****AIMS**

1. To familiarize students with the concepts of copy- editing.
2. To impart to them basic copy-editing skills.
3. To help them find employment in the publishing field.

OBJECTIVES

On completion of the course, the students should be able to

1. copy-edit non-technical materials of moderate difficulty.
2. produce consistently well-organized written discourse.
3. find employment in the editing field as copy-editors and sub-editors.

COURSE OUTLINE**Module 1**

What is copy-editing - scope and need - various typescripts - electronic - conversion of manuscripts - copy-editing - preliminary steps.

Module 2

Preparing the text - the quantity of copyediting needed - interacting with the author - creation of self-contained, well-edited copies and books - coherence and consistency - the question of copyrights - acknowledgements and other legal issues - incorporating illustrations - copy-editing blurbs and titles and cover descriptions - dealing with multiauthorship - proof-reading - repeated proofs.

Module 3

The problem of style - the concept of in-house style - in-house style manuals - the question of grammar - abbreviations-concord-nouns - proper nouns-punctuation-spelling-ambiguity - dates - money measurements - a brief understanding of the make-up of a standard book - preliminary pages - indexing a book - bibliographical references - special books like scientific and technological books - On-screen copy editing - definition - scope - different types - technical issues involved - legal and safety concerns - software tools.

Module 4 Practice session

On grammatical trouble points - use of MLA Handbook as an in-house style manual – basic copy-editing using materials such as assignments and projects from students - use of electronic versions of these materials for onscreen copy- editing practice.

COURSE MATERIAL

Reading list

1. *Chicago Manual of Style*, 15th Edition of *Manual of Style*. University of Chicago, 2003.
2. Greenbaum, Sidney and Janet Whitcut, *Longman Guide to English Usage*. Harmondsworth: Penguin, 1996.
3. Huddleston, R and Geoffrey K. Pulia, *A Student's Introduction to English Grammar*. CUP, 2005.
4. New Hart's Rules; *The Handbook of Style for Writers and Editors*. Oxford University Press, 2005.
5. *New Oxford Dictionary for Writers and Editors: The Essential A to Z Guide to the Written Word*. OUP, 2005.
6. Turtoa, ND and Heaton, JB. *Dictionary of Common Errors*. Longman, 1998.
7. Suttcliffe, Andrea J, Ed., *The New York Public Library Writer's Guide to Style and Usage*. Macmillan, 2000.

Reference

Butcher, Judith, et al. *Butcher's Copy-editing*, Fourth Edition. New Delhi:

SEMESTER IV

CAREER RELATED FIRST DEGREE PROGRAMME 2(a) (CBCS System)

ENGLISH & COMMUNICATIVE ENGLISH

Core Course V – READING PROSE: CG 1441

No. of credits: 3

No. of instructional hours: 4 per week (Total: 72 hrs.)

AIMS

1. To help students understand and appreciate different types of prose writing.
2. To introduce to them the basics concepts of style and literary devices in prose.
3. To acquaint them with cultural diversity and divergence in perspectives.
4. To enable them to write creatively and critically.

OBJECTIVES

On completion of the course, the students should be able to:

1. recognize various types of prose writings.
2. analyse, understand and appreciate prose writings
3. write creatively and critically in an expository or argumentative way.

COURSE OUTLINE

Module 1

- Essay – formal/impersonal essay and informal/personal essay
- Types of essays: periodical essay, critical essay
- Life Writing: biography, autobiography, memoir and diaries.

Module 2: Prose up to the 18th Century.

Module 3: 19th Century Prose

Module 4: Modern Prose

COURSE MATERIAL

Module 1:

Core reading: Chapter 4 from *A Concise Companion to Literary Forms*. Emerald, 2013.

Module 2:

Core reading: *Reflections* (A Collection of Essays published by Pearson Education) Essays: 1. Bacon: of Studies

2. Samuel Pepys: (An extract from Pepys' Diaries) 1660 Jan - Feb.
3. Addison: *Sir Roger at the Assizes*
4. James Boswell: (An extract from *Life of Samuel Johnson*)

Further reading

Hudson, W.H. *An Introduction to the Study of English Literature*. Chapter: The Study of The Essay.

Module 3:

Core reading: *Reflections* (A Collection of Essays published by Pearson Education) Essays: 1. Lamb: *Dream Children*

2. Hazlitt: *On Familiar Style*
3. Ruskin: *On Reading*

Module 4:

Core reading: *Reflections* (A Collection of Essays published by Pearson Education) Essays: 1. Robert Lynd: *Indifference*

2. Camus: *Nobel Prize Acceptance Speech*
3. Anne Frank: *The Diary of a Young Girl* (an extract)

Instruction to Teachers:

- The work of each author has to be placed against the literary backdrop of the age.
- The literary significance of the work is to be briefly discussed in the classroom and hence the student is expected to have an awareness of the respective works.
- Students should be made to listen to and read speeches and prose passages.
- Questions are not to be asked from such details at the examination

SEMESTER IV**CAREER RELATED FIRST DEGREE PROGRAMME 2(a) (CBCS System)****ENGLISH & COMMUNICATIVE ENGLISH****Core Course XI - WORLD CLASSICS: CG 1442****No. of credits: 3****No. of instructional hours: 4 per week (Total: 72 hrs)****AIMS**

1. To introduce students to the world of the classics in literature.
2. To broaden their outlook and sensibility.

OBJECTIVES

On completion of the Course, the students should be able to

1. read and appreciate classical works.
2. evaluate classical texts critically.
3. place and assess their own culture and classics.

COURSE OUTLINE**Module 1**

Classics – literary classics – definition – critical concepts – the emergence of classics – a brief survey of the classics.

Greek and Roman: Homer – Virgil – Aeschylus – Sophocles – Euripides – Aristophanes – Nikos Kazantzakis.

Italian: Dante – Boccaccio – Tasso – Ariosto – Machiavelli – Alberto Moravia. Sanskrit: Vyasa – Valmiki – Kalidasa – Sudraka – Bhasa – Shri Harsa – Jayadeva. German: Goethe – Hesse –

Russian: Pushkin – Gogol – Dostoevsky – Tolstoy – Chekhov – Gorky – Pasternak – Solzhenitsyn.

Module 2: Poetry

Module 3: Drama

Module 4: Fiction

COURSE MATERIAL**Module 1****Reference**

1. Beard, Mary, and John Henderson. *Classics; A Very Short Introduction*. Indian Edition, OUP, 2006.
2. Hight, G. *The Classical Tradition*. Oxford University Press, 1949.
3. Eliot, T.S. 'What is a Classic?'
4. Nicoll, Allardyce. *World Drama from Aeschylus to Anouilh*. New York: Harcourt Brace, 1950.
5. Hadas, Moses. *Greek Drama*. Bantam Classics, 1983.
6. Abrams, M.H. *A Glossary of Literary Terms*.

Module 2

Core reading: Kalidasa: *Ritusamhara*. Canto One. Summer (From KALIDASA: THE LOOM OF TIME translated by Chandra Rajan, Penguin Books).

Module 3

Core reading: Sophocles: *Antigone* (Cambridge University Press)

Module 4

Core reading: Kazantzakis: *Zorba the Greek* (Penguin Classics)

Instruction to Teachers [Modules 1 to 4]:

- The work of each author in Module 1 has to be placed against the literary backdrop of the age.
- Only the major works of the writers mentioned in Module 1 are to be made familiar to the students.
- Only short answer-type questions [Qn. II] and Short Essay-type questions [Qn. III] are to be asked from Module 1 at the examination.
- The literary significance of the works prescribed for study in Modules 2 – 4 are also to be discussed in the classroom. However the student is expected to have only a general awareness of the respective author/work.

SEMESTER IV**First Degree Programme in English (CBCS System)****CAREER RELATED FIRST DEGREE PROGRAMME 2(a) (CBCS System)****ENGLISH & COMMUNICATIVE ENGLISH (CG 1431)****COMPLEMENTARY COURSE- HISTORY OF ENGLISH LANGUAGE AND PHONETICS**

No. of Credits: 4

No. of instructional hours: 4 per week (Total 72 hrs)

Module I

Nature of Language –Indo European family-Germanic group-the descent of English-the rise of standard English-contribution of major writers to the English language- Chaucer, Spenser, Shakespeare, Milton- the impact of bible translations on the English Language.

Module II

Development of Dictionaries-Dr. Johnson's Dictionary-word formation and growth of vocabulary-Semantics- present day trends in English language- English as a global language.

Module III

What is phonetics? Speech Mechanism and organs of speech, Received Pronunciation- Classification of speech sounds-Vowels-consonants-Description of vowels and consonants-transcription, syllable, syllable structure.

Module IV

Stress, word stress, sentence stress, rhythm, intonation- falling, rising, assimilation, elision, practice sessions, use of language lab.

Reference

1. Jones, Daniel. English Pronouncing Dictionary. 17th Edn. CUP
2. Marks, Jonathan. English Pronunciation in Use. Elementary. CUP, 2008.
3. Baugh. A.C. A History of the English Language
4. Barber. C.L. The Story of Language. Penguin, 1982.
5. Wood F.T. An Outline History of the English Language. Macmillan, 2008.
6. Crystal, David. English as a Global Language. London: Cambridge University Press. 1997.

SEMESTER IV**CAREER RELATED FIRST DEGREE PROGRAMME 2(a) IN****ENGLISH & COMMUNICATIVE ENGLISH****Vocational Course IV - PRINT AND ONLINE WRITING: CG 1471****No of credits: 4****No of instructional hours: 4 per week (Total 72 hrs)****COURSE OUTLINE****Module 1:**

- Introduction to print media; History and its development.
- Brief history of printing and publication in India.

Module 2

- News; News value; element of news; News Gathering techniques in general
- Types of reporting ; Qualities of a reporter
- Structure and format of news-pyramid, inverted pyramid, hour glass style
- Changing trends in journalistic writing.

Module 3:

- Online writing; Evolution, development, Features
- Online communication; Blogs; WWW, Social Networking sites.
- Cyber crime, E- Governance, Mobile Governance, Wiki leaks

COURSE MATERIAL**Reference:****Print**

1. Ahuja B.N and S S Chabra. *Principles and Techniques of Journalism*. Surjeet Publications, 2006.
2. Aluwalia J.P. *Modern News Structure in Print Media and Electronic Media*. Adyayan Publishers New Delhi, 2007.
3. Burns, Lynette Sheridan. *Understanding Journalism*. Vistar Publications, New Delhi 2002.
4. Khandekar Vanitha Kochler; *The Indian Media Business*. Vivek Mehta response Books, New Delhi, 2003.

5. Parthasarathy Rangaswami. *Journalism in India*. Sterling Publishers, New Delhi, 1997.
6. Parthasarathy Rangaswami. *Basic Journalism India*. Macmillan India Ltd, Madras 1997.
7. Prabhakar Navel and Basu Narendra. *Encyclopedia of Mass Media and Communication in the 21st Century* V.1. Commonwealth Publishers, New Delhi , 2006.

Cyber Journalism

1. Dewdney Andrew and Ride Peter, *New Media Hand Book*, Routledge, London, 2009
2. Dorner Jane. *Writing for the Internet*. Oxford , New York, 2002
3. Kumar Arawind, *Online News*, Amnol Publishers, New Delhi, 2011.
4. Ray Tapas, *Online Journalism*, Cambridge University Press, New Delhi, 2009.
5. Siapera Eugenia, *Understanding New Media*, Sage publications 2012.

SEMESTER IV

CAREER RELATED FIRST DEGREE PROGRAMME 2(a) (CBCS System)

ENGLISH & COMMUNICATIVE ENGLISH

Vocational Course V - THEATRE STUDIES: CG 1472

No. of credits: 4

No. of instructional hours: 4 per week (Total: 72 hrs)

Aims

1. To provide an introduction to theatre studies
2. Familiarize the students with fundamental theories on theatre
3. Introduce the students to Western and Indian theatre

Objectives

1. To sensitize students that theatre is praxis
2. To develop the listening and writing skill of students
3. To help students appreciate theatre
4. Respond creatively to the world around

COURSE OUTLINE

Module 1: Origin of Western theatre

What is theatre? — Short intro to Greek playwrights and practice – Seneca – Miracles – Moralities – Mysteries – Chorus and its evolution – Aristotle’s theory of drama – mimesis – catharsis – Elizabethan stage and conventions – Jacobean theatre – Restoration theatre conventions – 19th century English theatre.

Core reading

1. Harold Bloom Ed. *Greek Drama*. Aristotle, *Poetics*. Philadelphia: Chelsea House. 2004. 35 – 50.
2. Harold Bloom Ed. *Greek Drama*. Friedrich Nietzsche, *The Birth of Tragedy*. 97 – 114.

References

1. Harold Bloom Ed. *Greek Drama*. Friedrich Schiller “The Use of the Chorus in Tragedy.” Philadelphia: Chelsea House. 2004. 17 – 24.

2. Harold Bloom Ed. *Greek Drama*. Lane Cooper: "Introduction to *Ten Greek Plays*" 25 – 34.
3. Harold Bloom Ed. *Greek Drama*. William Arrowsmith: "The Criticism of Greek Tragedy" 51 – 78.
4. Peter Womack. *English Renaissance Drama*. Oxford: Blackwell. 2006.
5. John O'Brien. "Drama: Genre, Gender, Theatre." *A Concise Companion to the Restoration and Eighteenth Century*. Ed. Cynthia Wall. Oxford: Blackwell. 2005. 183 – 201.

Module 2: Introduction to Indian theatre

Temple culture – Folk theatre – Basic concepts of art experience – Sah dayā – Bhasa – Kalidasa – Dance drama – Theatre in Kerala – Kathakali – Kutiyattam – 20th century Indian theatre.

Core reading: M. Hirianna. "The Number of Rasas." *Art Experience*. Mysore: Kavyalaya. 1997. 69 – 72.

References

1. M.L.Varadpande. *History of Indian Theatre*. "Origins." New Delhi: Abhinav Publications. 2005. 9 – 38.
2. Philip B. Zarrilli. "A Social history of Kathakali: Personage, Connoisseurship and Aesthetics." *Kathakali Dance-drama: where gods and demons come to play*. London: Routledge, 2000. 17 – 38.
3. P.Venugopalan Ed. *Kutiyattam Register* "Kutiyattam" Thiruvananthapuram: Margi, 2007. 21–34.
4. Ananda Lal. "A Historiography of Modern Indian Theatre." *Modern Indian Theatre: A Reader*. Ed. Nandi Bhatia. New Delhi: Oxford UP. 2009. 31 – 40.
5. Mahesh Dattani. "Contemporary Indian Theatre and its Relevance." *Modern Indian Theatre: A Reader*. 469 – 472.

Module 3

Sub-genres: Problem Play – Poetic drama – Epic theatre – Radio play – Absurd theatre – Metatheatre – Postcolonial theatre.

Core reading

1. Martin Esslin. "Introduction: The Absurdity of the Absurd." *The Theatre of the Absurd*. 3rd Ed. Britain: Penguin. 1980. 19 – 28.
2. Helen Gilbert & Joanne Tompkins. "Introduction: Re-acting (to) Empire" *Post-Colonial Drama: Theory, Practice, Politics*. London & New York: Routledge. 1996. 1 – 14.

Reference

Kenneth Pickering. *Key Concepts in Drama and Performance*. New York: Palgrave Macmillan, 2005.

Module 4

Praxis: Writing dialogues – Preparation of script for acting based on narratives/stories/reports – Learning the process of staging a play through an enactment of the prepared script(s) which may be group activity in the class. The class may be divided into groups and they can be assigned specific tasks like script writing, choreography etc which can finally lead to the production of the script.

(This module must be effectively used by the teacher for internal/continuous assessment and so no separate texts for study is provided)

General reference

1. Keir Alam. *The Semiotics of Theatre and Drama*. London, Methuen, 1980.
2. Christopher M. Byrski. *The Concept of Ancient Indian Theatre*. New Delhi, Munshilal Manohardas, 1974.
3. Rachel Baumer and James Brandon, eds. *Sanskrit Drama in Performance*. Honolulu, Univ of Hawaii Press, 1981

SEMESTER V**FIRST DEGREE PROGRAMME IN****ENGLISH LANGUAGE AND LITERATURE (CBCS System)****&****CAREER RELATED FIRST DEGREE PROGRAMME 2(a) (CBCS System) ENGLISH & COMMUNICATIVE ENGLISH****Core Course - LITERARY CRITICISM:****Common for EN 1541 & CG 1541****B.A. English Main – Core Course VI: EN 1541****No. of credits: 4****No. of instructional hours: 5 per week (Total: 90 hrs)****B.A. Career related 2(a) English and Communicative English – Core Course VII: CG 1541****No. of credits: 4****No. of instructional hours: 5 per week (Total: 90 hrs)****AIMS**

1. To give the students a historical overview of the critical practices from classical period to the present.
2. To introduce to them some of the significant concepts that had a seminal influence on the development of critical thought.
3. To develop in them a critical perspective and capacity to relate and compare various critical practices and schools.
4. To help them read and analyze literary texts from different perspectives.

OBJECTIVES

On completion of the course, the students should be able to

1. trace the development of critical practices from ancient times to the present.
2. explain the critical concepts that emerged in different periods
3. analyze and appreciate texts critically, from different perspectives.

COURSE OUTLINE**Module I**

A. Classical Criticism:

Nature and function of criticism – contributions of Plato – concept of mimesis and inferiority of art – Aristotle – major concepts – mimesis, katharsis, hamartia – definition of tragedy – parts of tragedy – Horace and the concept of decorum – Longinus – the sublime.

B. Indian Aesthetics:

Theory of Rasa, Vyanjana and Alankara.

[The relationship between Unit A and Unit B to be discussed. For eg. The concept of Rasa and purgation, Alankara and figures of speech, etc.]

Core reading [Unit B]:

Sethuraman. V.S. Ed. *Indian Aesthetics: An Introduction*. Macmillan, India, 1992.

- Das Gupta, S.N. “The Theory of Rasa”, (pp 191-196) in *Indian Aesthetics: An Introduction*. Ed. V.S. Sethuraman. Macmillan, India, 1992.
- Kuppaswami Sastri. “The Highways of Literary Criticism in Sanskrit” (pp. 173–190), in *Indian Aesthetics: An Introduction*. Ed. V.S. Sethuraman. Macmillan India, 1992.
- Raghavan, V. “Use and Abuse of Alankara” (pp. 235–244) in *Indian Aesthetics: An Introduction*. Macmillan India, 1992.

Module 2: Renaissance and Neo-Classical Criticism:

Sir Philip Sidney – his “Defence of Poetry” – definition of poetry – neo-classicism – Dryden – estimate of authors – Johnson – “Lives of Poets” – Shakespeare criticism – moral judgment of literature.

Module 3: Romantic and Victorian Criticism:

Romanticism – Wordsworth – “Preface to Lyrical Ballads” – definition of poetry – concept of poetic diction and language – Coleridge – definition of poetry – Fancy and Imagination.

The Victorian Period: Arnold – concept of culture – the function of poetry – touchstone method – disinterestedness and high seriousness – moralistic criticism.

Module 4: Twentieth Century Criticism:

Eliot and Modernism – “Tradition and Individual Talent” – historic sense – impersonality – poetic emotion – objective correlative – dissociation of sensibility – Richards and “Practical Criticism” – poetry and synaesthesia – scientific and emotive uses of language – four kinds of meaning.

COURSE MATERIAL

Modules 1 – 4 Core reading:

Nagarajan, M.S. *English Literary Criticism and Theory: An Introductory History*. Hyderabad: Orient Longman, 2006.

Further reading:

1. Abrams, M.H. *A Glossary of Literary Terms*. Seventh Edition. Singapore: Thomson & Heinle, 1999.
2. Wimsatt Jr., William K. and Cleanth Brooks. *Literary Criticism: A Short History*. Calcutta: Oxford and IBH, 1957.
3. Waugh, Patricia. *Literary Theory and Criticism: An Oxford Guide*. New Delhi: OUP, 2009.
4. Seldon, Raman et al, *A Reader’s Guide to Contemporary Literary Theory*. New Delhi: Pearson Education, 2005.

5. Bennet Andrews and Nicholas Royale. *Introduction to Literature, Criticism and* edition. New Delhi: Pearson Education, 2009.
6. Harmon, William, Hugh Holman. *A Handbook to Literature*. 10th Edition. New Delhi: Pearson Education, 2009

SEMESTER V

FIRST DEGREE PROGRAMME (CBCS System)

CAREER-RELATED FIRST DEGREE PROGRAMME (CBCS) - Group 2 (a) IN

ENGLISH & COMMUNICATIVE ENGLISH

Core Course VIII - FILM STUDIES: CG 1542

No. of credits: 3

No. of instructional hours: 4 per week (Total: 72 hrs)

AIMS

1. To give the students basic knowledge in the history, art and culture of motion picture.
2. To introduce to them the key concepts in film studies.
3. To help them analyze and appreciate films.
4. To enable them pursue higher studies and careers in film.

OBJECTIVES

On completion of the course, the students should be able to

1. discover the language of cinema
2. explain the key concepts in film studies.
3. analyse films as texts.
4. write critically about films.

COURSE MATERIAL

Module 1: Understanding film

What is film – its hybrid nature – the language of cinema – authorship - a brief history – film movements – Montage theory and Soviet cinema of the 20s – German expressionism and experiments with mise-en-scene – French poetic realism – classical Hollywood cinema and genre – Italian neo-realism – French New wave - contemporary international trends.

Module 2: Indian Cinema

Phalke and the desi enterprise – Indian cinema 30s to the 60s – The golden 50s – Indian art cinema and the Indian New wave – History of Malayalam Cinema – New wave in Malayalam cinema – Contemporary trends in Malayalam cinema

Module 3: Literature and Film

Literary language and Film language- adaptation and notions of fidelity- Narrative structure and strategies in film and fiction - time, space, character and setting - dialogue – music – sound effects.

Module 4: Film analysis

Films for close viewing:

Psycho

Rashomon

My Fair Lady

Chemmeen

COURSE MATERIAL

Core text:

Introduction to Film Studies [Reading the Popular series]. Orient Blackswan, 2013.

Reading list

1. Villarejo, Amy. *Film Studies: the Basics*. Routledge, Indian Reprint, 2009.
2. Hayward, Susan. *Key Concepts in Cinema Studies*. London: Routledge, 1997.
3. Bywater, Tim and Thomas Sobchack. *Introduction to Film Criticism*. Pearson India, 2009.
4. Corrigan, Timothy, J. *A Short Guide to Writing about Film*. Pearson India, 2009.
5. Kupsc, Jarek. *The History of Cinema for Beginners*. Chennai: Orient Blackswan, 2006.
6. Dix, Andrew. *Beginning Film Studies*. New Delhi: Viva Books, 2010.
7. Stam, Robert and Alessandra Raengo. *Literature and Film: A Guide to Theory and Adaptation*. Oxford: Blackwell, 2003.

Suggested viewing list

Michael Radford's *Il Postino*

Robert Wiene's *The Cabinet of Dr. Caligari*

Sergei Eisenstein's *Battleship Potemkin*

Victorio De Sica's *Bicycle Thief*

John Ford's *Stagecoach*

Mehboob's *Mother India*

Satyajit Ray's *Pather Panchali*

Abbas Kiarostami *Ten*

Note to the teacher

The objective of this course is to enable literature students to understand the language of cinema as also the ways in which that language is different from a literary language. Simultaneously they could also be taught the specificities of medium, narrative and the history of cinema. The lectures should use a lot of clips from different films to illustrate the points. It is strongly recommended that films or film clips should be screened as far as possible for every topic of this course. Any film of the teacher's choice other than the ones suggested may also be screened to illustrate the specific topics. The four films selected for close analysis help in understanding the narrative techniques of cinema, its engagements with sound, music and songs as also modes of adaptation from genres such as short story, play and novel.

SEMESTER V
CAREER RELATED FIRST DEGREE PROGRAMME 2(a) IN
ENGLISH & COMMUNICATIVE ENGLISH

Core Course IX - INDIAN WRITING IN ENGLISH: CG 1543

No. of credits: 3

No. of instructional hours: 3 per week (Total: 54 hrs)

AIMS

1. To introduce students to Indian writing in English.
2. To broaden and sharpen their aesthetic and analytical skills.

OBJECTIVES

On completion of the course, the students should be able to

1. trace the development of Indian writing in English.
2. explain the Indianness in Indian literature in English.
3. read and appreciate Indian literature.
4. analyse the strength and constraints of Indian English as a literary medium.

COURSE OUTLINE

Module 1: Poetry.

Module 2: Drama.

Module 3: Fiction.

COURSE MATERIAL

Module 1: Poetry.

Core reading:

Poems:

1. Toru Dutt: The Lotus [*The Golden Treasury*]
2. Sarojini Naidu: Village Song [*The Golden Treasury*]
3. Keki Dhuruwalla: The Ghagra in Spate [*Ten Twentieth Century Indian Poets*]
4. Kamala Das: My Grandmother's House [*Ten Twentieth Century Indian Poets*]
5. Nissim Ezekiel: Goodbye Party for Miss Pushpa T.S. [*Ten Twentieth Century Indian Poets*]
6. R. Parthasarthy: from Exile [*Ten Twentieth Century Indian Poets*]
7. Gieve Patil: On Killing a Tree [*Ten Twentieth Century Indian Poets*]
8. A.K. Ramanujan: A River [*Ten Twentieth Century Indian Poets*]

Core reading:

- (a) *The Golden Treasury of Indo-Anglian Poetry* Ed. V. K. Gokak. Sahitya Akademi.
- (b) *Ten Twentieth Century Indian Poets*. Ed. R. Parthasarathy. OUP.

Module 2: Drama.

Core text: *Instant Impact: A Selection of Six One-Act Plays*. Indian Open University Publishers, Chennai.

Non detailed study of the following short plays:

Rabindranath Tagore: *Chandalika*.

Mahashweta Devi: *Bayen*.

Module 3: Fiction.

Core reading: M. T. Vasudevan Nair. *The Mist*. (Tr. Premila V. M.) Orient Blackswan.

Recommended Reading:

1. Iyengar, K. R. Srinivasa. *Indian Writing in English*.
2. Naik, M.K. *A History of Indian English Literature*.

Instruction to Teachers:

The work of each author has to be placed against the literary backdrop of the age. The literary significance of the work is to be briefly discussed in the classroom and hence the student is expected to have an awareness of the respective works. Questions are not to be asked from such details at the examination.

SEMESTER V**CAREER RELATED FIRST DEGREE PROGRAMME 2(a) IN****ENGLISH & COMMUNICATIVE ENGLISH****Open Course I - CREATIVE WRITING: CG 1551.1**

No. of credits: 2

No. of instructional hours: 3 per week (Total: 54 hrs)

AIMS

1. To make the students aware of the various aspects of Creative Writing.
2. To expose and familiarise the students to representative English writers and their works.
3. To equip the students to attempt at practical creative writing.
4. To strengthen the creative talents and writing skills.

OBJECTIVES

1. To identify different poetic forms.
2. To analyse and appreciate poems and short stories.
3. To write book and film reviews.
4. To appreciate literary works.

COURSE OUTLINE**Module 1**

Poetry - introduction: Chief elements: theme, structure, imagery and symbols, rhythm – reference to major poetic forms [with representative/select examples] like lyric, sonnet, ode, ballad, epic, dramatic monologue, and free verse.

Practice sessions: critical appreciation of the given poems - emphasis on theme, structure, style, symbols, images, rhythm and diction.

- William Blake - "The Lamb"
- Emily Dickinson – "I Heard a Fly Buzz When I Died"
- Wole Soyinka – "Telephone Conversation"
- Rabindranath Tagore – "Where the Mind is Without Fear"
- Kamala Das – "A Hot Noon in Malabar"

Poetry writing sessions: based on common/everyday themes in various forms – to initiate students into poetry writing.

Module 2

Short Story - introduction: Characteristic features of short stories in general – plot construction, characterization, narration, local colour, atmosphere and title.

Short story appreciation: critical appreciation of the given stories and their authors - emphasis on theme, structure, style, images and dialogue.

- Edgar Allan Poe – "The Oval Portrait"
- Chinua Achebe – "The Voter"
- A.C. Doyle: The Adventure of the Speckled Band
- Kushwanth Singh – "The Portrait of my Grandmother"

Short story writing sessions: based on topics/themes - to be given in the class - from everyday life and situations.

Module 3

(a) **Writing for Children:** Varieties – themes – fantasy - language – imparting values and morals – illustrative examples.

Required reading:

- Lewis Carroll – *Alice in Wonderland* [Abridged version]
- C.S. Lewis - *The Chronicles of Narnia: The Lion, the Witch and the Wardrobe*.
- Khyrunnisa A – *Howzzat Butterfingers!* Puffin Books, 2010.

(b) **Science Fiction:** Characteristic features – characterization - plot construction – setting – title - impact on films – representative examples: R.L.Stevenson: *Dr. Jekyll and Mr. Hyde*, H.G. Wells: *Time Machine*, Jules Verne: *20,000 Leagues Under the Sea*.

Module 4

Book and Film reviewing: Elements of book/film reviewing – pertinent questions that a good review must answer – aim/purpose of book and film reviews - sample book/film reviews from newspapers and magazines.

Practice sessions: Writing book and film reviews - of classics and recently published/released books/films.

Books for general reference

1. Abrams, M.H. *A Glossary of Literary Terms*. Seventh Edition.
2. Prasad, B. *A Background to the Study of English Literature*. Macmillan.

3. Bernays, Anne and Pamela Painter. *What If?: Writing Exercises for Fiction Writers*. William Morrow & Company, Nov 1991.

Direction to the Teachers

- Focus should be on the main points mentioned in the contents of the syllabus. These are to be illustrated with the examples mentioned in the respective modules.
- Practice sessions should be arranged within the classroom to enable the students to try their hands at the various categories mentioned within each module. Multiple examples may also be mentioned in the class.
- Questions are not to be asked from any of the individual titles/works mentioned and will only be on general comprehension: on the contents of the course structure mentioned in each module, including the writers mentioned in the syllabus.

SEMESTER V

CAREER RELATED FIRST DEGREE PROGRAMME 2(a) IN

ENGLISH & COMMUNICATIVE ENGLISH

Open Course I - TRANSLATION STUDIES - CG 1551.2

No. of credits: 2

No. of instructional hours: 3 per week (Total: 54 hrs)

AIMS

1. To familiarize students with the concepts and theories of translation.
2. To introduce to them the art of translation.
3. To help them pursue translation as a profession.

OBJECTIVE

On completion of the course, the students should be able to

1. explain the concepts and theories of translation.
2. undertake various translation works.
3. find employment as translators.

COURSE OUTLINE

Module 1: Fundamentals of translation

Definitions – a brief history of translation in Malayalam – Theories of translation – linguistic – literary – cultural – communicative – Types of translation – Literary – Non-Literary – Technology aided translation.

Module 2: Key Concepts

Source language – Target language – Afterlife – Linguistic and cultural systems – faithfulness – confusions – equivalence

Module 3: Case Studies

1. Analysis of a translated Text:
 - a. From Malayalam to English

- i. A story
- ii. A poem
- b. From English to Malayalam
- 1. A story
- 2. Problems of translations

Module 4: Translation practice

- a. Non – Literary (Equivalent technical terms – idioms, phrases, proverbs in English and Malayalam – Translation of sentences and passages from English to Malayalam and vice-versa)
- b. Literary (Translation of short literary prose pieces including fiction from English to Malayalam and vice-versa)

COURSE MATERIAL

Modules 1 - 4

Core reading: *Word Worlds* (Oxford University Press)

Further reading

1. Hatim, Basil and Jeremy Munday. *Translation: An Advanced Resource Book*. London: Routledge, 2004.
2. Palumbo, Giuseppe. *Key Terms in Translation Studies*. Continuum, 2009.
3. Vasudevan Nair, M.T. *Kuttiedathi and Other Stories*. Abdulla, V. tr. Hyderabad: Orient Black Swan, 2009.
4. Ramakrishnan, Malayattoor. *Roots*. Abdulla, V. tr. Hyderabad: Orient Black Swan, 2009.
5. Basheer, Vaikom Muhammed. *Poovan Banana and Other Stories*. Abdulla, V. tr. Hyderabad: Orient Black Swan, 2009.
6. Abdulla, V. and R.E. Asher, Ed. *Wind Flowers*. New Delhi: Penguin, 2004.
7. *O. Hendriyude Theranjedutha Kathakal* tr. by C N Ashly. Papion, Kozhikodu.
8. 'Vanampadiyodu' by Vyloppilly Sreedhara Menon. (Translation of Keats' Ode to a Nightingale)

SEMESTER V

CAREER RELATED FIRST DEGREE PROGRAMME 2(a) IN

ENGLISH & COMMUNICATIVE ENGLISH

Open Course I - ENGLISH FOR THE MEDIA: CG 1551.3

No. of credits: 2

No. of instructional hours: 3 per week (Total: 54 hrs)

AIMS

1. To sensitize students to the English language used in the media
2. To make them professionally skilled and employable in the media.

OBJECTIVES

On completion of the Course, the students should be able to

1. explain the nature and scope of the communication media
2. write headlines and articles for newspapers and magazines and design their content
3. produce and present scripts and programmes for Radio and TV
4. design and write webs, blogs and advertisements

COURSE OUTLINE

Module 1

Main-stream media: nature, characteristics, purpose - Print – broadcast - visual media – new/digital media – power and vulnerability of each – media convergence.

Newspapers: News stories, features – Headlines, subheads, captions, reviews.

Vocabulary that can affect the slant, emotive words and neutral words. Cohesion techniques, use of passive structures.

- Writing to answer the five Ws and H
- The inverted pyramid style
- Writing an editorial
- Editing: Cutting dead wood

Planning and Writing features – Editorials – Op-Ed pieces – Interviews: skills needed – Language used - The phrases that are used for the interview for Introductions - Interrupting - Markers for buying time, to elicit more clarity - how to use linguistic ploys – use of connectives to help progression and continuity - use of the right pace, punctuating explanations using the right words - the art of questioning and its overall philosophy.

Analysing news stories and features – political ideologies and language of newspapers – style - House styles of leading newspapers – emphasis given to use of desi words and foreign words.

Magazines: Writing for specific audience - magazine covers – layout - planning content – writing a true-life story - The Magazine Cover lines – The use of imperatives, use of questions in Cover lines - use of rhyming and alliteration - The use of specific verb forms used to express future - importance of photographs.

Module 2

Radio: Role of presenters – importance of voice, diction, delivery and language - introducing the guests/features/news/Introducing different genres of music, Pre-teach - Vocabulary, relevance of the topic sentence, language used in debriefing, contextual use of phrasal verbs of a DJ or a presenter.

Format of the Radio script- Radio Programming- Writing for different Radio programmes: interviews, talk shows, reviews, music programmes, phone-in or on demand programmes - Translating creative works from other medium: delivering plays and classics, Radio news – news value – news script

TV: Scripts for TV- The pre-production process - Required vocabulary to understand process - The phrases used in conversation, Script writing - Editing a T.V. Documentary - roles of an editor and output editor, – selection of news – language of news writing/reporting.

TV programming: – use of formal/conversational language - abbreviations used in the filming schedule and its relevance - collocations used in T.V. as a medium - the technical vocabulary

Film: Writing a screenplay – films as a social commentary – language in film: mirroring in-vogue vocabulary, changes with genre - The features of spoken dialogues, how language helps to pitch successfully - The relevance of log line. Vocabulary for Pre-production – Language used in explaining potential problems, presenting solutions

Writing Film Reviews: Pre – Teach Vocabulary, Structure of the Content, Mapping the different stages of how a film is born, Language devices used, Use of Contrasting Information & Additional Information, Vocabulary used.

Module 3

Digital/New Media: E- writing – rules – writing news for the web – House Style of popular news-based websites - blogs - planning and writing a blog - technical writing – search engine optimization – writing for the social media. Use of Noun phrases, the use of pronouns, contractions, comparatives and clauses, the language used for informing and language used in a good blog.

COURSE MATERIAL

Modules 1 - 4

Core reading: *English for the Media*, Cambridge University Press, 2013.

Further reading

1. Ceramella, Nick and Elizabeth Lee. *Cambridge English for the Media*, CUP, 2008.
- 2.. Kaushik, Sharda, *Script to Screen: An Introduction to TV Journalism*. Macmillan, 2003.
3. Booher, Dianna. *E- Writing: 21st Century Tools for Effective Communication*. Macmillan, 2008.

SEMESTER V

FIRST DEGREE PROGRAMME IN

ENGLISH LANGUAGE & LITERATURE (CBCS System) - Group 2 (a)

Vocational Course VI - ENGLISH LANGUAGE TEACHING: CG 1571

No. of credits: 4

No. of instructional hours: 4 per week (Total: 72 hrs)

AIMS

1. To introduce students to teaching of English as a second language.
2. To aid them in understanding learning from a teacher's perspective.

OBJECTIVES

On completion of the Course, the students should be able to

1. comprehend the concepts in language teaching.
2. understand the important psychological principles behind second language acquisition.
3. understand different approaches and methods of teaching English as second Language.
4. plan lessons effectively.

COURSE OUTLINE

Module 1

Teaching/learning distinction – Principles of language teaching – Acquisition and learning – micro teaching – Audio-visual aids – language lab.

Module 2

Theories of second language acquisition: Behaviourism – Watson – Pavlov’s Classical Conditioning – Skinner’s Operant Conditioning – Cognitivism – Noam Chomsky-Language Acquisition Device – Krashen-Monitor Hypothesis-Input Hypothesis-Affective Filter Hypothesis – Constructivism – Piaget, Vygotsky, Bruner – Zone of Proximal Development (ZPD) – Scaffolding.

Module 3

Approaches and Methods: Structural Approach – Oral Approach – Situational Approach – Communicative Approach – Eclectic Approach – Grammar-Translation Method – Bilingual Method – Direct Method – Silent Way.

Module 4

Planning and Evaluation: Two-column Lesson Plans for teaching language skills, prose, poetry, and grammar - Testing and Evaluation - internal and external evaluation – Types of tests-Achievement and Diagnostic tests – Types of Questions-Essay, annotation, short questions, multiple choice questions.

COURSE MATERIAL**Reading list**

1. Stern, H. H. *Fundamental Concepts of Language Teaching*. OUP, 2003.
2. Larsen-Freeman, Diane. *Techniques and Principles in Language Teaching*. OUP, 2003.
3. Huebener, Theodore. *Audio-Visual Techniques in Teaching Foreign Languages*. New York UP, 1967.
4. Leonard, David C. *Learning Theories, A-Z*. Greenwood Publishing Group, 2002.
5. Richards, J. C. & Theodore S. Rodgers. *Approaches and Methods in Language Teaching*. CUP, 2007.
6. Baruah, T. C. *The English Teacher’s Handbook*. New Delhi: Sterling, 2009.
7. Paliwal, A. K. *English Language Teaching*. Jaipur: Surabhi Publications, 1998.

SEMESTER V**CAREER RELATED FIRST DEGREE PROGRAMME 2(a)****IN ENGLISH & COMMUNICATIVE ENGLISH****Vocational Course VII - THE LANGUAGE OF ADVERTISING: CG 1572****No of credits: 3****No of instructional hours: 3 per week (Total 54 hrs)****AIMS**

1. To provide the students with an ability to enrich their creative skills.
2. To make them understand the different types of advertising
3. To make them familiar to the role of advertising in the society.

OBJECTIVES

On completion of the course students should be able to:

1. Identify and analyse the various types of advertising.
2. Make use of the essential principles of advertising in ordinary situations.
3. Identify the impact of advertising in society.

COURSE OUTLINE

Module 1

- Definition - what is advertising?
- Brief history of advertising with particular reference to India
- Importance of advertising.

Module 2

- Advertising media - newspaper, magazines, radio, television, Internet, board, hoardings.
- Importance of media selection.

Module 3

- Types of advertisements - consumer ads, retail ads, business-to-business ads, trade ads and financial ads.
- Functions of advertising - promotion of sale, education, entertainment.

Module 4

- AIDA principle - Impact of advertising in society.
- Present status of advertising

COURSE MATERIAL

Reference

1. Kumar, Arun & Tyagi, *Advertising Management*. New Delhi: Atlantic Publishers and Distributors, 2004.
2. Rowse, Edward & Louis. *Fundamentals of Advertising*. USA: Kessinger Publishing, 2005.
3. Wells, Burnett & Moriarty. *Advertising: Principles and Practice*. UP: Dorling Kindersley (India) Pvt. Limited, 2007.
4. Gupta, Oma. *Advertising in India: Trends and Impact*. New Delhi: Kalpaz Publications, 2005.
5. Ken Burtenshaw, Nik Mahon. *Caroline Barfoot: The Fundamentals of Creative Advertising*, Switzerland, AVA Publications, 2006.
6. Albert A. Reed, Kate E. Griswold, James Barrett Kirk, Leroy Fairman, George French. *Advertising and Selling*.
7. Trehan, Mukesh & Trehan, Renju. *Advertising and Sales Management*, 2010.
8. Vilanilam J.V. *Parasyam* (Malayalam). Kottayan: NBS.
9. Delly D. Larry and Jugenheimer Donald. *Advertising Media Planning*, PHI Learning, New Delhi, 2009.
10. Ahuja B.N and S.S. Chabra. *Advertising and Public Relation*

SEMESTER V
CAREER RELATED FIRST DEGREE PROGRAMME 2(a)
IN ENGLISH & COMMUNICATIVE ENGLISH
Vocational Course VIII – AUDIO VISUAL WRITING: CG 1573

No of credits: 3

No of instructional hours: 3 per week (Total 54 hrs)

AIMS

1. To provide the students with an ability to enrich their creative skills.
2. To make them aware of the different types of television programmes.
3. To make them familiar to the role of television in the society.

OBJECTIVES

On completion of the course students should be able to:

1. Identify and analyse the various types of television programmes.
2. Identify the impact of television in society.

COURSE OUTLINE

Module 1:

- History and development of television in India
- SITE and educational television
- Production process: from idea to shooting script; research and planning location; lights; production proposal; treatment, script outline, screenplay
- Camera movements

Module 2:

- News bulletins; Scripting for TV news
- Television documentary, types of programs.
- Impact and influence of television channels

Module 3:

- Introduction to Radio, History of Radio in India
- Radio as a medium of communication-Advantages and disadvantages
- Components of a Radio program-words, music, sound effects, silence, types of radio programs

Module 4:

- Different types of radio: Community radio, Amateur radio, Internet radio, Satellite radio, Educational radio, FM radio
- Qualities of radio announcer, RJ

COURSE MATERIAL

Reference

1. Wills, Edgar (1967), *Writing Television and Radio Programmes*, New York.

2. Yorke, Ivor (1978), *The Technique of Television News*, London.
3. Sunderaj, Victor (2006), *Children and Television*, New Delhi.
4. Menon, Mridula (2007), *Indian Television and Video Programmes*, New Delhi, Kanishka Publishers
5. Yadav (2004), *Television and Social Change*, Lucknow.
6. P.C.Chatterji, *Broadcasting in India* (1991), Sage Publications.
7. H.R.Luthra (1986), *Indian Broadcasting*, Ministry of Information and Broadcasting, Govt. of India.
8. K.S. Rajasekharan, *Drishyabhasha* (Malayalam), Thiruvananthapuram, State Institute of Languages.
9. Vijaya Krishnan, Baiju Chandran, Prabhakaran and Sunni Joseph, *Drishyasravyamadhyamangal* (Malayalam), Thiruvananthapuram, State Institute of Languages.

Further Reading

1. Aiyer B. Alakrishnan, *Digital Television Journalism*, Authors press, Delhi, 2006
2. Casey Bernadette and Casey Neil; *Key concepts in Television studies*
3. Nalin Mehta, *Television in India*, Routledge, New York, 2011.
4. Orlebar Jereemy, *The Television Handbook*; Routledge, New York, 2011.
5. Hasen Seema, *Mass Communication- principles and concepts*, CBS publishers and distributors, New Delhi, 2010.

SEMESTER VI

CAREER RELATED FIRST DEGREE PROGRAMME 2(a) IN

ENGLISH & COMMUNICATIVE ENGLISH

Core Course X - TRAVEL LITERATURE: CG 1641

No. of credits: 3

No. of instructional hours: 5 per week (Total: 90 hrs)

Aims:

1. To help students read and appreciate different kinds of travel literature.
2. To introduce to them the basics concepts of travel writing and literary tropes in travel.
3. Facilitate, promote and disseminate curiosity on travel writing which will lead to future research.
4. To enable them to critically analyse multi and cross-disciplinary approaches in travel writing.
5. To understand the themes of self, culture, history, writing, and travel.

Objectives:

On completion of the course, the students should be able to:

1. Read and enjoy various types of travel literature.
2. Analyse, understand and appreciate travel writings.
3. Analyse inter-cultural crossings and perceptions in a self-reflexive and critical manner.

COURSE OUTLINE

Module 1: Travel Literature: The Stalwarts

Module 2: Some Treasures of Travel Literature

Module 3: Travelling in India

Module 4: Indian Travel Literature

COURSE MATERIAL

Module 1: Travel Literature: The Stalwarts.

An introduction to early 20th century travel writing – early attempts at travel writing as a distinct genre - early British and American travel writings of repute.

Core Reading: Graham Green: *Journey without Maps* (Penguin, 1936) (Part One: “The Way to Africa”, pp 11-19)

Suggested Reading: Freya Stark: *Riding to the Tigris* (1959)

Module 2: Some Treasures of Travel Literature.

Travel literature in the 70s - great travel writings - examples of some remarkable narratives of travel by British and American authors.

Core Reading: Bill Bryson: *Notes from a Small Island* (1995) Chapters 25-29

Suggested Reading:

Bruce Chatwin: *In Patagonia* (1977) Part 1-20.

Module 3: Travelling in India.

Contemporary travel writings on India by western authors.

Core Reading: William Dalrymple. “The Dancer of Kannur” from *Nine Lives* (2009) pp. 29-55

Suggested Reading:

1. Dervla Murphy: *On a Shoestring to Coorg* (1976)

2. Robyn Davidson: *Desert Places* (1997)

Module 4: Indian Travel Literature.

Indian perspectives in travel writing - their experiences of travel - glimpses of travel writings by Indian writers.

Core Reading: Amitav Ghosh: *Dancing in Cambodia and At Large in Burma* (1998). *Dancing in Cambodia* pp. 1-54.

Suggested Reading: Pico Iyer: *Falling Off the Map: Some Lonely Places in the World* (1994)

Further Reading: Modules 1 – 4:

Duncan, James and Derek Gregory. *Writes of Passage: Reading Travel Writing*. London and New York: Routledge, 1999.

Fussell, Paul. *Abroad: British Literary Travelling between the Wars*. New York: Oxford University Press, 1980.

Pratt, Mary-Louis. *Imperial Eyes: Travel Writing and Transculturation*. London & New York: Routledge, 1992.

SEMESTER VI**FIRST DEGREE PROGRAMME (CBCS System)****Common for ENGLISH LANGUAGE AND LITERATURE - Core Course XIV: EN 1644****&****CAREER-RELATED FIRST DEGREE PROGRAMME (CBCS) - Group 2 (a) IN ENGLISH & COMMUNICATIVE ENGLISH - Core Course XI - CG 1642****WOMEN'S WRITING****No. of Instructional hours : 4 per week (Total: 72 hrs) – for EN 1644****: 5 per week (Total: 90 hrs) - for CG 1642****No. of Credits : 3 [EN 1644 & CG 1642]****Aims:**

1. To introduce students to the development of women's writing in various countries.
2. To familiarize them with the diverse concerns addressed by feminism.
3. To motivate them to critically analyse literary works from a feminist perspective.

Objectives: On completion of the course, the students should be able to

1. The students will have an awareness of class, race and gender as social constructs and about how they influence women's lives.
2. The students will have acquired the skill to understand feminism as a social movement and a critical tool.
3. They will be able to explore the plurality of female experiences.
4. They will be equipped with analytical, critical and creative skills to interrogate the biases in the construction of gender and patriarchal norms.

COURSE OUTLINE**Module 1:** Essays**Module 2:** Poetry**Module 3:** Short Fiction**Module 4:** Drama**COURSE MATERIAL****Module 1:** Essays [**Detailed study**]

1. Virginia Woolf: "Shakespeare and his Sister" (Excerpt from *A Room of One's Own*)
2. Alice Walker: "In Search of our Mothers' Gardens" (From *In Search of Our Mother's Gardens*)
3. Jasbir Jain: Indian Feminisms: The Nature of Questioning and the Search for Space in Indian Women's writing. (From *Writing Women Across Cultures*)

Module 2: Poetry. [**Detailed study**]

1. Elizabeth Barrett Browning : "A Musical Instrument"
2. Marianne Moore : "Poetry"

3. Adrienne Rich : “Aunt Jennifer’s Tigers”
4. Sylvia Plath : “Lady Lazarus”
5. Margaret Atwood : “Spelling”
6. Kishwar Naheed : “I am not That Woman”
7. Suniti NamJoshi : “The Grass Blade”
8. Nikki Giovanni : “Woman”

Module 3: Short Fiction [Non-detailed study]

1. Katherine Mansfield : “The Fly”
2. Shashi Deshpande : “A Wall is Safer”
3. Sara Joseph : “Inside Every Woman Writer”
4. Amy Tan : “Rules of the Game”

Module 4: Drama [Non-detailed study]

1. Sheila Walsh : “Molly and James”
2. Mamta G Sagar : “The Swing of Desire”

Core text:

Modules 1 – 4: Dr Sobhana Kurien, ed. *Breaking the Silence: An Anthology of Women’s Literature*. ANE Books.

Books for reference:

Beauvoir, Simone de. *The Second Sex*. UK: Hammond Worth, 1972. Davis, Angela. *Women, Race and Class*. New York: Random, 1981. Devi, Mahasweta. *Breast Stories*. Calcutta: Seagull, 1998.

Gilbert, Sandra and Susan Gubar. *The Mad Woman in the Attic: The Woman Writer*. Yale UP, 1978. Goodman, Lisbeth ed. *Literature and Gender*. New York: Routedledge, 1996.

Green, Gayle and Copelia Kahn. *Making a Difference: Feminist Literary Criticism*. New York: Routedledge. Humm, Maggie ed. *Feminisms: A Reader*. New York: Wheat Sheaf, 1992.

Jain, Jasbir ed. *Women in Patriarchy: Cross Cultural Readings*. New Delhi: Rawat, 2005. Millett, Kate. *Sexual Politics*. New York: Equinox-Avon, 1971.

Rich, Adrienne. *Of Woman Born*. New York: Norton.

Roudiex, Leos S. ed. *Desire in Language*. New York: Columbia UP, 1975. Showalter, Elaine. *A Literature of their Own*.

Spacks, Patricia Mayor. *The Female Imagination*. New York: Avon, 1976.

Tharu, Susie and K Lalitha. *Women Writing in India Vol I & II*. New Delhi: OUP, 1991. Walker, Alice. *In Search of our Mothes’ Gardens*. New York: Harcourt Brace Jovanovich, 1983. Woolf, Virginia. *A Room of One’s Own*. London: Hogarth, 1929.

Instruction to Teachers [Modules 1- 4]:

- The work of each writer mentioned in Modules 1 – 4 has to be placed against the literary backdrop of the age.
- The major works of the writers mentioned in the modules can be made familiar to the students

- The literary significance of the work is to be briefly discussed in the classroom and hence the student is expected to have only a general awareness of the respective author..
- Questions are to be asked only from the prescribed poems, fiction and drama.

SEMESTER VI

ENGLISH & COMMUNICATIVE ENGLISH

Core Course XII - METHODOLOGY AND PERSPECTIVES OF HUMANITIES

Common for EN 1642 & CG 1643

B.A. English Main - EN 1642

No. of credits: 4

No. of instructional hours: 5 per week (Total: 90 hrs)

B.A. Career related 2(a) English and Communicative English - CG 1643

No. of credits: 3

No. of instructional hours: 4 per week (Total: 72 hrs)

AIMS

1. To introduce students to the methodological issues specific to the humanities
2. To develop in them a critical perspective in pursuing literary studies

OBJECTIVES

On completion of the course, the students should be able to

1. explain the key concepts in literary theory and criticism
2. make sense of literature
3. read literature critically from a theoretical perspective.

COURSE OUTLINE

Module 1: Key Concepts:

Humanities – Differences between natural, social and human sciences – facts and interpretation – history and fiction – objectivity versus subjectivity.

Module 2: A critical overview of literature from the perspective of the Humanities.

Impact of society on literature – text types – genres – literary canon – literary interpretation and evaluation.

Module 3

Literary terms – Text oriented approaches – philology – rhetoric – stylistics – new criticism – semiotics – ambiguity.

COURSE MATERIAL

Modules 1 – 3

Core text:

Humanities: Methodology and Perspectives, by Dr K Kamala, published by mainSpring publisher, Chennai, 2014.

Reading list:

1. Kundu, Abhijit. "Understanding the Humanities." *The Humanities: Methodology and Perspectives*. New Delhi: Pearson Education, 2009.
2. Eagleton, Terry. "What is Literature?"
3. Klarer, Mario. *An Introduction to Literary Studies*. Special Indian Edition: Routledge, 2009.
4. Guerin, Wilfred L, et al. *A Handbook of Critical Approaches to Literature*. New Delhi: OUP, 2009.
5. Nagarajan, M.S. *English Literary Criticism and Theory*. Hyderabad: Orient Longman, 2007.
6. Holghman, William, Hugh Holman. *A Handbook to Literature*. New Delhi: Pearson Education, 2009.
7. Seldon, Ramon, et al. *A Reader's Guide to Contemporary Literary Theory*. ND: Pearson Education, 2005.
8. Bennet, Andrews, Nicholas Royale. *Introduction to Literature, Criticism and Theory*, 3rd Edn. ND: Pearson Education, 2009.
9. Barnet, Sylvan, William Cain. *A Short Guide to Writing about Literature*, 9th Edition. ND: Pearson, 2008.

Direction to Teachers

The various approaches to literature should be discussed with illustrations, where ever necessary

SEMESTER VI**CAREER RELATED FIRST DEGREE PROGRAMME 2(a) IN****ENGLISH & COMMUNICATIVE ENGLISH****Elective Course - AMERICAN LITERATURE: CG 1661.1**

No. of credits: 2

No. of instructional hours: 3 per week (Total: 54 hrs)

AIMS

1. To introduce students to American literature, life and culture
2. To broaden their aesthetic and intellectual faculties

OBJECTIVES

On completion of the course, the students should be able to

1. trace the origin and development of American literature, life and culture
2. identify what is distinctly American in American literature
3. read and appreciate American literature

COURSE OUTLINE

Module 1: Origin and development of American literature

17th and 18th centuries – Literary beginnings – development in the 19th century – the Transcendentalists – Emerson – Thoreau – Poe – Dickinson – Whitman – Hawthorne – Melville – Mark Twain – Henry James – 20th century – Post-War scene – Hemingway – Fitzgerald - Faulkner – American theatre - O'Neill – Miller – Tennessee Williams – Modern Poetry - Frost – Ezra Pound.

Module 2: Poetry

Module 3: Drama

Module 4: Short Fiction

COURSE MATERIAL

Module 1

Reading list

1. Spiller, Robert E. *The Cycle of American Literature*. Macmillan.
2. Fisher, William J. Ed. *An Anthology of American Literature*. Vols. I and II.

Module 2

Core reading [Detailed study]

Poems:

1. Edgar Allan Poe: To Helen
2. Walt Whitman: I Hear America Singing
3. Emily Dickinson: Because I could not stop for Death
4. Robert Frost: Mending Wall
5. Wallace Stevens: The Emperor of Ice- Cream

Module 3

Core reading [Detailed study]

Eugene O’Neill – *Thirst* [One Act play – available on www.theatrehistory.com/plays/thirst001.html]

Module 4

Core reading: Fiction: Hemingway: *The Old Man and the Sea* [**Non detailed study**]

SEMESTER VI

CAREER RELATED FIRST DEGREE PROGRAMME 2(a) IN

ENGLISH & COMMUNICATIVE ENGLISH

Elective Course - COMMUNICATIVE APPLICATIONS IN ENGLISH: CG 1661.2

No. of credits: 2

No. of instructional hours: 3 per week (Total: 54 hrs)

AIM

1. To help the students attain high level proficiency in all the four language skills.
2. To equip them for competitive examinations and various International English Language Tests.
3. To enhance their career prospects and employability.
4. To help them develop their personality by fine tuning their communication and presentation skills.

OBJECTIVES

On completion of the course, the students should be able to

1. use English for international communication.
2. engage in all kinds of communication activities – informal, formal/business related and academic.
3. perform well in language tests and competitive examinations.

COURSE OUTLINE

Module 1

Listening and Speaking: varieties of modern English – British, American, Indian – basic sounds – deviations in American and other varieties.

Verbal Communication: conversation – basic techniques – how to begin, interrupt, hesitate and end – how to express time, age, feelings and emotions – how to respond – using language in various contexts/situations – talking about oneself, others – attending an interview – addressing an audience – using audio-visual aids – compering – group discussion.

Non-verbal Communication: body language : postures – orientation – eye contact – facial expression – dress – posture – self concept – self image – self-esteem – attitudes.

Module 2: Reading and Writing

Skimming and scanning – writing short messages – e mails – preparing notes and reports based on visuals, graphs and diagrams – official/business related letters – preparing agenda, minutes – CV – Describing persons, places, incidents and events – short argumentative essays.

Words often confused and misused – synonyms – antonyms – idioms commonly used – corresponding American expressions.

Module 3: Writing for Specific Purposes

Scientific writing – preparation of project proposals – writing of summaries and reviews of movies and books in English/regional languages.

Module 4: Practical Sessions

Language Skills Test (Written)

Teachers could encourage the students at the following tasks:

1. Translation of short and simple passages – from Malayalam to English
2. Providing captions for photos and pictures
3. Symposium – presenting different aspects of a debatable topic.

COURSE MATERIAL

Reading list

1. Mukhopadhyay, Lina et al. *Polyskills: A Course in Communication Skills and Life Skills*. Foundation, 2012.
2. O’Conner, J. D. *Better English Pronunciation*. CUP.
3. Swan, Michael. *Practical English Usage*. OUP.
4. Driscoll, Liz. *Cambridge: Common Mistakes at Intermediate*. CUP.

Reference

Jones, Daniel. *English Pronouncing Dictionary*, 17th Edn. CUP.

SEMESTER VI**CAREER RELATED FIRST DEGREE PROGRAMME 2(a) IN
ENGLISH & COMMUNICATIVE ENGLISH****Vocational Course IX – TECHNICAL ENGLISH: CG 1671****No. of credits: 3****No. of instructional hours: 3 per week (Total: 54 hrs)****COURSE OBJECTIVES:**

- To introduce learners to Language Skills in all technical and industrial specialisations
- To develop non-verbal and verbal skills in Technical English
- To enable learners to meet their professional needs like effective inter-personal skills
- To develop strategies and tactics that scientists, engineers, and others will need in order to communicate successfully on the job

COURSE OUTLINE**MODULE 1**

- Technical Vocabulary - meanings in context; vocabulary for describing machines/gadgets; procedure & processes; engineering/scientific terminology
- Reading comprehension exercises with analytical questions on content – Evaluation of content

MODULE 2

- Communicating in the Technical Workplace: discussions of processes; technical problems & solutions; safety instructions
- Principles for collection of empirical data; research tools-questionnaire; sample
- Procedural Instructions: a set of operating procedures for a piece of technical equipment

MODULE 3

- Designing Documents: entering information in tabular form; Writing analytical paragraphs
- Writing general and safety instructions – Preparing checklists – Writing e-mail messages.
- Writing different types of reports like industrial accident report and survey report

MODULE 4

- Technical writing : writing extended definitions – Writing descriptions of processes – Writing paragraphs based on discussions – Writing paragraphs describing the future
- Technical Solution Proposal: a technological or scientific solution
- Technical White Paper: a short technical white paper that explains a technical process to a novice in the field who is thinking of investing in a business related to technology presented in the white paper.

COURSE MATERIAL**Reference:**

Alred, Gerald J., Charles T. Brusaw, and Walter Oliu. Handbook of Technical Writing. 6th ed. Boston: Bedford/St. Martin's, 2000.

Dhanavel S.P., English and Communication skills for students of science and Engineering, Orient Black Swan, Chennai, 2011.

Krishna Mohan and Meera Banerjee, 'Developing Communication Skills', Macmillan India Ltd., (Reprinted 1994 – 2007).

Morgan, David and Nicholas Regan. Take-Off: Technical English for Engineering. Garnet Publishing Limited, 2008.

Pickett, Nell Ann, Ann A.Laster and Katherine E.Staples. Technical English: Writing, Reading and Speaking. New York: Longman, 2001.

Thorn, Michael and Alan Badrick. An Introduction to Technical English. Harlow: Prentice Hall Europe, 1993.

Rizvi, M.Ashraf. Effective Technical Communication. New Delhi: Tata McGraw-Hill Publishing Company, 2007.

SEMESTER VI

CAREER-RELATED FIRST DEGREE PROGRAMME (CBCS) - Group 2 (a)

IN ENGLISH & COMMUNICATIVE ENGLISH

Vocational Course X – BUSINESS COMMUNICATION IN ENGLISH: CG 1672

COURSE OBJECTIVES:

- To introduce learners to Language Skills in Business English
- To develop non-verbal and verbal Business communication skills
- To equip learners with high professional expertise in Business communication
- To enable learners to meet their professional needs like effective Business management and interpersonal skills.

COURSE OUTLINE

MODULE 1

- **Business English vocabulary and usage**; Describing your job; Describing your company; Vocabulary for organising meetings (minutes, secretary, chair, etc); Vocabulary for cash flow, profit and loss accountants, terminology of finance; Internet vocabulary; IT vocabulary; Marketing Lexis - brands
- **Competence in Verbal and Non-verbal Business Communication** : Business- related speeches, dialogues, discussions; Interaction with Clients/Customers; Formal/ Public speeches - informative, persuasive, ceremonial; Talking about Total Quality Management; Talking about different management structures, philosophies
- Language/Phrases for meetings; Phrases for telephoning; Phrases for greetings, introductions, partings; Lexis for hobbies, interests, family

MODULE 2

- **Inter-personal Skills**: Soft skills, Leadership qualities and Etiquettes; Social and Professional Relationships; Levels of formality; Introducing yourself, Introducing Others, Greetings, Saying Goodbye.

- Agreeing/Disagreeing; Giving opinions; Interrupting/Dealing with interruptions; Asking for clarification; Requests; Offers; Complaining & Dealing with complaints; Making arrangements
- Resolving Workplace Conflicts; Organising meetings and events; Being interviewed and interviewing; Discussing advantages and disadvantages of candidates

MODULE 3

- **Effective Business correspondence:** Writing CVs and letters of application; Writing letters of complaint, enquiry, etc.; Writing short reports.
- Business correspondence for various purposes; Survey Questionnaires; Proofreading and Editing; typical functions of negotiation: Requests, Offers, Refusal, Acceptance; emails and faxes

MODULE 4

- **Business English in real life situations:** Advertising – effectiveness and impact; Marketing strategies for brands/products; Customer care services
- Describing the culture of a business/a national culture/regional culture; Describing experiences of culture clash/misunderstanding; discussions about ideal company culture
- Effective use of modern communication technology; Language of presentations, OHP, slides, etc. Texting, Tele-conference and Video-conference.

COURSE MATERIAL

Reference

- Alred, Gerald J., Charles T. Brusaw, and Walter Oliu. *The Business Writer's Handbook*. 6th ed. New York: St. Martin's, 2000.
- Cypres, Linda. *Let's Speak Business English*. Hauppauge, NY: Barron's Educational Series, 1999.
- Geffner, Andrew P. *Business English*. Hauppauge, New York: Barron's Educational Series, 1998.
- Good, Edward C. *Mightier Than the Sword*. Charlottesville: Word Stone, Publications, 1989.
- Guffey, Mary Ellen. *Business Communication: Process and Product*. 3rd ed. Cincinnati: South-Western College Publishing, 2000.
- Jones, Leo and Richard Alexander. *New International Business English*. New York: Cambridge University Press, 1996.
- Piotrowski, Maryann V. *Effective Business Writing*. New York: Harper Collins, 1996.

SEMESTER VI**FIRST DEGREE PROGRAMME (CBCS System)****Common guidelines for Project/Dissertation****B.A. ENGLISH LANGUAGE AND LITERATURE: EN 1645 Total Instructional hours: 3/week****Credits: 4****CAREER RELATED FIRST DEGREE PROGRAMME 2(a) IN ENGLISH & COMMUNICATIVE****ENGLISH: CG 1644****Total Instructional hours: 3/week****Credits: 4****A. Guidelines for Teachers:**

1. The Project/Dissertation should be done under the direct supervision of a teacher of the department, preferably the Faculty Advisor for the sixth semester. However the work of supervising the Projects should be distributed equally among all the faculty members of the department.
2. The teaching hours allotted in the sixth semester for the Project/Dissertation [i.e., 3 hours/week] is to be used to make the students familiar with Research Methodology and Project writing.
3. A maximum of five students will work as a group and submit their project as a [single] copy for the group. The members of a group shall be identified by the supervising teacher. Subsequently each group will submit a project/dissertation and face the viva individually/separately.
4. The list containing the groups and its members should be finalized at the beginning of the sixth semester.
5. Students should identify their topics from the list provided in consultation with the supervising teacher or the Faculty Advisor of the class [Semester 6] as the case may be. The group will then collectively work on the topic selected.
6. Credit will be given to original contributions. So students should not copy from other projects.
7. There will be an external evaluation of the project by an External examiner appointed by the University. This will be followed by a viva voce, which will be conducted at the respective college jointly by the external examiner who valued the projects/dissertations and an internal examiner. All the members within the group will have to be present for the viva voce. The grades obtained [for external evaluation and viva voce] will be the grade for the project/dissertation for each student within that group.
8. The Project/Dissertation must be between 20 and 25 pages. The maximum and minimum limits are to be strictly observed.
9. A Works Cited page must be submitted at the end of the Project/Dissertation.
10. There should be a one-page Preface consisting of the significance of the topic, objectives and the chapter summaries.
11. Two copies have to be submitted at the department by each group. One copy will be forwarded to the University for valuation and the second copy is to be retained at the department.

B. General guidelines for the preparation of the Project:

- Paper must of A4 size only.
- One side Laser Printing.
- Line Spacing: double.
- Printing Margin: 1.5 inch left margin and 1 inch margin on the remaining three sides.

- Font: Times New Roman only.
- Font size: Main title -14/15 BOLD & matter - 12 normal.
- The project need be spiral-bound only.
- Paragraphs and line spacing: double space between lines [MLA format].
- Double space between paragraphs. No additional space between paragraphs.
- Start new Chapter on a new page.
- Chapter headings (bold/centred) must be identical as shown:

Chapter One

Introduction

- Sequence of pages in the Project/Dissertation:
 - i. Cover Page.
 - ii. First Page.
 - iii. Acknowledgement, with name & signature of student.
 - iv. Certificate (to be signed by the Head of the Dept and the Supervising Teacher).
 - v. Contents page with details of Chapter Number, Chapter Heading & Page Numbers.
- Specimen copies for (i), (ii), (iv) and (v) will be sent to the colleges.
- Chapter divisions: Total three chapters.

Preface

Chapter One: Introduction - 5 pages

Chapter Two: Core chapter - 15 pages

Chapter Three: Conclusion - 5 pages.

Works Cited

[Numbering of pages to be done continuously from Chapter One onwards, on the top right hand corner]

C. Specific guidelines for preparation of Project:

1. Only the Title of the Project Report, Year and Programme/Subject should be furnished on the cover page of the University copy of the Project. The identity of the College should not be mentioned on the cover page.
2. Details like Names of the Candidates, Candidates' Codes, Course Code, Title of Programme, Name of College, Title of Dissertation, etc should be furnished only on the first page.
3. Identity of the Candidate/College should not be revealed in any of the inner pages.
4. The pages containing the Certificate, Declaration and Acknowledgement are not to be included in the copy forwarded to the University.
5. The Preface should come immediately before the Introductory Chapter and must be included in all the copies.

D. Selection of Topics:

Students are permitted to choose from any one of the following areas/topics. Selection of topics/areas have to be finalized in the course of the first week of the final semester itself with the prior concurrence of the Faculty Advisor / Supervisor:

1. Post-1945 literature. This must not include the prescribed work/film coming under Core study. [Works/ films other than the prescribed ones can be taken for study]
2. Analysis of a film script.
3. Analysis of advertisement writing [limited to print ads]. Study should focus on the language aspect or be analyzed from a theoretical perspective [up to a maximum of 10 numbers].
4. Analysis of news from any of these news stations/channels: AIR, Doordarshan, NDTV, Headlines Today, Times Now, BBC, and CNN. [news from 5 consecutive days highlighting local, regional, national, international, sports, etc]
5. Celebrity Interview: from film, politics, sports and writers [Only one area or one personality to be selected].
6. Studies on individual celebrities in the fields of arts and literature. Example: a Nobel Prize winner, a dancer/singer/musician/film star, etc, of repute [Only one personality to be selected].
7. Studies based on any 5 newspaper editorials or articles by leading international or national columnists like Thomas Friedman, Paul Krugman, Anees Jung, etc.
8. Compilation and translation of any 5 folk stories of the region.
9. Analysis of the language used in email and sms. The study should focus on the language aspect used in such modes of messaging, limiting to 10 pieces of email/sms. [Reference: David Crystal *Txtng: the GR8 Dbt*. OUP, 2008]
10. Studies on popular folk art forms like Koodiyattam, Theyyam, Pulikali, Chakyar Koothu, Nangyar Koothu, Kalaripayattu, Kathakali, Mohiniyattam, Maargamkali, Oppanna, etc. [Only one art form to be selected].
11. Study on any 5 popular songs in English. Songs of popular bands like the ABBA, Boney M, Backstreet Boys, Beatles, Pink Floyd, Rolling Stones, Westlife, Boyzone, etc can be selected.
12. Study based on the life and works of one Nobel Prize winner in literature.

E. Details of Course Contents:

- (1) Academic writing: The following areas are to be made familiar to the students during the course of the 3 instructional hours/week set aside for the same in the sixth semester:
 - (a) Selecting a Topic: pages 6–7.
 - (b) Compiling a Working Bibliography: pages 31-33.
 - (c) Writing Drafts: pages 46-49.
 - (d) Plagiarism and Academic Integrity: pages 51-61.
 - (e) Mechanics of Writing: pages [Spelling & Punctuation]: pages 63-78.
 - (f) Methods of quoting texts: pages 92 – 101.
 - (g) Format of the Research Paper: pages 115-121.

Reference text: *M.L.A. Handbook* 7th edition.

- (2) Documentation of sources in the works cited page(s): Samples of different types of sources will be provided.



UNIVERSITY OF KERLA



UNDERGRADUATE PROGRAMMES
[2015 Admission onwards]

FIRST DEGREE PROGRAMMES
(CBCS System)

English Language /Foundation
Courses for BA/BSc
Programmes

University of Kerala

M.Com Degree Programme

(under Semester Pattern in the Affiliated Colleges)

w.e.f 2018 onwards

Scheme and Syllabus
(from 2018 Admission onwards)

SEMESTER I			Marks		
Code	Paper	Subject	CA	ESA	Total
CO 211	Paper1	Business Ethics and Corporate Governance	25	75	100
CO 212	Paper2	Legal Framework for Business	25	75	100
CO 213	Paper3	Research Methodology	25	75	100
CO 214	Paper4	Planning and Development Administration	25	75	100
CO 215	Paper5	Advanced Corporate Accounting and Reporting	25	75	100
Total			125	375	500

SEMESTER II			Marks		
Code	Paper	Subject	CA	ESA	Total
C0 221	Paper 1	E-Business and Cyber Laws	25	75	100
C0 222	Paper 2	Strategic Management	25	75	100
C0 223	Paper 3	Quantitative Techniques and Financial Econometrics	25	75	100
C0 224	Paper 4	International Business	25	75	100
C0 225	Paper 5	Investment Management	25	75	100
Total			125	375	500

Summer Internship

Elective - FINANCE

SEMESTER III			Marks		
Code	Paper	Subject	CA	ESA	Total
CO 231U	Paper1	Income tax Planning and Management	25	75	100
CO 232F	Paper2	Security Analysis and Portfolio Management	25	75	100
CO 233F	Paper3	International Financial Management	25	75	100
CO 234F	Paper4	Strategic Cost and Management Accounting	25	75	100
Total			100	300	400

SEMESTER IV			Marks		
Code	Paper	Subject	CA	ESA	Total
CO 241W	Paper1	Goods and Service tax & Customs Duty-Law and Practice	25	75	100
CO 242F	Paper 2	Risk Management and Derivatives	25	75	100
CO 243F	Paper 3	Accounting Standards	25	75	100
CO 244S	Paper 4	Management Optimization Techniques	25	75	100
Total			100	300	400
Project Report					100
Comprehensive Viva					100
Grand Total					2000

Elective - INFORMATION TECHNOLOGY & E-BUSINESS

SEMESTER III			Marks			Total
Code	Paper	Subject	CA	ESA		
				Written	Practical	
CO 231 E	Paper 1	Office Automation	25	50	25	100
CO 232 E	Paper 2	Internet and Web Designing	25	50	25	100
CO 233 R	Paper 3	Management of Intellectual Property Rights	25	75	-	100
CO 234 E	Paper 4	Legal Frame work for Information Technology Based Business	25	75	-	100
Total			100	300		400

SEMESTER IV			Marks			
Code	Paper	Subject	CA	ESA	Total	
				Written	Practical	
CO 241 E	Paper1	Database Management and Information Technology	25	50	25	100
CO 242 E	Paper 2	E -Banking and Business Models	25	75	-	100
CO 243 E	Paper 3	E- Commerce and Global Marketing	25	75	-	100
CO 244 S	Paper 4	Management Optimization Techniques	25	75	-	100
		Total	100	300		400
		Project Report				100
		Comprehensive Viva				100
		Grand Total				2000

Elective - INTERNATIONAL TRADE

SEMESTER III			Marks		
Code	Paper	Subject	CA	ESA	Total
CO 231 T	Paper1	Foreign Language (Any one paper)			
		CO 231.1 T Foreign Language: Arabic			
		CO 231.2 T Foreign Language: French	25	75	100
		CO 231.3 T Foreign Language : German			
CO 232 T	Paper 2	International Trade and Documentation	25	75	100
		Management of Intellectual Property			
CO 233 R	Paper 3	Rights	25	75	100
CO 234 Y	Paper 4	FOREX Management	25	75	100
		Total	100	300	400

SEMESTER IV

				Marks		
Code	Paper	Subject	CA	ESA	Total	
CO 241 Z	Paper1	Logistics and Supply Chain Management	25	75	100	
CO 242 T	Paper2	Strategic Management for MNCs	25	75	100	
CO 243 T	Paper3	Legal Framework for International Trade	25	75	100	
CO 244 S	Paper4	Management Optimization Techniques	25	75	100	
Total			100	300	400	
Project Report					100	
Comprehensive Viva					100	
Grand Total					2000	

Elective - MARKETING**SEMESTER III**

				Marks		
Code	Paper	Subject	CA	ESA	Total	
CO 231M	Paper 1	Agricultural and Rural Marketing	25	75	100	
CO 232M	Paper 2	International Marketing	25	75	100	
CO 233M	Paper 3	Marketing Research	25	75	100	
CO 234M	Paper 4	Marketing Communication	25	75	100	
Total			100	300	400	

SEMESTER IV

				Marks		
Code	Paper	Subject	CA	ESA	Total	
CO 241Z	Paper1	Logistics and Supply Chain Management	25	75	100	
CO 242M	Paper2	Industrial Marketing	25	75	100	
CO 243M	Paper3	Services Marketing	25	75	100	
CO 244S	Paper4	Management Optimization Techniques	25	75	100	
Total			100	300	400	
Project Report					100	
Comprehensive Viva					100	
Grand Total					2000	

Elective- BANKING AND INSURANCE

SEMESTER III

			Marks		
Code	Paper	Subject	CA	ESA	Total
CO 231 U	Paper 1	Income Tax Planning and Management	25	75	100
CO 232 B	Paper 2	Modern Banking	25	75	100
CO 233 B	Paper 3	Insurance Law and Practice	25	75	100
CO 234 Y	Paper 4	FOREX Management	25	75	100
Total			100	300	400

SEMESTER IV

			Marks		
Code	Paper	Subject	CA	ESA	Total
CO 241W	Paper1	Goods and Service tax & Customs Duty - Law and Practice	25	75	100
CO 242 B	Paper2	Investment Banking and Financial Services	25	75	100
CO 243 B	Paper3	Principles and Practices of Actuarial Science	25	75	100
CO 244 S	Paper4	Management Optimization Techniques	25	75	100
Total			100	300	400
					100
					100
Grand Total					2000

Subjects common for more than One Elective

SEMESTER NO	CODE	PAPER	SUBJECT	COMMONFOR THE FOLLOWING ELECTIVES
III	CO 231U	1	Income Tax Planning and Management	1. Finance 2. Banking &Insurance
III	CO 234Y	4	FOREX Management	1. International Trade 2. Banking & Insurance
III	CO 233R	3	Management of Intellectual Property Rights	1. International Trade 2. Information Technology and E Business
IV	CO 244S	4	Management Optimisation Techniques	1. Finance 2. Marketing 3. Banking and Insurance 4. Information Technology & E-Business 5. International Trade
IV	CO 241W	1	Goods and Service tax & Customs Duty- Law and Practice	1. Finance 2. Banking &Insurance
IV	CO 241Z	1	Logistics and Supply Chain Management	1. International Trade 2. Marketing

SEMESTER I

Paper 1: CO 211- BUSINESS ETHICS AND CORPORATE GOVERNANCE

Objectives:

1. To convey basic understandings on the theories of Business Ethics
2. To provide a understanding on Corporate Governance practices and the provisions of the Companies Act relating to corporate governance

Module 1: Business Ethics and Ethical Practices: Ethics – Sources- Importance - factors influencing Business Ethics – Benchmarks on code of Ethics – Ethics Committees – Training Programmes – Ethical Decision Making – Ethics in Finance - Marketing and HR (15Hrs)

Module 2: Organization Culture: Features – Building and Maintaining Organization Culture – Organizational Socialization – Managing cultural Diversity – Work Ethics – Work Culture – Quality of Work Life – Work Life Balance – areas Improving Work Life Balance – Strategies of Work Life Balance (20Hrs)

Module 3: Corporate Governance: Importance – Objectives – Basic Ingredients of Corporate Governance – Principles - Theories – Phases of development of Corporate Governance in Global and Indian Perspectives – Code of Corporate Governance – Committees on Corporate Governance (Global and Indian) (15Hrs)

Module 4: Corporate Social Responsibility : CSR under Companies Act 2013 – Scope – Relevance – Importance – Areas of CSR – Arguments for and against CSR – Ackerman’s model of CSR – SEBI – Clause 49 of listing agreement – Evaluation of Corporate Governance of a Company – Methods – Shareholder Value – EOCE, PAT, EPS, TSR, MVA, EVA and HVA - Corporate Philanthropy – Corporate Citizenship – Social Audit (25 Hrs)

Module 5: Corporate Image and Excellence : Corporate image – building corporate image – Importance – Corporate Excellence – importance – Measures to achieve corporate excellence – New initiatives on corporate excellence - Role of Chairman – Qualifications – Power – Duties and Responsibilities – Board Committees – New Directions (15Hrs)

References:

1. Laura P Hartman, Perspectives in Business Ethics, Mc Graw Hill International
2. George A Steiner and John F Steiner, Business , Government and Society, Mc Graw Hill International
3. SK Chakraborty, Ethics in Management Vedantic Perspectives, Oxford University Press
4. Subhash Sharma, Management in New Age: Western Windows – Eastern Doors, New Age International Publishing , New Delhi
5. Prof (Col.) PS Bajaj, Dr. Raj Agarwal – Business Ethics an Indian Perspectives, Biztantra2006.

SEMESTER I

Paper 2: CO 212- LEGAL FRAMEWORK FOR BUSINESS

Objectives:

1. To enable student acquire updated knowledge and develop understanding of the regulatory framework for business
2. To make students aware of opportunities available in various legal compliances so as to enable them employable.
3. To expose students in emerging trends in good governance practices including governance.

Module 1: Advanced Company Law: The Companies Act 2013: Formation and related procedures of various types of companies Procedure for inter-corporate loans, investments- guarantee and security – Registration modification and satisfaction of charge Declaration and payment of dividend Maintenance of Books of Accounts - statutory financial audit, cost audit and secretarial audit – Board meetings and procedures- **(15 Hrs)**

Module 2: Other Corporate Laws: Limited Liability Partnership Act, 2008: Concept, formation, membership, functioning and Dissolution - Conversion of LLPs into Private Limited Companies and vice versa. The insolvency and bankruptcy code,2016 - Insolvency Professionals - Liquidation Process – Insolvency and Bankruptcy Board of India. **(15Hrs)**

Module 3: Economic Laws: **a.** FDI Policy – Foreign Direct Investment in India and abroad – External Commercial Borrowing (ECB) Formalities – Establishment of Branch Office of a foreign entity in India. **b.** Foreign Trade Policy – Opportunities of commerce/finance professional in foreign trade – Procedure of import and export – Export promotion schemes and initiatives. **c.** Competition Commission of India – Compliance of competition law. **(20Hrs)**

Module 4 : Industrial and Labour laws: Overview of Industrial Policy of Govt of India and Govt of Kerala – Regulatory Mechanism under IDRA – MSME Development Act – Advantages of MSMEs and their role and significance in economic development – Central and State Schemes for MSME Promotion –Udyog Aadhar. **(20 Hrs)**

Module 5: Foreign Exchange Management Act - Features and Application- Opportunities for Indian Business -Challenges-Foreign Contribution (Regulation) Act 2010 **(20Hrs)**

References

1. Kapoor. N .D, *Business law*, Sulthan Chand andSons
2. Chandha P.R, *Business lawgajgotia*, NewDelhi
3. Garg K.C, V.K Surendran, Mahesh Sharma and Chawla R.C, *Busiess regulatory frame work*, Kalyani Publishers, NewDelhi
4. Tulsian P.C, *Business Laws*, Tata Macgraw-Hill publishing Co.Ltd, NewDelhi
5. B S Moshal, *Modern Business law*,Ane books, New Delhi
Awathar Singh, *Company Law*, Eastern LawBooks
- 6 Corporate Laws – Taxmann
- 7 Lectures on Company Law –K.S.Anantharaman
- 8 A Textbook of Company Law – PPSGogna
- 9 Limited Liability Partnerships – HitenterMehta
- 10 Beginner’s Guide to Capital Market – SEBI’s Investor Awareness Website
www.investor.sebi.gov.in
- 11 Guide to Insolvency and Bankruptcy Code 2006 –Taxmann
- 12 The Indian Partnership Act – Pollock andMulla
- 13 Economic, Labour and Industrial Laws – Sultan Chand andSons
- 14 FEMA and FDI Ready Reckoner –V.S.Datey
- 15 Export and Import Documentation and Procedures – J.Senthil Velmurugan and
S.Mahalakshmi
- 16 Competition Law in India – AbirRoy
- 17 Law of Consumer Protection –Dr.V.K.Agarwal

- 18 Anti-Money Laundering and Know Your Customer – Indian Institute of Banking and Finance(IIBF)
- 19 Intellectual Property Laws –P.Narayanan
- 20 Micro, Small and Medium Enterprises in India – IIBF
- 21 Labour and Industrial Laws –P.K.Padhi
- 22 Labour Laws –Taxmann
- 23 Compliances under Labour Laws – H.L.Kumar
- 24 Text Book on Arbitration and Conciliation with Alternate Dispute Resolution – SaharayMadhusudan
- 25 Law of Corporate Governance : Principles and Perspective –K.R.Sampath
- 26 Listing Agreement bySEBI
- 27 Journals – Chartered Secretary, Management Accountant, TheChartered Accountant, FIEO News andVyavasayakeralam
- 28 Websites -www.india.gov.in,www.mca.gov.in,www.commerce.gov.in,
www.dgft.gov.in,www.cci.gov.in,udyogaadhaar.gov.in,
www.egroups.kerala.gov.inandwww.cca.gov.in,

SEMESTER I

Paper 3: CO 213- RESEARCH METHODOLOGY

Objectives:

1. To provide an insight into the fundamentals of social science research.
2. To understand the need, significance and relevance of research and research design.
3. To acquire practical knowledge and required skills in carrying out research.

Module 1: Fundamentals of Research: Research-meaning-nature-significance-objectives-utilities-Principles of scientific research-Scientific Methods-Induction, Deduction-Qualities of a good researcher-Research Ethics. Research Methods-Types of Research-Fundamental, Applied, Policy, Exploratory, Descriptive, Predictive, Analytical, Historical; Methods of Investigation-Library, Case study, survey, Field study, Experimental, Evaluation, Action, Diagnostic, Ex-post Facto Research; Quantitative and Qualitative research. (15Hrs)

Module 2: Research Process: Research problem Identification-Identifying research gap-setting of objectives and hypotheses-identifying the variables-dependent, independent and intervening variables-Research design-steps in developing a research design-research design for descriptive, analytical, empirical and experimental research-qualities of a good research design. (15 Hrs)

Module 3: Sampling Techniques and Data Collection Methods: Probability and non-probability sampling techniques-sample size-sampling errors-sources of collection of data-Techniques and tools for data collection-Pre-testing and Pilot study (Review only). (5 Hrs)

Module 4: Statistical Estimation and Hypothesis Testing: Estimation-Qualities of a good estimation, Criteria for selecting estimation, Methods of estimation, point and interval estimation, confidence interval, determination of sample size in estimation. Testing of Hypothesis-Need and Significance of hypotheses-Formulation, Types of hypotheses-errors in testing hypotheses-type-I and Type-II errors-one tailed and Two

tailed tests-level of significance-Parametric tests-large sample and small sample tests-Z test, t-test, F-test-application of parametric tests. Non-parametric tests-Chi-square test, Sign test, Fisher-Irwin test, rank sum test, Run test, Mann-Whitney U test, Kruskal Wallis H test, Wilcoxon test, Mc Nemer test. Analysis of Variance-Meaning-Assumptions of ANOVA, Techniques of ANOVA-One way classification-Two-way classification-Setting up ANOVA table, Conditions for application and uses of ANOVA-Interpretation of analysed data. **(40 Hrs)**

Module 5 : Report writing and presentation: Research report- Types of reports- Content of report-Style of reporting-Steps in drafting reports-Qualities of a good report- Documentation-Citation-Footnotes-References-Bibliography-APA and MLA Format in writing references and Bibliography. **(15Hrs)**

References:

- 1.Krishnaswamy O.R, Research Methodology in Social Sciences
- 2.Kothari C. R, Research Methodology: Methods and Techniques
- 3.Sharma R,N & Sharma R.K ,Research Methods in Social Science
- 4.John W.Best and James V. Khan, Research in Education
- 5.Singh A.K., Tests, Measurements and Research Methods in Behavioural Sciences.

SEMESTER I

Paper 4: CO 214- PLANNING AND DEVELOPMENT ADMINISTRATION

Objectives:

1. To generate an overall insight on planning process in Indian Economy
2. To make the students aware about new planning initiatives in India

Module 1 - Structure of Indian Economy- Relevance of sectors in Indian Economy; Primary, Secondary and Tertiary Sectors-National Income-Methods of Computation-Inflation effects on Indian Economy- India's current National Income in comparison with leading economies of the world-Challenges. **(15Hrs)**

Module 2: Planning mechanism in India—Economic planning-features, types-Phases of Economic Planning-Growth and Planning Models-(Briefly mention) -State Planning Board-District Planning Board **(20Hrs)**

Module 3: Fiscal Policy-Centre-State financial relationship-Resource Allocation-Finance Commission-Development and Non Development expenditure-Preparation of budgets: Centre, State and Local Self Government-Deficit financing-Plan and Non-Plan Expenditure (Case Study: Evaluation of current Budget) **(20Hrs)**

Module 4 : Policy Initiatives in the Planning Process –Niti Aayog –Structure— Objectives –Functions-Guiding Principles -Vision Statement-Recent Policy initiatives: Make in India, Jan DhanYojana, Startup India, Swatch Bharath Abhiyan, Mudra Bank, Digital India – Future development initiatives **(20Hrs)**

Module 5: Role of State and Local Self Government-Planning initiatives in Kerala-Kerala Perspective Plan –Mission-Vision-Scope-Local Self Government –Role, Functions and Programmes **(15Hrs)**

References:

1. Agarwal A.N. and Kundanlal (1999), Economics of Development and Planning, Vikas Publishing House, NewDelhi
2. Seth.M.L. and S.P. Singh (1998), Economic Planning: Theory andPractice, S.Chand and Company Ltd., Ram Nagar, NewDelhi
3. Dhingra.I.C. and V.K.Garg (2000), Economic Development and Planning in India, Sulthan Chand Publications, NewDelhi
4. Mishra S.K. and Puri V.K (2008), 26th Edition, Indian Economy,Himalaya Publishing House Pvt. Ltd.,Mumbai-
5. Desai and Bhale Rao (1986), Economic Planning and Policy,Himalaya Publishing House,Mumbai
6. Madan Mohan Batra (1987), Planning in India: development perspective towards the 21st century, V.K. Publishing House,Mysore
7. Misra and Puri (1999), Development and Planning Theory andPractice, Himalaya Publishing House,Mumbai
8. Gerald. M. Meier, and Robert E. Baldwin,(1957) (Reprint in 1975), Economic Development- Theory, History ,Policy, Asia Publishing House,Mumbai
9. Gerald. M. Meier, James E. Rauch,(2005), Leading Issues inEconomic Development, (8th Edition) Oxford University Press,Oxford,
10. Meier .G.M. (1995), Leading Issues in Economic Development (6thedition) Oxford University Press, NewDelhi.
11. Higgins Benjamin (1963), Economic Development, Principals, Problems and Policies, Central Book Depot,Allahabad
12. Kindleberger C.P. (1977), Economic Development (III edition) McGraw Hill NewYork.
13. Adelman. I (1961), Theories of Economic Growth and Development, Stanford Universities Press,Standford.
14. Bose. A, (1975), Marxian and Post Marxian Political Economy, PenuinLondon
15. Chakrvarthy S (1982), Alternative Approaches to the Theory of Economic Growth, Oxford University Press, NewDelhi.
16. Growth. S, (1986), An Introduction to Development Economics, Allen and Unwin
17. Little IMD (1982), Economic Development : Theory Policy and International Relations, Basic Books, NewYork
18. Schumpeter J.A., (1949), The Theory of Economic Development,Harvard University Press,Cambridige.
19. Bhagavathi J and Desai, (1970), India: Planning for Industrialization,Oxford University Press,Oxford
20. Jolly. R., (1973), Third World Employment, Penguin,Oxford
21. Sen.A.K. (1962), Choice of Techniques, Basil Backwall,Oxford

SEMESTER I

Paper 5: CO 215- ADVANCED CORPORATE ACCOUNTING AND REPORTING

Objectives:

1. To acquaint the students about important accounting standards
2. To gain ability to prepare financial statements including consolidated financial statements of group companies and financial reports of various types of entities by applying relevant accounting standards.
3. To expose the students to advanced accounting issues and practices such as insurance claims, investment accounting and liquidation of companies.

Module 1: International Financial Reporting Standards (IFRS)-Introduction –Scope- An Overview of IFRS – Applicability of Accounting Standards in the preparation and presentation of Final accounts **(15 Hrs)**

Module 2: Insurance Claims and Investment Accounts--Loss of stock,--Consequential Loss—Average Clause- Investment Accounts— Cum interest—Ex-interest—Ex dividend and cum dividend—Columnar investment accounts.

(20 Hrs)

Module 3: Consolidated Financial Statement (AS 21) – Holding Companies – Definition – Preparation of Consolidated Balance Sheet – Minority Interest – Pre-acquisition or Capital Profits – Cost of Control or Goodwill – Inter- company Balance – Unrealised Inter-company profits – Revaluation of assets and liabilities – Bonus Shares – Treatment of Dividend-CrossHolding. **(20 Hrs)**

Module 4: Amalgamation - Types of Amalgamation – Calculation of Purchase-consideration- Methods of accounting for amalgamation- Inter-company investments

(20Hrs)

Module 5: Accounting for Liquidation of Companies – Preparation of Statement of Affairs – Deficiency/Surplus Account - Liquidator’s Final Statement of Account – Receiver’s Statement of Accounts. **(15Hrs)**

Theory and practical problems shall be in the ratio of 30 : 70. Practical problems shall be included for application of accounting standards also.

References:

1. Accounting Standards—Prof. IsrarShaikh and Rajesh Makkar, LexisNexis.
2. Accounting Standards—M.P. Vijayakumar, Snow White,Chennai.
3. Indian Accounting Standards—Rajkumar S Adukia, LexiNexis.
4. Indian Accounting Standards—Asish K Bhattacharjee, Tata McGrawHill.
5. Advanced Corporate Accounting—PCThulsian
6. Advanced Corporate Accounting—MC Shukla, T.S. Grewal and SCGupta
7. Advanced Financial Accounting—Dr. B.D.Agarwal
8. Advanced Accountancy—RL Gupta andRadhaswami

SEMESTER II

Paper 1: CO 221- E-BUSINESS & CYBER LAWS

Objectives:

1. To equip the students with the emerging trends in business
2. To equip the students to introduce and explore the use of information technology in all aspects of business.
3. To familiarise with the students cyber world and cyber regulations

Module - 1: E-business- Concepts – Definition – e-business vs. e-commerce - Technology – Sustainable and disruptive , - E-Business Models – Revenue model, Architectural model and Market opportunity models - E-business Design: steps, Knowledge building, capacity evaluation. **(10 Hrs)**

Module-2 : E-Marketing – Traditional Marketing – Web presence Goals – Browsing Behaviour – online Marketing – E-advertising – Internet Marketing Trends – E branding– E- marketing strategies .- modes of e-marketing - Concept and Definition of E-Retailing: Different Models of E Retailing; Model for Web based Information System in E-retailing; -EPOS System. Functions of an EPOS System, e-payment mechanism.

(20 Hrs)

Module - 3 : E- Business Technologies-Customer relationship management (CRM) - Organizing around the customer - CRM design and infrastructure - CRM Trends; Selling-chain management - Need for selling-chain management - Order acquisition process – Enterprise resource planning (ERP) – Forces influencing ERP – Implementation strategies - ERP trends; Supply chain Management - Supply-chain planning and execution - SCM issues and trends; E-procurement – Knowledge repository- Data mining – Social media platform. **(30 Hrs)**

Module – 4: Cyber Law- Introduction – Need – Evolution of Cyber Laws - Scope– Jurisdiction in cyber space – jurisdiction with respect to E-Commerce and E-governance –Indian law relating to IPR (Copy right, Trademark, Patents etc.) **(15 Hrs)**

Module – 5: Cyber Regulations- -Cybercrime investigation and surveillance – internet surveillance and privacy - issues relating to investigation, cyber forensic, relevant provisions under IT Act 2000, IPC and Evidence Act etc. Adjudication under the IT Act

– Cyber Appellate Tribunal – punishments for various cybercrimes (an overview)

(15 Hrs)

References:

1. E-business, Dr. Ravi Kalakota, Pearson Education Asia
2. E-Business (R)evolution, Daniel Amor, Pearson Education Asia
3. E-Business-2, Dr. Ravi Kalakota & Macia Robinson, Pearson Education Asia
4. E-Business and Commerce, Brahm Canzer, Dreamtech press, New Delhi
5. The E-Business book, Dayle M Smith, Viva books, New Delhi
6. E-Business essentials, Rajat Chatterjee, Global India Publication, New Delhi
7. E-Business essentials, Matt Haig, Kojan Page India Ltd
8. IT Act 2000, IT Amendment Bill 2006, IT Amendment Bill 2008

SEMESTER II

Paper 2: CO 222- STRATEGIC MANAGEMENT

Objectives:

1. To create a conceptual awareness on various strategies.
2. To familiarise students with the formulation, implementation and evaluation of strategies

Module 1: Concept of strategy- Meaning- Definition– Features of strategic management- process of strategic management- Levels of strategy –Corporate and SBU- Strategic decision making- Approaches to and process of strategic decision making- Mintzberb’s modes of strategic decision making, Strategic Intent-Developing vision and mission- setting of objectives and goals - Strategic management in international context- strategies of multinational companies with respect to case studies. **(20 Hrs)**

Module 2: Environment analysis- components of environment -environmental scanning- PESTEL analysis- Environmental Threat and Opportunity Profile (ETOP)- organisational appraisal-SWOT analysis- Industry and Competitive Analysis- competitive intelligence - Michael Porters’ industry analysis-competitive analysis- Strategic Advantage Profile--Comparative advantage and Core competence- - TOWS matrix. **(20Hrs)**

Module 3: Strategic Alternatives- Criteria and process, Corporate level strategies-Grand strategies-Generic Strategies- integration, intensive, Stability, Defensive, and Expansion- Diversification - Retrenchment strategies: sub-classification of strategies. **(15Hrs)**

Module 4: Formulation of strategies–Approaches to strategy formulation-GAP analysis- BCG matrix- Synergy-Functional strategies- Production, Marketing, Finance and HR Strategies, - Strategic choice- process and policies. **(15Hrs)**

Module 5: Implementation, Evaluation and Control- Implementation process and issues –Structural, functional and behavioural Aspects of implementation- Mc Kinsey Seven S Model – concept of blue ocean strategy,- Evaluation and control of strategies- Techniques. –Strategic audit. **(20Hrs)**

References:

1. Arthur A Thompson and AJ Stickland III, Strategic Management, New Delhi Tata McGrawHill
2. Sharma R.A, Strategic Management in Indian Companies, Deep and Deep Publications, NewDelhi.
3. Thomas L Wheelen and J. David Hunger, Concepts in Strategic Management and Business Policy, New Delhi,Pearson.
4. Subha Rao, Business Policy and Strategic Management, Himalaya Publishing House,Mumbai
5. Budhiraja, S.B. and M.B. Athreya: Cases in Strategic Management, Tata McGraw Hill, NewDelhi.
6. Michal, E Porter: The Competitive Advantage of Nations, Macmillan, NewDelhi.
7. David Fred R, Strategic Management, Prentice Hall, NewJersey

SEMESTER II

Paper 3: CO 223- QUANTITATIVE TECHNIQUES AND FINANCIAL ECONOMETRICS

Objectives:

1. To impart expert knowledge in the application of Quantitative Techniques and Business Econometrics in research.
2. To impart knowledge in the use of SPSS in processing and analysis of data.

Module 1 : Probability Theories: Introduction to probability-Certain and Impossible events-sample space-The complement of an event-Mutually exclusive events-Addition and Multiplication Rules for Probability- Independent and dependent events-Combinatorial probability-Conditional probability-Bayes Theorem/Law of total probability-Central Limit Theorem **(15 Hrs)**

Module 2: Probability Distribution: Binomial distribution-Bernoulli process, properties of binomial distribution, mean and standard deviation of binomial distribution-utility of binomial distribution-fitting of binomial distribution. Poisson distribution- meaning and properties of Poisson distribution, utility of Poisson distribution, fitting of Poisson distribution. Normal distribution-normal curve-properties of normal distribution, utility of normal distribution,- normal approximation to binomial distribution-normal approximation to Poisson distribution. Other probability distribution- beta distribution-exponential distribution. **(15Hrs)**

Module 3: Introduction to Financial Econometrics: Econometrics-Meaning, Methodology, Types; Econometric Models – Steps in modeling -Specification – Estimation and Validation Types of Economic Data – Time Series, Cross Sectional and Panel - Model Specification test – Ramsey Reset Test – Basic Understanding of Breakpoint- Least Square Estimates – Assumptions – Best Linear Unbiased Estimate (BLUE)– Spherical Errors–White Noise **(15Hrs)**

Module 4: Univariate and Multivariate Analysis(Basic concepts and simple problems only) Ordinary Least Squares (OLS) – Simple and Multiple Regression – Predictors and Predict and Normality of Distributions – Normality Test using descriptive statistics – Jarque- Bera statistic Stationary series- Level- First and second order differencing – Unit Root test – Augmented Dickey Fuller test -Linear Relationship of Variables – Correlation- Regression Results analysis – Individual Coefficient tests – t statistics and p values, Joint test – fit of goodness of model tests -R-squared, Adjusted R-squared, F statistics and p value, Serial correlation- Durbin Watson statistics-Basic difference between Multi-variate and Multiple regression. Multi collinearity - Coefficient Diagnostics – Variance Inflation Factor- Residual diagnostics – Correlogram Q Statistics, Correlogram of square Residuals, Histogram Normality, Heteroskedasticity.

(25 Hrs)

Module 5: Processing and Analysis of Data using SPSS: Introduction to SPSS- Features, Creating files and data entry, Preparation of frequency tables and graphs. Steps in data processing-checking, editing, coding, classification. Analysis of data-statistical tools, univariate, bivariate and multivariate-Measures of central tendency, dispersion, correlation, regression, t-test, Chi-square test, factor analysis and ANOVA.(20 Hrs)

References:

1. Fundamentals of Statistics for Business and Economics-V.K.Kapoor, Sultan Chand and Sons, New Delhi.
2. Statistics for Management-Levine, Pearson Education Asia.
3. Basic Econometrics (5th Ed), Damodar N Gujarati, Dawn C Porter and Sangeetha Gunasekhar, New Graw Hill Education (India) Edition 2012, ISBN: 978-0-07-133345-0 (13 digits) or 0-07-133345-2 (10 digits)
4. Analysis of Financial Time series (3rd Ed), Ruey S. Tsay, Wiley India Pvt Ltd, 4435-36/7, Ansari Road, Dharyaganj, New Delhi 110002, ISBN: 978-81-265-4893-4
5. Using Econometrics (6th Ed), A. H . Studenmund, Pearson, Education Limited, Indian edition published by Dorling Kindersley India Pvt Ltd, copyright © 2014 ISBN: 978-93-325-3648-7 First Impression 2015

6. Applied Econometrics (3rd Ed), Dimitrios Asteriou and Stephen G. Hall, Palgrave 2016, ISBN:978-1-137-41546-2
7. Mutivariate Data Analysis (7th Ed), Joseph F. Hair (jr), William C. Black, Barry J. Babin and Rolph E. Anderson, Pearson, Education Limited, Indian edition published by Dorling Kindersley India Pvt Ltd, copyright © 2015 ISBN: 978-93-325-3650-0 Fourth Impression2016.
8. SPSS in simple steps-Kiran Pandya Smruti Bulsari Sanjay Sinha Dream techPress.
9. A Handbook of Statistical Analyses Using SPSS-Sabine Landau, Brain. S. Everitt-Chapman andHall/CRC.

SEMESTER II

Paper 4: CO 224 - INTERNATIONAL BUSINESS

Objective:

- To introduce the concept of international business and to create awareness on the changes in the international business arena

Module 1: International Business -Meaning, Nature, scope and importance- Stages of internationalization of business-Methods of entry into foreign markets: Licensing- Franchising- Joint Ventures-Strategic Alliances- Subsidiaries and Acquisitions (Discuss case studies relating to subsidiaries and acquisitions)-Framework for analyzing international business environment- Domestic -Foreign and Global Environment-Recent Developments in International Business. **(20Hrs)**

Module 2: Theoretical Foundations of IB: Theory of Mercantilism- Theory of Absolute and Comparative Cost Advantage-Haberler's Theory of Opportunity Cost- Heckscher-Ohlin Theory- Market Imperfections Approach-Product Life Cycle Approach(Discuss case studies)- Transaction Cost approach-Dunning's Eclectic Theory of International Production **(20 Hrs)**

Module 3: Legal framework of International Business: Nature and complexities: Code and common laws and their implications to business-International Business contract- legal provisions, Payment terms. **(10Hrs)**

Module 4: Multi-Lateral Agreements & Institutions: Economic Integration – Forms: Free Trade Area, Customs Union, Common Market and Economic Union-Regional Blocks: Developed and Developing Countries- NAFTA- EU-SAARC, ASEAN-BRICS- OPEC-Promotional role played by IMF-World Bank & its affiliates- IFC, MIGA and ICSID-ADB-Regulatory role played by WTO&UNCTAD. **(25Hrs)**

Module 5: Multinational Companies (MNCs) and Host Countries: MNCs – Nature and characteristics- Decision Making-Intra Firm Trade and Transfer Pricing – Technology Transfer- Employment and labour relations- Management Practices- Host Country Government Policies-International Business and Developing countries: Motives of MNC operations in Developing Countries (Discuss case studies)-Challenges posed by MNCs

(15 Hrs)

References:

1. Charles W.L. Hill, Global Business Today- University of Washington.
2. Charles W.L. Hill, International Business: Competing in the Global Market Place- Mc Graw Hill, New York.
3. Charles W. L. Hill, Chow How Wee & Krishna Udayasankar, International Business: An Asian Perspective- Mc Graw Hill, New York.
4. Donald Ball, Michael Geringer, Michael Minor & Jeanne McNett, International Business: The Challenge of Global Competition- Mc Graw Hill, New York.
5. Alan M Rugman & Simon Collinson, International Business: Pearson Education, Singapore.
6. Paul R. Krugman & Maurice International Economics: Theory and Policy - Obstfeld Pearson Education Singapore
7. John Daniels, Lee Radebaugh, Daniel Sullivan, International Business: Environments & Operations- Prentice Hall, New Delhi.
8. Sumati Varma, International Business. Ane Books Pvt Ltd, New Delhi, 2011.
9. P. Subba Rao, International Business: Text and Cases- Himalaya Publishing House Pvt. Ltd. Mumbai.
10. Francis Cherunilam, International Business: Text and Cases- PHI Learning Pvt. Ltd. New Delhi.
11. V.K. Bhalla, - S. Chand & Company Pvt. Ltd. New Delhi. International Business
12. K. Aswathappa, International Business Tata McGraw Hill Publishing Company Limited. New Delhi.

SEMESTER II

Paper 5: CO 225- INVESTMENT MANAGEMENT

Objectives:

1. To provide a general understanding about investment avenues and personal finance.
2. To give a broader understanding about behavioural finance and how it equip to decide personal investment.

Module1: Investment

- a. **Conceptual Background To Investment:** Meaning & Definition Of Investment – Dimensions Of Investment – Economic, Physical & Financial Investment – Corporate Vs Personal Investment – Investment Objectives – Process Of Investment – Factors Affecting Investment - Investment, Speculation & Gambling.
- b. **Investment Avenues:** Security & Non-Security Form – Fixed Income Investment – Variable Income Investment – Direct & Indirect Investment – Mortgage – Reverse Mortgage – Securitisation Of Assets/Debts – Real Estate Investment – REI Valuation – Real Estate Investment Regulatory Authorities – SEBI Guidelines on REIT – Money Market Instruments (Repos & Tbs) – Capital Market Instruments (Equity, Debts & Hybrid) – Investment In Banks, Insurance Companies, Post Offices, Etc - Investment in Gold : Physical gold - Gold ETFs - Sovereign Gold Bond - Relative advantages and limitations.

(20 Hrs)

Module 2 : Principles of Financial Markets and Interest Rates: Principles of Financial Market – Online Trading – Depository System – Interest Rates – Nominal and Real Rates – Base Rate – LIBOR/LIBID etc – Term Structure Theories – Interdependence of Markets and Interest Rates.

(16 Hrs)

Module 3: Personal Finance: Meaning – Components of Personal Finance – Levels

of Personal Finance (Basic, Advanced, & Application) – Financial Literacy – Personal Finance Principles – Personal Finance Planning – Essentials of Asset Planning – Insurance Planning – Investment Planning – Retirement Planning – Estate Planning – Tax Planning. **(20Hrs)**

Module 4: Behavioural Finance : Investment Deciding Cycle – Judgment Under Uncertainty – Utility Preference – Expected Utility Theory – Information Screening – Biases – Information Processing – Bayesian Decision Making – Heuristic And Cognitive Biases – Forecasting Biases – Group Behaviour – Conformism – Hedging – Cornering – Investment Styles And Behavioural Pricing – Insider Trading – Circular Trading – Price Rigging. **(18Hrs)**

Module 5: Financial Modeling Using Spreadsheet: Introduction To Modeling – Introduction To Spread Sheet – Database Framing – Creating Charts -Understanding Finance Function In Spread Sheet – Creating Model – Valuation – DCF Techniques.(Practicals) **(16Hrs)**

References:

1. Bhalla VK, Investment Management, S Chand & Co.
2. Bodie, Kane, Marcus, and Mohanty, Investment, TMH
3. Prasanna Chandra, Investment Analysis and Portfolio Management, TMH
4. Punithavathy Pandian, Security Analysis and Portfolio Management, Vikas Publications
5. Reghunathan, Investment Analysis and Portfolio Management, Pearson Education
6. Dhanesh Kumar Khatri, Security Analysis and Portfolio Management, Trinity Press
7. Sidney Cottle, Roger F Murray & Frank E Block, Security Analysis, TMH
8. Stephen H Penman, Financial Statement Analysis and Security Valuation, TMH
9. Preeti Singh, Investment Management: Security Analysis & Portfolio Management, HPH

Elective: FINANCE

SEMESTER III

Paper 1: CO 231U -INCOME TAX PLANNING AND MANAGEMENT

Objectives:

1. To impart deep knowledge about the latest provisions of Income Tax Act
2. To develop application and analytical skill of the provisions of Income Tax Law for Income Tax planning and Management.

Expected input

Basic knowledge and understanding about the fundamental concepts and computation of tax and Assessment procedure from B.Com.

Expected outcome

Students will get expert knowledge regarding the legitimate way of Tax Planning and Management under different Financial and managerial decisions after considering the impact of Direct Tax Laws.

Teaching Hours:108

No. of Modules: 6

Module 1: Overview of Income Tax law-Computation of Tax an Overview -Individual, Company ,Firm –Accounting Standards relating to Tax-Tax Information **(10 Hrs)**

Module 2: Tax planning and Management:- Meaning - Tax planning, Tax Evasion, Tax avoidance, Tax management – Differences- Nature and Scope of Tax Planning-Precautions in Tax Planning- Need for Tax Planning-Limitations- Tax Audit- Tax Planning in relation to Heads of Income -Concept of TDS/TCS -Advance payment-Computation- -Rebate 87A,88 – Relief u/s 89 , 90,91.Black Money Act 2005-Introduction-Features- Highlights-Importance. **(15Hrs)**

Module 3: Tax Planning And Management For Individuals:- Tax Incidence on Individuals- Significance-Taxable Income- hints for Tax Planning and Management- Impact of Tax on Financial Decisions-Alternative Minimum Tax (AMT)- Tax Planning For Employer and Employee-Documentation and Filing of Return- E-Filing- Tax Credit-TRACES- Refund-Appeal-Tax Return Preparators (TRP)- Procedures and rules- Settlement commission-Advance Ruling **(16 Hrs)**

Module 4:Tax Planning For Firm, Association of Person and Body of Individuals:- Tax incidence on Firm/AOP/BOI- Impact of Tax liability on Firm –Significance of Tax Planning- LLP-Sec: 184 & 185- Inter-transaction between partners and Firm – impact of Tax on Change in Constitution of Firm- Conversion Of Firm in to Company – Conditions Of 40(b) – Carry forward and Set off in case of Change in Constitution of Firm – Filing of Return-Appeal- Refund- Hints for Tax planning for Firm, AOP and BOI. (**22Hrs**)

Module 5: Tax Planning and Management for Company:- Types of Companies- Domestic and Foreign- Tax incidence on Companies- Impact of Income Tax on Corporate Decisions – Tax Planning and Management in Corporate Decisions – MAT Provisions- Computation-Application of IT in Tax Planning –Tax Planning For New Business- Tax Planning on Venture capital Companies – Tax Planning on Financial and Investment decisions – Capital structure-Dividend and Deemed Dividend- Dividend Distribution Tax-Bonus Shares- Make or buy – own or Lease – Repair or Replace- Employee Remuneration – Setting up of new business – Location Aspects – Amalgamation or Demerger – Filing of Return – E-Filing- Refund- Appeal- Methods and procedures – Annual Return for TDS and TCS – Hints for Tax Planning and Management. **(25Hrs)**

Module 6: International Taxation- Basic Concepts – Double Taxation Relief – Computation – DTAA – GAAR – Advance Ruling- Transfer pricing – transfer Pricing Law in India- Concepts of Arms length price – advance Pricing Agreement- Taxation of E-Commerce Transaction –Filing of Return- International Settlement Commission – Methods and Procedures. **(20Hrs)**

NB: i) Some case studies involving the learning

ii) Necessary inputs from B.Com Programme

References:

Books

1. Singhanian. V.K: Direct Tax planning and Management, Taxman,N.Delhi.
2. Singhanian.V.K: Direct Taxes Laws and Practices,Taxman, N.Delhi
3. E.A.Srinivas: Corporate Tax Planning;Tata Mc-GrawHill
4. Mehrithra HC: Direct Tax Planning
5. Kushal Kumar Agrawal: Direct Tax Planning and Management; Atlantic Publishers
6. Bhagavath Prasad: Direct Tax Law andPractice
7. LakhotiaR.N: Corporate TaxPlanning
8. CA G.Sekar: professional guide to TaxAudit

Journals and Circulars

1. Chartered Accountant Today- Tax man for CurrentReading
2. Circulars issued byCBDT
3. Journal CharteredAccountant
4. Black Money Act 2005 (Bare Act-mainprovisions)

SEMESTER III

Paper 2: CO 232F- SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Objectives:

1. To provide a comprehensive understanding on the principles of security analysis and develop the skill in portfolio management.
2. Equip the students to value the real worth of securities.

Module 1: Fundamental Analysis: Sources of Investment Information - Intrinsic Value – Dimensions of Fundamental Analysis – Analysis of Economy-wide Factors (Study of Economic Aggregates, Classification of Factors into indicators, Forecasting about the Economy & Conclusion of Economic Analysis) – Analysis of Industry-wide Factors (Study of Industry Life Cycle, Study of Qualitative & Quantitative Factors & Conclusion) – Analysis of Company-wide Factors (Financial Performance Analysis, Analysis of Qualitative Parameters, & Conclusion) – Estimation of Intrinsic Value – End Result of Fundamental Analysis. (10Hrs)

Module 2: Technical Analysis: Premises of Technical Analysis – Type of Charts – Tools of Technical Analysis – Prediction of Overall Market Trends (Dow Jones Theory, Elliot Wave Theory, Advance Decline Index, & Client Account Position) – Prediction of Individual Share Trends (Moving Average Analysis, Oscillators-MACD, ROC & RSI-Chart Patterns) – Confirmation through Traded Volume – Efficient Market – Efficiency of Indian Stock Market – Efficient Market Hypothesis Basics of EMH – Forms of Market Efficiency (Weak Form, Semi-Strong Form, & Strong Form)– Test of Market Efficiency –RUN Test. (20Hrs)

Module 3: Valuation of Securities: Concept and Factors Affecting Valuation - Yield-Holding Period Return (HPR) – Yield Till Maturity (YTM) - Return & Risk – Risk-free Return & Risk Premium – Valuation of Fixed Income Securities – Valuation of Debenture/Bond – Valuation Mechanism (Valuation of Redeemable Debenture,

Valuation of Deep Discount Debenture/Bond, Valuation of Non-redeemable Debenture, & Valuation of Convertible Debenture) – Valuation of Preference Shares – Valuation of Equity Shares (Dividend Capitalisation/Constant Growth Model, Multi-Stage Growth/Super Normal Growth in Dividend, & Price-Earnings Ratio Model) – (Illustrations) **(20Hrs)**

Module 4: Portfolio Management: Meaning of Portfolio – Notions/Principles (Notion of Diversification & Notion of Negative Correlation) – Measurement of Return of Individual Securities & Portfolio (Historical Return/Ex-Post Returns and Expected Return/Ex-Ante Returns)– Measurement of Risk (Systematic & Non-Systematic) of Individual Securities & Portfolio- Concept of Beta–Portfolio Theories/Approaches (Traditional Portfolio Theory & Modern Portfolio Theory)–Portfolio Construction under Traditional Approach – Features of Traditional Approach & Portfolio Management Process.(Illustrations) **(18Hrs)**

Module 5: Modern Portfolio Theory: Principles of MPT – Concept of Efficient Portfolio, Efficient Frontier, Market Portfolio, & Managed Portfolio – Characteristics Line – Markowitz Portfolio Theory/Mean – Variance Criterion of Markowitz – Assumptions – Markowitz Portfolio Construction Process – Markowitz Portfolio Selection using Utility Curve – Sharpe’s Single Index Model – Construction of Efficient Portfolio – Capital Assets Pricing Model (CAPM) – Concept of Risk-free Assets and Risky Assets – Assumptions of CAPM – Concepts of Lending & Borrowing in Construction of Portfolio – Application of CAPM (CML & SML) – Factor Model – Fama French Three Factor Model - Arbitrage Pricing Theory (APT)–(Illustrations) **(20 Hrs)**

Module 6: Portfolio Revision and Evaluation: Portfolio Revision – Need – Factors Affecting Portfolio Revision – Revision Strategy (Active Revision Strategy & Passive Revision Strategy) – Index Portfolio – Tracking – Formula Plans – Constant Rupee Value Plan – Constant Ratio Plan – Variable Ratio Plan – Rupee Cost Averaging – Merits & Demerits of Portfolio Revision–Portfolio Performance Evaluation – Need–Benchmarks,SharpeRewardtoVariabilityRatio–TrenorRewardtoVolatility

Ratio – Jensen’s Performance Index – Fama’s Decomposition Model. (Illustrations)
(20 Hrs)

References:

1. Bhalla V K, Fundamentals of Investment Management, S Chand &Co.
2. Donald E Fisher and Ronald E Jordan, Security Analysis and Portfolio Management, PearsonEdn.
3. Kevin S, Security Analysis and Portfolio Management, PHI
4. Prasanna Chandra, Investment Analysis and Portfolio Management, TMH
5. Punithavathy Pandian, Security Analysis and Portfolio Management, Vikas Publications
6. Reghunathan, Investment Analysis and Portfolio Management, Pearson Education
7. Dhanesh Kumar Khatri, Security Analysis and Portfolio Management, Trinity Press
8. Sidney Cottle, Roger F Murray & Frank E Block, Security Analysis, TMH
9. Stephen H Penman, Financial Statement Analysis and Security Valuation, TMH
10. Preeti Singh, Investment Management: Security Analysis & Portfolio Management, HPH

SEMESTER III
Paper 3: CO 233 F- INTERNATIONAL FINANCIAL
MANAGEMENT

Objectives:

- To familiarise the students with the international financial markets and instruments.
- To convey an understanding about foreign exchange risk management

Module 1: International Financial Management- Meaning and Scope of international financial management- Financial Management of MNCs-Components of global financial markets -Recent trends in global financial markets. **(13Hrs)**

Module 2 : Foreign Exchange Market- Exchange Rate Mechanism-Exchange Rate theories -Gold Standard-Bretton Woods System -Fixed Parity System-Floating Rate System- Independent Float and Managed Float-Currency Pegging: Pegging to single Currency -Pegging to basket of Currencies - Pegging to SDRs (Special Drawing Rights) convertibility of Indian rupee-Balance of Payment and Exchange rate. **(25 Hrs)**

Module 3: Foreign Exchange Risk Management-Markets for Foreign Exchange and Derivatives, Market for Currency Futures, Currency Options and SWAPS –Risk management computation--Challenges **(15 Hrs)**

Module 4: International Financial Instruments- Equity instruments -ADR-GDR-IDR- Debt instruments -Foreign Bonds, Euro Bonds, Global Bonds, Convertible Bonds- Floating Rate Notes - Quasi instruments –Euro Notes- - Financial Swaps-Parallel loans and Back to back loans **(20Hrs)**

Module 5: Foreign Direct Investment-Meaning-Types-Theories of Foreign Direct Investment--Current issues in Foreign Direct Investment –FDI in India- Opening up of

various sectors-Foreign Institutional Investors(FIIs) –Role of FIIs (20Hrs)

Module 6: International Investment Decisions -- Appraisal of Foreign and Domestic Projects -Risks involved in International Investment Decisions-currency risk-political risk-inflation risk-country risk (15 Hrs)

References:

1. Ian H. Giddy, 'Global Financial Markets' AITBS
2. Kirt C. Butler, 'Multinational Finance' Thomson southwestern
3. Thummuluri Siddaiah, 'International Financial Management', Pearson Education, New Delhi, 2010
4. S. Kevin, 'Fundamentals of International Financial Management', Prentice Hall of India, New Delhi., 2016
5. Gurusamy S, 'Global Financial Institutions', Vijay Nicole and Tata McGrawHill
6. Reid W. Click and Coval, 'International Financial Management' Prentice Hall India
7. Rite M Rodriguez, "International Financial Management", E Eugene Carter Prentice Hall, New Delhi
8. Alan C Shapiro, "Multinational Financial Management", Allyn and PaconIoc, Boston
9. Adrin. Buckley, "Multinational Finance", Hcrit, New Delhi
10. Madura, Jeff, "International Financial Management, West Publishing Company.
11. Apte P.G. International Financial Management, Tata McGraw Hill, New Delhi
12. Machiraju H R, International Financial Markets in India, New age international Publishers, New Delhi

SEMESTER III

Paper 4: CO 234F- STRATEGIC COST AND MANAGEMENT ACCOUNTING

Objectives:

- (i) To comprehend and familiarize the established techniques, methods and practices in Strategic Cost and Management Accounting to the students.
- (ii) To introduce the evolving Strategic approaches and techniques in Cost and Management field and to developed industrial behaviour among the students in the emerging business areas.

Module 1: Marginal Costing Techniques for Decision Making – Meaning of marginal cost and marginal costing. Role of Marginal costing in decision making-fixation of selling price, Accepting additional orders, Quotations, Make or buy decisions, Key Factor Analysis, Own or Lease, Sell or further process, Closing down or suspending activities.

(15Hrs)

Module 2 : Process Costing Application - Features of Process Costing and its applications in different situations- Inter process profits, Work-in-Progress, Accounting for Equivalent Production and its procedure under different cases namely- (a)When there is only closing work-in-progress with no process losses. (b)When there is only closing work-in-progress with process losses (c) When there is opening as well as closing Work in Progress with no process loss.

(20Hrs)

Module 3 : Standard Costing and Variance Analysis- (a)Material Variance, Material cost variance, Material price variance, Material usage variance, Material Mix Variance, Material Yield Variance, (b) Labour Variance-Labour cost variance, Labour Efficiency variance, Labour Idle time variance, Labour Mix Variance, Labour Yield Variance,(c) Overhead Variance- Fixed overhead variance, Variable overhead variance, Volume Variance, Expenditure variance, Capacity variance, Calendar Variance, Efficiency Variance (d)Sales Value Variance-Total Sales Variance, Sales price variance, Sales Volume Variance, Sales Mix Variance, Sales Quantity Variance. Sales-Margin

variance. (e) Reconciliation of Budgeted Cost and Revenue with the help of Variances.

(25Hrs)

Module 4 : Transfer Pricing Applications- Concept, Measurement of Divisional performance, Alternative Transfer pricing methods-Market based Transfer pricing, Marginal cost Transfer pricing, Full cost Transfer pricing, Cost plus mark up Transfer pricing, Negotiable Transfer Pricing, Marginal cost and Opportunity cost Transfer pricing, International Transfer pricing.

(10Hrs)

Module 5 : Strategic cost & Management Accounting- Cost Accounting Standards, Importance of Cost Accounting Standards, Revenue Management Concept- (Importance to Production Channel and Customer Profitability Analysis). Enterprise Performance Management (EPM) - Concept, meaning and importance, Application of EPM in Cost and Management Accounting. Strategic Concepts and Applications in Cost and Management Accounting(a)Concept of Better Decision,(b)Business Intelligence, (c) Strategic map, (d) Driver Caused Budgeting. : Customer Relationship Management (CRM) - Concept, Meaning Importance. CRM Practices in Cost and Management Accounting (a) Predictive Accounting (Importance to Decision Making), (b) Trend Analysis, (c) Decision Support System, (d) Cost Planning, (e) Economic Analysis (Concepts, Tools and Applications), (f) Sunk Cost, (g) Life cycle Cost, (Theory only)

(28 Hrs)

Module 6 : Business Analysis Embedded in Enterprise Performance Management- (a) Optimisation Techniques, (b) Predictive Methods, (c) Statistical and Operational Analysis.(Basic Practical Problems only). Behavioral Cost management- (a) Skill Development, (b) Tech-production, (c) Bench marking, (d) Enterprise resource Planning (ERP), (Advanced Concepts Only).

(10Hrs)

References :

1. Advanced Cost and Management Accounting SP Jain, KL Narang, Simmi Agrawal, Kalyani Publishers, NewDelhi.
2. Prasad.N.K. Advanced Cost Accounting, Book syndicate Pvt. Ltd,Kolkata
3. Khan.M.Y. and Jain P.K. Advanced Cost Accounting, Tata McGraw Hill Publishing Co.Ltd.NewDelhi.
4. Arora M.N. Principles and Practices of Cost Accounting-Vikas Publishing House New Delhi
5. Maheswari SN. Cost and Management Accounting, Sultan Chand and Sons,NewDelhi.
6. Thulsian.PC. Practical Costing, Vikas Publishing House NewDelhi
7. Colin Drury, Management and Cost Accounting, Cengage Learning India Pvt .Ltd, New Delhi.
8. Horngren, Foster and Datar, Cost Accounting A Managerial Emphasis, Prentice Hall of India Pvt.Ltd, NewDelhi

SEMESTER IV

Paper 1: CO 241W- GOODS AND SERVICE TAX & CUSTOMS DUTY- LAW AND PRACTICE

Objectives:

1. To gain expert knowledge of the principles and law relating to Goods and Service Tax and Customs Act.
2. To impart skill in applying and analysing the provisions of Goods and Service Tax Act and Customs Act in handling practical situations.

Module 1: Introduction: Meaning and Definition of Indirect Taxes-Nature-Scope-Constitutional provisions-Advantages-Disadvantages-Difference between Direct and Indirect Taxes- Types-Milestones in the history of Indirect Taxation in India. **(10 Hrs)**

Module 2: Basic Provisions of GST: Introduction-Meaning-Features-Historical backdrop of Goods and Service Tax-Major Indirect Taxes merged in to Goods and Service Tax-Benefits of GST-Economy, Industry and trade, tax payers-Types of GST-CGST-IGST-SGST- UTGST Schedules-Rate of GST- Kerala GST Provisions. **(20 Hrs)**

Module 3: Main Provisions of GST - Main Provisions: Provisions r- Compensation(GST)Law-Definitions of important terms-Levy of Tax-Collection-elating to Place, Time and Value of Supply-Different meaning of supply- Composite Supply-Mixed supply- Scope of Supply- Taxable Supply- E-Commerce-Supply Chain –GST Exemption limit- Tax Invoice-Credit and Debit Notes-Valuation Rules-Computation Tax- Input tax Credit(ITC)-Registration-procedures-Deemed Registration-Cancellation of Registration- Accounts and Records- Period of Retention of Records- Presumption as to Documents>Returns- Annual-Final-Payment of Tax-Information Technology in GST-Audit- Special Audit-Assessment-Refund-Consumer welfare Fund-GST Practioners-TDS/TCS. **(23Hrs)**

Module 4: Administration of GST:- GST- Council-Authorities-Inspection-search seizure-Arrest-Demand-Recovery—Liability to pay tax in certain cases- -Advance Ruling- Authority and Appellate Authority-GSTN-Information infrastructure for GST.

(15 Hrs)

Module 5: Appeals And Revisions under GST.: Appeals-Appeal to High Court-Appeal to Supreme Court- Revisions-Offences- Compounding of Offences-Penalty- Transitional provisions-IGST Provisions- Inter-state Supply- Intra-state supply- Zero rated Supply- Imported Supply- Transfer of ITC-Compensation Rules- Base year Revenue-Projected Revenue-Miscellaneous provisions-Interest-Job Work Procedure-Deemed Export.

(20Hrs)

Module 6: Customs Duty: Definition of Customs Duty- Objectives Role of customs duty in International trade--Importance-Demerits-Important definitions-Basis of determining customs Duty- Types of Duties-Anti-dumping Duties-Import and Export manifest—Specified Goods- Stores-Warehouses-Export Policy-Customs Duty Authorities and Powers Assessment Procedures--Penalties and Prosecutions-Appeals and Revisions-Tax liability and Valuation of Goods-Baggage Rules-Import Procedure and Documents-Export Procedure and Documents.

(20 Hrs)

Input—Basic Awareness from B.Com and First Semester M.Com

References:

1. Hand Book of GST in India Concepts and Procedures(2017Edition) -Rakesh Garg &Sandeep Garg - Bloomsbury IndiaPublications
2. GST in India-Rakesh Garg &Sandeep Garg, Bloomsbury IndiaPublications
3. All About GST-V.S Datey-Taxman Publications.
4. GST Law, Concept & Impact Analysis-Dr. SanjivAgarwal
5. GST Law & Analysis with Conceptual Procedure-Bimal Jain & Isha Bensal-YoungGlobal
6. An Insight of GST in India-ICWAI, Vol:1&2

7. Indirect Taxes-Dr.H.C Mehrotra & Prof. Agarwal, Sahitya Bhavan Publishers, Agra.
8. Indirect Taxes-V.S Datey, Taxman Publications NewDelhi.
9. Indirect Taxes –Dr.V.Balachandran, Sultan Chand and Sons,NewDelhi.
10. GST Bare Acts, Rules, Notifications &Circulars

SEMESTER IV

Paper 2: CO 242F- RISK MANAGEMENT AND DERIVATIVES

Objectives:

1. To understand the risk management process and its application
2. To give a broader awareness on derivatives and its applications

Module 1: Basic Concepts in Risk : Meaning of Risk And Uncertainty – Chance of Loss And Loss Forecasting - Pure And Speculative Risk – Objective And Subjective Risk – Fundamental And Particular Risk – Enterprise Risk (Pure, Speculative, Strategic, Operational, & Financial Risks) – Financial Risk (Price, Credit, Interest Rate, Foreign Exchange & Value of Money) – Difficulties in Categorization of Risk – Method of Handling Risk – Financial Analysis In Risk Management Decision - Link Between Cause, Event And Effects – Burden of Risk on Society. **(12 Hrs)**

Module 2: Introduction to Risk Management: Meaning And Definition of Risk Management – Objectives of Risk Management –Steps in Risk Management Process (Identify And Analyse Loss Exposures, Select The Appropriate Techniques, Implement And Monitor RM Programme) – Benefits of Risk Management – Personal Risk Management – The Changing Scope of Risk Management – Enterprise Risk Management(ERM) – Risk Management Tools And Techniques – Relation Between Risk Management, Compliance, and Audit – Governance, Risk And Compliance (GRC) – Insurance As a Risk Transfer Mechanism – Insurance Market Dynamics.

(20 Hrs)

Module 3: Introduction to Derivatives: Concept, History, And Economic Benefits of Derivatives – Underlying Asset, Margin Requirements, Settlement of Transactions, Lot Size – Classification of Derivatives (Exchange Traded Vs. OTC Derivatives Market, Commodity And Financial) –Derivatives Market In India-Traders In Derivative Markets – Derivatives Trading At NSE – Currency Derivatives Market–Commodity Derivatives Trading In India – Commodity Exchanges - **Forward Contracts** (Features, Payoff From Forward Contracts, Forward Price) – **Future Contracts**(Features,

Difference Between Forward And Futures) – **Option Contracts** (Features, Payoff From Option Contract, Factors Affecting Price of Option Contract, Call Vs. Put Options, American Vs. European Options) – **Index Futures – Swaps** (Features & Types).

(20 Hrs)

Module4: Hedging/Risk Management through Derivatives: Meaning – Types – Short Hedge Through Option, Futures, & Index Futures – Long Hedge Through Option, Futures, Index Futures – Credit Derivatives (Credit Default Swap & Total Return Swap) - Special Issues In Derivates (Synthetics, Multi-Period Option, & Compound Option) – Combination And Spread – Exotic Options (Asian Option, Barrier Option & As You Like It) – Hedging Strategies With Index Futures, Options, & Swap – Speculative Trading Strategies – Arbitrage Strategies With Options.

(20Hrs)

Module 5: Pricing/Valuation of Derivatives: Option Pricing – Binomial Model (One-Step Binomial Process & Two-Step Binomial Method) – Continuous Time Model – Volatility – Estimated And Implied Options And Dividend Paying Assets Warrants And Convertibles - Black & Scholes Model – Options Delta, Gamma, Vega, Theta, Rho – Future Pricing – Spot And Forward Contract - The Cost of Carry Model - Reverse Cost of Carry – Pricing By Arbitrage Process.

(18Hrs)

Module 6: Accounting for Derivatives: Accounting treatment in case of Cash Settled Equity Index/Stock Option – Accounting treatment in respect of equity stock option in case of delivery settled options – Accounting for Open Option at the end of an accounting period – Accounting for Equity Stock Options – Accounting for daily receipt/payment of margin - Disclosure to be made in Financial Statement – Guideline of ICAI

(18Hrs)

References:

1. Kumar S S S, Financial Derivatives, PHI
2. Michel Crouhy, Dan Galai and Robert Mark, The Essential of Risk Management, The McGraw Hill Companies
3. John C Hull, Risk Management in Financial Institutions, John Wiley and Sons Inc
4. Rangarajan K Sundaram, & Sanjiv R Das, Derivatives: Principles and Practice, McGraw Hill Edu (India) Pvt. Ltd.
5. Bharati V. Pathak, The Indian Financial System – Markets, Institutions, & Services, Pearson
6. Dhanesh Kumar khatri, Security Analysis and Portfolio Management, Trinity Press
7. George E. Rejda, Principles of Risk Management and Insurance, Pearson
8. Ravi. M Kishore, Advanced Accounting with Accounting Standards, Taxmann.
9. Ravi. M Kishore, Strategic Financial management , Taxman

SEMESTER IV

Paper 3: CO 243F- ACCOUNTING STANDARDS

Objective

To acquaint the students to understand the structure, process and organizational set up involved in evolving accounting standards in India. To enable the students to apply some key standards while preparing and presenting the financial statements Course.

Module 1: Accounting Bodies—International Accounting Standards Board—Institute of Chartered Accountants of India—Accounting Standards Boards—Procedure adopted by ASB in formulating Accounting Standards—Companies Act 2013 and Accounting Standards—Need for accounting standards—International Accounting Standards and IFRS—Convergence with IFRS. (15 Hrs)

Module 2 :Disclosure of Accounting Policies (AS 1)—Accounting Policies Valuation of Inventories (AS 2)—Measurement-- Cost of purchase—Cost of conversion—Joint costs—Treatment of borrowing cost—Cost formulae—Specific identification method—FIFO, Weighted Average Cost—Standard Cost—Retail Inventory Method—NRV—Valuation of inventory below cost. Revenue Recognition (AS 9)—Sale of goods—Rendering of service—Completed service contracts—Proportional completion method. (20Hrs)

Module 3 : Accounting for fixed assets (AS 10) —Gross and Net Book Value—Composition of Cost—Self Constructed Assets—Exchanged Assets—Improvement and repairs to fixed asset—Retirement and Disposal—Revaluation of Fixed Assets Depreciation Accounting (AS 6)—Historical Cost—Estimated Residual Value—Depreciation Policy—Change in method of depreciation—Change in measures of depreciation amount (Estimated life, Estimated resale value and historical cost)—Additions and Extensions—Assets involving liabilities in foreign currency. Intangible Assets (AS 26)—Monetary Assets—Non-Monetary Assets—Acquired intangible assets—Exchange for another assets—IA arising from amalgamation—IA out of Govt. grants—Internally generated goodwill—Amortisation of IA. Service contracts—Proportional completion method. (20Hrs)

Module 4: Accounting for Leases (AS 19)—Finance Lease—Operating Lease—Minimum Lease Payments—Gross investment in leases—Interest rate implicit in leases—Accounting treatment in the books of lessee and lessor—Sub leases by lessee
Segment Reporting (AS 17)—Business Segment—Geographical Segments—Reportable Segments—Identification Tests—Primary and Secondary Segments.

(20 Hrs)

Module 5: Earning Per Share- AS 20- Financial Instruments- Financial Liability- Potential Equity Shares- Dilutive Non- Dilutive Potential Equity Share- Profit Available to Equity Shares- Weighted Average Number of Equity shares. Basic EPS- Restatement of EPS-Diluted EPS

(15Hrs)

Module 6: Impairment of Assets (AS 28)—Net Selling Price—Value-in-Use—Recoverable Amount—Carrying Amount—Impairment Loss—Cash Generating Units—Goodwill—Top Down and Bottom up tests—Corporate Assets—Reversal of Impairment Loss Accounting for Taxes on Income (AS 22)—Deferred Tax—Current Tax—Impact of Timing Difference—Measurement of Tax Expenses—Reasonable certainty and Virtual certainty—Criteria offsetting off.

(18Hrs)

References

- Asish K Bhattacharjee, Tata Mc Graw Hill, . Indian Accounting Standards
- Israr Shaikh and Rajesh Makkar, Lexis Nexis. Accounting Standards
- Rajkumar S Adukia, Lexi Nexis, Indian AccountingStandards
- Rawat D S—Taxman AccountingStandards
- Vijayakumar M.P, Snow White, Chennai - AccountingStandards

SEMESTER IV

Paper 4: CO 244S- MANAGEMENT OPTIMIZATION TECHNIQUES

Objectives:

1. To convey basic principles and application of optimization tools of resource utilization.
2. To provide an insight into optimal project implementation Techniques under deterministic and probabilistic conditions.

Module1: Optimization Techniques: Introduction-Definition-Nature and Importance-Steps in Intelligent decision making- Modelling Techniques **(8 Hrs)**

Module 2: Linear Programming: Introduction-Formulation of LPP-Maximize, Minimize, objective function-Constraints and non-negativity conditions-Graphical solution-Optimal solution-Infeasible and unbounded solutions-degeneracy-Simplex method-slack, surplus and artificial variables-Duality-Primal and dual problems

(22Hrs)

Module 3: Transportation and Assignment Problems: Transportation Problems-Initial basic feasible solution using North West Corner Rule, Lowest Cost Entry Method and Vogel Approximation Method-Optimal solution-MODI method- Degeneracy, Unbalanced and Maximization in Transportation Problems. Assignment Problems-Hungarian Method-Maximization, Unbalanced and Restricted Assignment Problems-Travelling Salesman Problems. **(23 Hrs)**

Module 4: Game Theory: Game Theory- Pay off matrix- Maxim in and Minimax – Saddle point-Solution of pure and Mixed strategy games- Graphic Method-Principle of dominance-Arithmetic Method. **(15 Hrs)**

Module 5: Optimization Techniques: Replacement Theory- Replacement of Capital Items and items that fail completely- Individual and Group replacement policy. Queuing Theory-Models (simple problems); Inventory models-computation ; Simulation-MONTE CARLO Method and Random Numbers. **(15Hrs)**

Module 6: Project Scheduling and Monitoring: Network Analysis-Critical Path Method-Scheduling and Control of Projects-Free, Independent and Total Float(slack)-PERT-time estimates and Probability of completion-cost/time trade off analysis-Crashing of projects and resource considerations **(25 Hrs)**

References:

1. J K Sharma – operation Research – Theory and Practice – MacMillian.
2. John M. Nicholas, Project Management for business and Technology – Problems andpractice.
3. Harvey M Wagner - “Principle of Operation Research, PH Learning Pvt.Ltd.
4. Management operations Research – Satya Narayanan, LalithaRaman.
5. Operations Research Hamdy ATaha
6. Operation Research – V.K.Kapoor.
7. Operation Research – S.D.Sharma.

Elective: INFORMATION TECHNOLOGY & E- BUSINESS

SEMESTER III

Paper1: CO 231E- OFFICE AUTOMATION

No. of instructional hours per week: 6 (2 Hrs theory and 4 Hrs practical)

Aim of the study: To update and expand skills in Office Automation softwares.

Course objectives:

1. To equip the students to meet the demands of the industry.
2. To develop practical skills in document preparation, spread sheet application, data management and business presentation.

Module 1: Office Automation – Softwares used for office automation – free and paid, different file types to be managed in an office – documents, spreadsheets, presentation, publishing and databa sefiles. **(10 Hrs)**

Module 2: Word processing - Opening Microsoft Word, Word Adjusting, adding or deleting text, selecting blocks of text, copying text, moving text, search and replace, Saving, editing and designing a document, character formatting and style, page formatting – headers, footers, page numbers, bullets, margin settings and column, justifying of text, line spacing, tab settings, automating tasks, creating tables – entering text into tables, inserting rows and columns in the table, deleting a row and column from the table formatting the text in the table. **Advanced uses of Word Processor** - Mail Merge Creating documents using templates - Adding and removing digital signatures in documents **(22Hrs)**

Module 3: Microsoft Excel - Excel user interface, starting with excel, working with cell and cell addresses, entering and editing data, finding and replacing data, selecting a range, moving, cutting, copying with paste, inserting and deleting cells, freezing cells, cell formatting options, adding, deleting and copying worksheet with in a workbook, renaming a worksheet, Cell reference – relative, absolute - Elements of excel charts – categories, create a chart, choosing chart type, edit chart axis, titles, labels, data series and

legend, adding a text box, rotate text in a chart, converting a chart on a web page, saving a chart. **Advanced uses** - functions: – logical – AND, IF, NOT, OR, TRUE; Financial – DB, FV, IPMT, IRR, NPV, PMT, and PV; statistical –AVERAGE, COUNT,COUNTIF, MAX, MIN; mathematical – PRODUCT, SQRT, SUM, SUMIF - Pivot tables - Macros in excel creating, adding and editing of macros VBA programming in Excel forms in excel. **(26Hrs.)**

Module 4: Microsoft Access - Databases - creating a new database, creating tables, editing tables, entering data into a table, editing data in a table, relationship between tables - Creating a query; types of queries - Creating a report; types of reports, printing reports - Creating a simple form; modifying a form, adding control to a form, searching, sorting, Introduction to Software development in Access using VBA Code **(20Hrs)**

Module 5: Microsoft PowerPoint - Introduction, creating presentations – using auto content wizard, using templates, using blank presentation, formatting background, adding sounds, slide show, slide sorter, setting animation, slide transition, setting intervals, saving and printing, presentations, adding and playing audio clips in presentations, creating hyperlinks in presentations, converting the presentations into a video clip (an overview only) **(20Hrs.)**

Module 6: Adobe In Design – creation and opening, working, setting defaults and preferences, viewing pages, using toolbox, working with text and graphics, moving between pages, adding and deleting pages, naming and saving a file. **(10 Hrs)**

Recommended Books

1. Cox et.al, 2007. *MS Office step by step*, PHI, NewDelhi.
2. Michael, *Adobe In Design Styles: How to create better, faster, Text andLayouts*
3. Pariah S Burke, *Mastering In Design CS5 for Print Design andProduction*

SEMESTER III

Paper 2: CO 232E- INTERNET AND WEB DESIGNING

No. of instructional hours per week: 6 (2 hour theory and 4 hrs practical)

Aim of the study: To update and expand skills in web designing for business operations.

Course objectives:

1. To give advanced knowledge in the field of web designing.
2. To equip the students to meet the demands of the industry.
3. To expand the practical skills in web designing and publishing for business.

Module 1-Computer networks and its need-Networks topology-Types of networks-History of Internet-Concept of Internet and www- Working of Internet-Protocols-Web publications-Cyberspace –Organisations of Internet management-.Application of Internet- World Wide Web, Search Engines, Newsgroups, Electronic Mail, Web Portal, Chat, Video Conferencing, FTP, Remote Login, E-Commerce, E-Learning, E-Governance, E- Banking. Internet Security concept-Firewalls and types-Security products-Biometrics- Cryptography-Digital signatures and electronic signatures

(12 Hrs)

Module 2- Static Web Page Development: - Basics of HTML -Understanding HTML, Create a Web page, Linking to other Web pages, Publishing HTML Pages, Text Alignment and Lists, Text Formatting Fonts Control, Email Links and link within a Page, Creating a Table, Creating HTML Forms, Creating Web Page Graphics, Putting Graphics on a Web Page, Custom Backgrounds and Colors, Creating Animated Graphics.

(22Hrs)

Module 3-DynamicWeb page Development:-CSS –creating and editing cascading style sheets, Defining Style with HTML Tags, Features of Style Sheet, Style Properties, Style Classes, and External Style Sheet. **Multimedia-** Sound-types of sound files, linking of sound files, embedding sound files -Video-Analog video, Digital video, webcams, Animation-Downloading animations, flash Publishing –Testing, Transferring to the web.

Publishing –registering a site, marketing a site, maintaining a site, Domain names, web hosting. (24Hrs)

Module 4–JavaScript:- Introduction to Java Script: Writing First Java Script, External Java Script, Variables: Rules for variable names, declaring the variable, assign value to a variable, Scope of variable, Using Operators, Control Statements, Java Script loops, Java Script Functions: Defining a Function, Returning value from function, User defines function. (15Hrs)

Module 5-XML an Overview –XML –XMLDTD–Physical structures in XML –XML data–creating and validating a book description document in XML–placing XSL in perspective–XSL concepts– code walk through XSL –creating XSL stylesheet– creating and using COMobjects in XML-Creating blogs. (15Hrs)

Module 6 – Advance Web Technologies - Angular (JavaScript open-source framework using MVC architectural pattern). Laravel (open-source PHP web framework). React JS (opensource,JavaScriptlibrarymaintainedbyFacebook).Node.js(notjustaframework, a complete environment). Ruby on Rails (RoR) (favourite frameworks for web developers). ASP.NET (Microsoft built web development framework)(20Hrs)

References

1. HTML, XHTML & CSS (Visual Quick Start Guide Series) Sixth Edition by Elizabeth Castro ISBN-10:0321430840 ISBN-13:978-0321430847
2. Dreamweaver CS5 for Windows and Macintosh: Visual Quick Start Guide by Tom Negrino, Dori Smith ISBN-10:032170357X ISBN-13:978-0321703576
3. Flash CS5 Professional for Windows and Macintosh: Visual Quick Start Guide by Katherine Ulrich ISBN-10:0321704460 ISBN-13:978-0321704467
4. Styling WebPages with CSS: Visual Quick Project Guide By Tom Negrino, Dori Smith ISBN-10:0-321-55557-0 ISBN-13:978-0-321-55557-1
5. Mary Millhollon, et al. *Easy Web Design*, PHI, New Delhi.
6. Nick Vandome. *Creating WebPages*, Dream tech Publishers, New Delhi.
7. Mike McGrath. *HTML in Easy Steps*, Dream tech Publishers, New Delhi.,
8. *Webdesigning and Production for Business*, Green Tech Books, Thiruvananthapuram
9. NIIT. *Basics of Website Design*
10. Millhollon & Castrina. *Faster Smarter Web Page Creation*, PHI, New Delhi.

SEMESTER III
**Paper 3: CO 233R- MANAGEMENT OF INTELLECTUAL
PROPERTY RIGHTS**

Objective: This course aims at familiarising the students with the historical perspectives of IPR, key forms, IPR legislations, impacts of IPR in the development of India and the process of registering IPRs.

Module 1: Historical perspective- WIPO- international treaties- Paris and Berne conventions- WTO- multilateral agreements- TRIPS- India and TRIPS- Issues and Challenges-benefits-criticism (15Hrs)

Module 2: Key forms of IPR- patents- copyrights- trademarks- industrial designs- layout designs of ICs- geographical indications- trade secrets- plant varieties (15Hrs)

Module 3: IPR and legislations- Indian Trademarks Act 1999- The Copy rights (Amendment) Act 1999- Geographical Indications of Goods (Registration and protection) Act 1999- Semiconductor Integrated Circuit Layout Design Act 2000- The Industrial Designs Act 2000- Protection of Plant Varieties and Farmer's Rights Act 2001- Biological Diversity Act 2002- The Patents (Amendment)Act2005. (20Hrs)

Module 4: Impact of IPRs on developing countries in general and India in particular- impact on agriculture- bio piracy- impact on pharmaceutical companies- public health programmes-SMEs. (15Hrs)

Module 5: Procedure for registering IPRs- role of government- Department of Industrial Policy and Promotion, Major agencies for administering IPRs- enforcement mechanism- Intellectual Property Appellate Board. (20 Hrs)

Module 6: Cyber law: Emergence of Cyberspace, Cyber Jurisprudence, Cyber Ethics, Overview of IT Act, 2000, Amendments and Limitations of IT Act, Legal Recognition of Electronic Records, Legal Recognition of Digital Signature, Certifying authorities, Cyber Crime and Offences (23Hrs)

References:

1. W.R Cornish, Intellectual Property Patent, Copyrights, Trademarks & Allied Rights, Sweet & Maxwell, London
2. Bibek Debroy, Intellectual Property rights, Rajiv Gandhi Institute for Contemporary Studies, Delhi, B.R. Pub. Corp.
3. Wadhera B.L., 2011, Law Relating to Intellectual Property - Patents, Trade Marks, Copyrights, Designs, Geographical Indications, Universal Law Publishing, New Delhi
4. P Narayana, Intellectual property law
5. Rajeev Jain, Intellectual property law by Patents, copyrights, trademarks and design
6. Journal of Intellectual Property Rights- various issues

Websites:

www.dipp.nic.in/iprwww.i

prlawindia.orgwww.wipo.i

nt/ipdl/en

SEMESTER III
**Paper 4: CO 234E- LEGAL FRAME WORK FOR INFORMATION
TECHNOLOGY BASED BUSINESS**

No. of instructional hours per week: 6

Objectives:

1. To give advanced knowledge in the field of cyber law.
2. To equip the students to meet the demands of the industry.
3. To develop practical skills in handling cyber issues in business.

Module 1–Introduction- Cyberspace vs. Physical space; Scope of Cyber Laws. Components of Cyber Laws in India-Information Technology Act, 2000; Relevant provisions from Indian Penal Code, Indian Evidence Act, Bankers Book Evidence Act, Reserve Bank of India Act, etc. **(12Hrs)**

Module 2- Concept of Cyber Crimes – ‘Cyber Contraventions’ & ‘Cyber Offences’ Cyber Crimes and legal issues involved - Unauthorised Access, Cyber Hacking, Denial of Access To Authorised Person, E mail bombing, Web jacking, Web Defacement & Salami Attacks, Cyber Defamation– meaning; applicability of provisions of IPC; penal liabilities, Phishing, Cyber Stalking, Cyber pornography, Cyber Terrorism. **(30Hrs)**

Module 3 -E-Contract–legal provisions regulating the– contract with special reference to the provisions of IT Act, 2000. **Copyright issues in Cyber space**–relevant provisions under Copy right Act, 1957regulatingcopyrightissuesin Cyber space; Online Software Piracy–legal issues involved; Analysis of sufficiency of provisions of Copyright Act to dealswithOnlineSoftwarePiracy.**TrademarkissuesinCyberspace**–DomainName; Cyber squatting as a form of Domain Name dispute; Case law. **(24Hrs)**

Module 4 - Information Technology Act – a brief overview; Documents or transactions to which IT Act shall not be applicable; meaning of Computer, Computer system and

Computer network; E – commerce; E – governance; Concept of Electronic Signature;
Concept of Cyber contraventions and Cyber Offences. (18Hrs)

Module 5: Introduction to Information Security, Network Security, Cyber Security,
SQL injection, socialsite security. (12Hrs)

Module 6: Application and Business Security Developments, Policy Standards and
Laws, BCP, DR Plannin gand Audit. (12Hrs)

References

1. Pavan Duggal–Cyber crime and Jurisdiction inIndia
2. RohasNagpal “Cyber Terrorism in the Context of Globalisation”, *The IT and Law Initiative* (SymbiosisPublication)
3. Rohas Nagpal ,IPR &Cyberspace–IndianPerspective
4. INDIAN PENALCODE1860
5. INDIAN EVIDENCE ACT 1972
6. BANKERS BOOK EVIDENCE ACT1891
7. RBI OF INDIA ACT1934
8. INFORMATION TECHNOLOGY ACT 2000, IT Amendment Bill 2006, IT Amendment bill2008.
9. COPYRIGHTSACTANDTRADEMARKACT
- 10.E-CONTRACT

SEMESTER IV
Paper 1: CO 241E- DATABASE MANAGEMENT AND
INFORMATION TECHNOLOGY

No. of instructional hours per week: 6 (2 hour theory and 4 hrs practical)

Aim of the study: To update and expand skills in database management and Information technology

Course objectives:

1. To give advanced knowledge in the field of Database Management.
2. To equip the students to meet the demands of the industry.
3. To expand the practical skills in Database Management.

Module 1: Database system Design: overview of Database Management ‘ Storage and file organization’ Index structure entity- relationship model; An architecture of database system; relational model; Relational operators; Functional dependencies & normalization; SQL: A relational database language transaction processing concepts; Concurrency control **(15Hrs)**

Module 2: Security and Data Warehousing: Recovery system; Database Security/ authorization; Distributed database; object-oriented database; Network model; Hierarchical model; Data warehouse; Environment & Design, Data warehousing & technology, Web-enabled dataware house. **(15Hrs)**

Module 3: Application of Database Management: Data mining process, Management applications of data mining, Spatial, geographic & multimedia database, New applications; Distributed IS& World Wide Web linkages. **(18Hrs)**

Module 4: Advanced database concepts: Cloud database, centralized database, introduction to Big Data, Block Chain Data, crypto currency etc. **(18Hrs)**

Module 5: Introduction to Apache Hadoop (Apache Hadoop is an open-source software framework used for distributed storage and processing of datasets of big data using the Map Reduce programming model. It consists of computer clusters built from commodity hardware), Apache Spark. **(22Hrs)**

Module 6: Management and Organization: Relating IT to organizational leadership, culture, structure, policy and strategy; programmer productivity. Managing legacy systems; Evaluation centralization- decentralization issues; IT forecasting. **(20 Hrs)**

References:

Date C.J; An introduction to Database Concepts, Addison Wesley, Massachusetts

Desai Bipin; An Introduction to Database System, Galgottia Publications, New Delhi

Elmasri and Nawathe; Fundamentals of Database System, Pearson Education, Asia

Imran Bashir: Mastering Block chain,

SEMESTER IV

Paper 2: CO 242E- E-BANKING AND BUSINESS MODELS

Objectives:

1. To understand the relevance of E- banking in the present scenario
2. To impart knowledge about technology application in banking

Module 1: Introduction to present day banking system- Concepts- New Trends in banking- Core Banking- Internet Banking – Mobile Banking – Criteria for licensing – Financial Inclusion — new reforms in banking sector **(13Hrs)**

Module 2: E-banking- meaning, definition, features, advantages and limitations- core banking, the evolution of e-banking in India, Legal framework for e-banking. **(15Hrs)**

Module 3: Electronic delivery channels and products- Teller machine at bank counters, cash dispensers, ATM, Telephony, Internet, mobile phone,- Banking products- Traditional products, the new banking products, segmentation , electronic money, electronic cash, electronic payment system. **(20Hrs)**

Module 4: Banking system for electronic delivery, online enquiry and updates facility, PIN and their use, signature storage and display, cheque truncation, security measures- encryption, firewalls, authentication, banking organization for electronic delivery. **(20 Hrs)**

Module 5: Banking on Technology: RTGS information technology, bank net, RBI net, Data net, virtual banks, Data mining, intelligent agents, biometrics, mobile wireless access devices, CRM, risk management for e-banking, impact of technology on banks. **(20Hrs)**

Module 6: E-banking business models- various models- home banking, office banking, online banking, internet banking, mobile banking, SMS banking,- models of electronic payments, other business models. **(20Hrs)**

References:

1. Sanjay Soni and Vinayak Aggarwal, Computers and Banking, M/s Sultan Chand & Sons, New Delhi,1993.
2. Uppal, R.K. “E-Banking in India (Challenges & Opportunities)”, New Century Publications, New Delhi,2007.
3. Joseph, P.T., E-Commerce: An Indian Perspective, Prentice Hall of India,New Delhi,2009.

SEMESTER IV

Paper 3: CO 243E- E-COMMERCE AND GLOBAL MARKETING

Objectives:

1. To understand the relevance of E- Commerce in the present scenario
2. To familiarize the students with the concept and issues of global marketing environment

Module 1: Introduction to E-Commerce: Meaning, definition, features, advantages, disadvantages,- E-market- a paradigm shift, technological convergence, - Transition to e-commerce in India and its challenges, IT act. **(20 Hrs)**

Module 2: Business Models of E-Commerce, key elements of business models, B2C, B2B, C2C, C2B, B2G.... Models based on relationship of transaction types- brokerage model, aggregator model, info- intermediary model, community model, value chain model, affiliate model etc. **(20Hrs)**

Module 3: E-payment systems and E-security- EDI, Digital payment, E-cheque, e-cash, debit card, credit card, smart card, digital signature, operation of e-payment system. –Risk in e-payment, security measures, supply chain Management. **(20Hrs)**

Module 4: E-marketing- the scope and challenges of global marketing, opportunities, advantages and limitations, the dynamic environment of global trade, business customs in global marketing, multi-national market regions and market groups. **(20 Hrs)**

Module 5: Global Marketing Environment: Economic Environment, Socio-cultural Environment, Legal and statutory framework, Need for Environmental analysis, Country Risk Analysis, Global Marketing Research and information System, Research Process of International Marketing. **(15Hrs)**

Module 6: Global marketing management: products and services for customers and businesses, global marketing channels and marketing mix, pricing for global market. **(13 Hrs)**

References

1. Kenneth C Laudon “ E-Commerce” Pearson Education,2013.
2. Murthy C.S.V “ E-Commerce- concepts, models, strategies”,Himalaya Publishing House, New Delhi,2013.
3. Joseph P.T, “ E-Commerce- An Indian Perspective”, PHI Learning Pvt. Ltd,New Delhi,2012.
4. Addison Wesley, “Frontiers of E-Commerce “, Pearson Publication,2012.
5. David Whitley, “E-Commerce Strategy, Technology and Application”,Tata McGraw Hill Publication, New Delhi,2012.
6. Philip R. Cateora and John L. Graham, “International Marketing “, , McGraw-Hill,2011

SEMESTER IV

Paper 4: CO 244S- MANAGEMENT OPTIMIZATION TECHNIQUES

Objectives:

1. To convey basic principles and application of optimization tools of resource utilization.
2. To provide an insight into optimal project implementation Techniques under deterministic and probabilistic conditions.

Module 1: Optimization Techniques: Introduction-Definition-Nature and Importance-Steps in Intelligent decision making-Modelling Techniques **(8 Hrs)**

Module 2: Linear Programming: Introduction-Formulation of LPP-Maximize, Minimize, objective function-Constraints and non-negativity conditions-Graphical solution-Optimal solution-Infeasible and unbounded solutions-degeneracy-Simplex method-slack, surplus and artificial variables-Duality-Primal and dual problems

(22Hrs)

Module 3: Transportation and Assignment Problems: Transportation Problems-Initial basic feasible solution using North West Corner Rule, Lowest Cost Entry Method and Vogel Approximation Method-Optimal solution-MODI method- Degeneracy, Unbalanced and Maximization in Transportation Problems. Assignment Problems-Hungarian Method-Maximization, Unbalanced and Restricted Assignment Problems-Travelling Salesman Problems. **(23 Hrs)**

Module 4: Game Theory: Game Theory- Pay off matrix- Maxim in and Minimax – Saddle point-Solution of pure and Mixed strategy games- Graphic Method-Principle of dominance-Arithmetic Method. **(15 Hrs)**

Module 5: Optimization Techniques: Replacement Theory- Replacement of Capital Items and items that fail completely- Individual and Group replacement policy. Queuing Theory-Models (simple problems); Inventory models-computation ; Simulation-MONTE CARLO Method and Random Numbers. **(15 Hrs)**

Module 6: Project Scheduling and Monitoring: Network Analysis-Critical Path Method-Scheduling and Control of Projects-Free, Independent and Total Float(slack)-PERT-time estimates and Probability of completion-cost/time trade off analysis-Crashing of projects and resource considerations **(25 Hrs)**

References:

1. J K Sharma – operation Research – Theory and Practice – MacMillian.
2. John M. Nicholas, Project Management for business and Technology – Problems andpractice.
3. Harvey M Wagner - “Principle of Operation Research, PH Learning Pvt.Ltd.
4. Management operations Research – Satya Narayanan, LalithaRaman.
5. Operations Research Hamdy ATaha
6. Operation Research – V.K.Kapoor.
7. Operation Research – S.D.Sharma.

Elective : INTERNATIONAL TRADE

SEMESTER III

Paper 1: CO 231.1 T - FOREIGN LANGUAGE – ARABIC

Aim of the Course:

- To impart the basics of Arabic Language
- To acquaint the words and phrases related to Commerce, Industry and Travel sector
- To introduce the culture of Arabs

Course Description

Under this course it is envisaged to enable the learner to understand, read Arabic and to react in the various situations of life. This course helps to understand in short the Arab civilization, culture and the trade relations of Arabs with India.

Module – 1: Alphabets, Parts of Speech, Structure of Arabic Sentences, Sentence making, deferent sentences, Vocabulary, Sentences and its types, Gender, Singular, Dual, Plural, Definite and Indefinite, (15Hrs)

Module 2: Nominal Sentences and Verbal Sentences, Object of Genitive case or Prepositions, The Genitive, Adjective (15Hrs)

Module –3: Travel& Tourism situations: Railway station, bus service, bus station, train fare, airport, air travel, tourism, travel business, receptionist, reception of the guests, being host ,seeing off (25Hrs)

Module 4: Work situations: Different work situations: In the office, interviews, factory, in the shop, business, market etc (25Hrs)

Module –5: Lifestyle and customs of Arabs, Arabcivilization,culture (13 Hrs)

Module –6: Trade relations, Trade relations of Arabswith India. (15 Hrs)

Text Books:

- a) **Arabic for Your Trip** -Berlitz,U.K.
- b) **Durusun Fil-Arabiyya** by Linguaphone Institute,London

Books for Reference:

- a) A Course in Spoken Arabic, ShafiShaikh(OUP)
- b) An Easy way to Commercial and Journalistic Arabic, Muhammad Ismail al Mujaddidi, Sahara Publications,Calicut,2003
- c) Arabic Self Taught (Syrian),A.Hassam
- d) Arabic Today, John Mace, Edinburgh UniversityPress,London
- e) Business Arabic, Dr. A.I. Rahmathullah, al HudaBooks,Calicut
- f) Easy Steps to Functional Arabic, Dr.S.K.Bahmani
- g) Introduction to Arabic, a BBC radio Course forbeginners.
- h) Spoken Arabic,SaidSalah
- i) Technical,Business,LegalandJournalArabic:anacademicbookintranslation, Abdul Rasheed, T.P. Mohammad, al Huda Books, Calicut, 2007
- j) The Commercial Arabic, V.P. Abdul Hamid and N.K. Abdul Halim, Al Huda Books,Calicut,2003

SEMESTER IV

Paper 1: CO 231.2T – Foreign Language -FRENCH

Objective: To develop basic communicative ability in French language especially with business situations

**LANGUAGE
FUNCTIONS AND
TOPIC AREAS**

- Module1** -Greetings and exchanging personal information
-Countries and nationalities-Numbers , Days and months
-Alphabet, Spell names and other words- Professions
-Telling time
- Module2** -Talk about Leisure activities and your likes and dislikes-Describing people
-Ask questions to gather information- Telephoning
-Giving and asking for directions – Travelling at the airport, catching a train - Food and drinks
- Module3** -Shops and shopping [How to ask for price]
-French meals, understand a menu and order [restaurant bill, taxi fare, hotel bill etc] - French etiquette
- Module4** -Making suggestions and polite requests- Writing an informal not a postcard

Module5 -Verbs-Articles
- Adjectives
-Present tense and Present Continuous-
Past tense
-Immediate future-Prepositions

Language structures

Module6 -Partitive articles to express
quantity- Imperative –for order and
to advice

SEMESTER III

Paper 1: CO 231. 3T – FOREIGN LANGUAGE- GERMAN

Aim of the syllabus is to develop skills in listening comprehension, writing and speaking German Language using basic German Grammatical Structures.

Theme	Grammar for the development of skills
1. Name, Country, Residence	Personal pronouns, word order, Position
2. Studies and Profession	Possessive pronouns, verb "sein"
3. Family, siblings, Age	Verb "haben", indefinite article Negation: "nicht" and "Kein"
4. Time, Appointments	Definite articles, strong verbs
5. Invitation	Separable verbs, imperative
6. Job Search, Job selection	Model verbs
7. Shopping	Accusative case
8. GIFTS, At the postoffice	Dative case
9. Information	Place and Direction

Parallel to the grammar mentioned above, a short introduction to themes in German Culture will also be included in the course

References : Lernsile Deutsch Teil I (Max Hueber Verlag)

Lesson 1 to 9

SEMESTER III

Paper 2: CO 232T- INTERNATIONAL TRADE AND DOCUMENTATION

Objective: The objective of this course is to acquaint the students with the basic concepts of International trade, India's foreign trade policies, export assistance and promotion measures and various aspects of importing.

Module 1: Theories of International Trade- Absolute and comparative Advantage theories- Heckscher- Ohlin theory- terms of trade- theory of international trade in services.

(15 Hrs)

Module 2: Tariffs- Quotas- dumping- Antidumping/ countervailing- duties- technical standards- exchange control and other non tariff measures

(15 Hrs)

Module 3: Composition and direction of India's foreign trade- India's foreign trade policy- export promotion infrastructure and institutional set up – deemed exports- rupee convertibility- policy on foreign collaborations and counter trade arrangements- India's joint ventures abroad- project and consulting exports.

(25Hrs)

Module 4: Export assistance and promotion measures- ECGC- import facility- duty drawback- duty exemption schemes- tax concessions- MAI-MDA-100 percent EOUs- SEZs.

(20Hrs)

Module 5: Processing of an export order – methods of payment- negotiations of export bills- pre and post shipment export credit – Bank guarantees- types and characteristics of export documents

(23Hrs)

Module 6: Procedure for procurement through imports- Import financing-customs clearance of imports- managing risks involve dinimporting. **(10 Hrs)**

References:

1. M B Rao, Manjula Guru, WTO and International Trade, Vikas Publishing house, New Delhi
2. Francis Cherunilam, International Trade and Export Management, Himalaya Publishing House, Mumbai
3. Mahajan V.S, India's foreign and balance of payments, Deep & Deep Publications, New Delhi

SEMESTER III

Paper 3: CO 233R- MANAGEMENT OF INTELLECTUAL PROPERTY RIGHTS

Objective: This course aims at familiarising the students with the historical perspectives of IPR, key forms, IPR legislations, impacts of IPR in the development of India and the process of registering IPRs.

Module 1: Historical perspective- WIPO- international treaties- Paris and Berne conventions- WTO- multilateral agreements- TRIPS- India and TRIPS- Issues and Challenges-benefits-criticism (15 Hrs)

Module 2: Key forms of IPR- patents- copyrights- trademarks- industrial designs- layout designs of ICs- geographical indications- trade secrets- plant varieties (15Hrs)

Module 3: IPR and legislations- Indian Trademarks Act 1999- The Copy rights (Amendment) Act 1999- Geographical Indications of Goods (Registration and protection) Act 1999- Semiconductor Integrated Circuit Layout Design Act 2000- The Industrial Designs Act 2000- Protection of Plant Varieties and Farmer's Rights Act 2001- Biological Diversity Act 2002- The Patents (Amendment)Act2005. (20Hrs)

Module 4: Impact of IPRs on developing countries in general and India in particular- impact on agriculture- bio piracy- impact on pharmaceutical companies- public health programmes-SMEs. (15Hrs)

Module 5: Procedure for registering IPRs- role of government- Department of Industrial Policy and Promotion, Major agencies for administering IPRs- enforcement mechanism- Intellectual Property Appellate Board. (20Hrs)

Module 6: Cyber law: Emergence of Cyberspace, Cyber Jurisprudence, Cyber Ethics, Overview of IT Act, 2000, Amendments and Limitations of IT Act, Legal Recognition of Electronic Records, Legal Recognition of Digital Signature, Certifying authorities, Cyber CrimeandOffences **(23Hrs)**

References:

1. W.R Cornish, Intellectual Property Patent, Copyrights, Trademarks & Allied Rights, Sweet & Maxwell,London
2. Bibek Debroy, Intellectual Property rights, Rajiv Gandhi Institute for Contemporary Studies, Delhi, B.R. Pub.Corp.
3. Wadhwa B.L., 2011, Law Relating to Intellectual Property -Patents, Trade Marks, Copyrights, Designs, Geographical Indications, Universal Law Publishing, NewDelhi
4. P Narayana, Intellectual propertylaw
5. Rajeev Jain, Intellectual property law by Patents ,copyrights, trademarks anddesign
6. Journal of Intellectual Property Rights- variousissues

Websites:

www.dipp.nic.in/iprwww.i

prlawindia.orgwww.wipo.i

nt/ipdl/en

SEMESTER III

Paper 4: CO 234Y- FOREX MANAGEMENT

Objective: The purpose of this course is to give the students an exposure to the way foreign Exchange Market operates, to understand the principles of Currency valuation, techniques that can be used to hedge foreign exchange risk and to create an understanding on foreign exchange Management in India.

Module 1: Foreign Exchange, concepts, significance of foreign exchange- Forex Reserves - Exchange rates- inter banks and Merchant rates- spot and forward rates-TT rates-computations-Forex Markets—derivates in the Forex markets- Futures, Swaps, Options and Arbitrage- Forex dealers and Speculators Organisations of the Forex market.

(15 Hrs)

Module 2: Exchange rate fixation- Purchasing Power Parity Theory- Interest Rate Parity Theory- Flow Model- Asset market models-forecasting of exchange rates- Nominal Effective Exchange Rates and real Effective Exchange rates- Hedging against Exchange rate fluctuations.

(15Hrs)

Module 3: Forward Exchange Contracts-relevance-types- forward exchange rate computation – factors influencing Forward Rates- extension and cancellation of forward contracts-Futures-features vs Forward contracts-Options- types and Mechanisms-risk Management through forward contracts.

(20 Hrs)

Module 4: Forex Risk management – transaction risk exposure risks- internal strategies- shifting of risk- sharing of risk- exposure netting and offsetting- External strategies – money market Hedge- currency swaps- interest rate swaps- Economic consequences of exchange rate changes- Managing Risk .

(20 Hrs)

Module 5: Forex Management in India- Fixed and fluctuating rates-rupee convertibility- Nostro-Vostro-Loro Accounts- Exchange control Measures- relevance. Foreign Exchange

reserves of India- composition and Management- monetary and Fiscal policy and its impact on foreign exchange reserves in India. (20Hrs)

Module 6: Foreign investment Management: FDI - National FDI policy - Liberalization. Economic determination - impact of globalization. Foreign portfolio investments with special reference to developing countries. (18 Hrs)

References

1. Alan C Shapiro, Multi National Financial Management,
2. Clare C Gump, ABC of Foreign Exchange
3. Krishnamoorthy S, Guide to Foreign Exchange Regulations
4. Chatterjee A K, Principles of Foreign Exchange
5. Rajwadi, Foreign Exchange Management
6. Keith Red Head, Financial Derivatives
7. V V Keshkamat , Foreign Exchange Arithmetic, – Vivek Publications ,Mumbai
8. C Jeevandam, Foreign Exchange Arithmetic and Risk Management, – Sulthanchand & Sons
9. B K Chaudhuri, Finance of Foreign Trade and Foreign Exchange– Himalaya Publishing House

SEMESTER IV

Paper 1: CO 241Z- LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Objective: The objective of this course is to enable students to understand the importance and dynamics of a firm's physical distribution functions and management of its supply chain.

Module 1: Introduction to distribution logistics: Nature, importance and scope of logistic decisions; Systems approach to logistics; integrates logistics; Total cost concept; supply chain management- nature, importance and interface with logistics; Concept of customer service.

(18 Hrs)

Module 2: Transportation and physical Distribution: Importance and modes of transportation Selection of transportation modes; Multi modal transportation; Documentation and carrier liabilities. Inter – state good movement and problems; Transportation management.

(15Hrs)

Module 3: Inventory control: Economic order quantity under conditions of certainty and uncertainty; Inventory requirements as function of number of stock locations; techniques of inventory control.

(15 Hrs)

Module 4: Warehousing: Role and modern concept of warehousing; private vs public warehousing; Planning warehousing operations; Site selection, warehouse layout.

(20Hrs)

Module 5: Material handling: Management of receipts and issues; Computers and warehousemanagement.

(20 Hrs)

Module 6: Order Processing: Importance to customer service; Model of Performance measurement; Packagingandutilization.

(20 Hrs)

References:

1. Bowersox and others, Physical Distribution Management, Tata McGraw Hill, New Delhi
2. Dobler D.W, Purchasing and Supply Management, Tata McGraw Hill, New Delhi
3. Glaskowsky N.A, Business Logistics, Dryden Press, Ohio

4. Khanna K.K, Physical Management, Himalaya Publishing House, New Delhi

SEMESTER IV

Paper 2: CO 242T- STRATEGIC MANAGEMENT FOR MNCs

Objective: The objective of this course is to give students acquaintance with the growth and development of MNCs, strategic management of MNCs, organizational design of MNCs, integration of subsidiaries, business ethics and social responsibility.

Module1: Concepts of MNCs- Emergence and growth of MNCs- Process of internationalization- Types of MNCs- Factors behind growth of MNCs- Problems and benefits from MNCs- Special problems of MNCs. (15Hrs)

Module 2: Strategic Management of MNCs- SWOT Analysis- Components of strategies- Levels of Strategies- Corporate level, Business level and functional level strategies- Strategy formulation and implementation-Case studies. (15Hrs)

Module 3: Ownership strategy of MNCs- International Joint Ventures- International Strategic Alliances- Business Process Outsourcing- Foreign subsidiary- Mergers and acquisition, Problems, Prospects and patterns of each form- case studies. (20Hrs)

Module 4: Strategic planning in MNCs- concept of strategic planning- need- focus modes- Planning for expansion- Planning of competitive advantage and market leadership- Planning for core- competence- Environmental scanning and planning – case studies. (20Hrs)

Module 5: Organizational strategies of MNCs – Organizational theories applicable to MNCs- Structure of MNCs- American, European and Japanese organizational designs of MNC (20Hrs)

Module 6: Designing appropriate strategy- Organizational Integration of subsidiaries- Strategic adaptation to local conditions- MNC culture- Business Ethics- Social responsibility. (18Hrs)

References

- 1.International Business: S. Shiva Ramu
- 2.Management: Griffin
- 3.International Business: James HTaggart
- 4.Essentials of international Marketing: Michael C McDermott
- 5.Strategic Management- Strategy Formulation and Implementation: John A Pearce II & Richard BRobinson
- 6.Strategic Planning for Corporate Success: V.S. Ramassamy& S.Namakumari
7. Cases in Strategic Management: S.B Budhiraja& M.BAthreya

SEMESTER IV

Paper 3: CO 234T- LEGAL FRAMEWORK FOR INTERNATIONAL TRADE

Objective: This course aims at familiarizing students with the legal framework of International trade. It covers various aspects such as law on International sale of goods, patent regulations, trademarks, arbitration and conciliation regulations, FEMA AND Cyberlaws.

Module 1: Uniform Law on International Sale of goods- obligations of the seller – obligations of the buyer, common provisions- rules concerning damages-provisions of passing of risk in international sale contracts. Foreign Trade (Development and Regulations) Act 1992- objectives- Powers of Central Govt. Import/ Export License- Application Procedure- Refusal, Suspension of License; Role of DGFT- Exemptions from FTDRAct. (20Hrs)

Module 2: Patents regulations: Patents- Meaning- varieties- provisions of patent applications procedure- procedures after filling applications – patenting- patents of plant and seeds, Drugs- Life of patents and Rights of patentee. Working of patent- Infringement of patent- surrender and revocation of patent. Provisions related to secrecy direction for patent out of India- Protection for security of India- patent regime under WTO. (20Hrs)

Module 3: Trade and merchandise marks regulations: registration- procedure- opposing registration- effect of registration- prohibition of registration. Foreign Trade Mark- Privileges to nationals and non- nationals- Licensing of trademark- registered user provisions- violation of trade mark rights-remedies. (15 Hrs)

Module 4: Arbitration and conciliation regulations- purpose of Arbitration- difficulties in India. Domestic Arbitration- agreement- Tribunal- Arbitral proceedings- Arbitral

award- Intervention by Court. Conciliation – enforcement of foreign awards- International Arbitration. (15Hrs)

Module 5: FEMA Regulations- objectives- Need. Functions of RBI under FEMA, regulations over transactions in foreign exchange and securities – Restriction on capital account and current account transactions- control over realization of Foreign Exchange; Regulations of receipts and payments to resident outside India; Rule of Foreign Exchange possession and retention, realization, repatriation and surrender; provisions regulating export of goods and services- borrowing and lending in Foreign Exchange

(20 Hrs)

Module 6: Acquisition and transfer of property in and outside India- establishment of branch in India; Enforcement/ penalties under the Act; Cyber Laws- need and significance.

(18 Hrs)

References:

1. Datey, Economic Laws
2. Bare Acts: Govt. of India

SEMESTER IV

Paper 4: CO 244S- MANAGEMENT OPTIMIZATION TECHNIQUES

Objectives:

1. To convey basic principles and application of optimization tools of resource utilization.
2. To provide an insight into optimal project implementation Techniques under deterministic and probabilistic conditions.

Module 1: Optimization Techniques: Introduction-Definition-Nature and Importance-Steps in Intelligent decision making- Modelling Techniques **(8 Hrs)**

Module 2: Linear Programming: Introduction-Formulation of LPP-Maximize, Minimize, objective function-Constraints and non-negativity conditions-Graphical solution-Optimal solution-Infeasible and unbounded solutions-degeneracy-Simplex method-slack, surplus and artificial variables-Duality-Primal and dual problems **(22 Hrs)**

Module 3: Transportation and Assignment Problems: Transportation Problems-Initial basic feasible solution using North West Corner Rule, Lowest Cost Entry Method and Vogel Approximation Method-Optimal solution-MODI method- Degeneracy, Unbalanced and Maximization in Transportation Problems. Assignment Problems-Hungarian Method-Maximization, Unbalanced and Restricted Assignment Problems-Travelling Salesman Problems. **(23Hrs)**

Module 4: Game Theory: Game Theory- Pay off matrix- Maxim in and Minimax – Saddle point-Solution of pure and Mixed strategy games- Graphic Method-Principle of dominance-Arithmetic Method. **(15 Hrs)**

Module 5: Optimization Techniques: Replacement Theory- Replacement of Capital Items and items that fail completely- Individual and Group replacement policy. Queuing Theory-Models (simple problems); Inventory models-computation; Simulation-MONTE CARLO Method and Random Numbers. **(15 Hrs)**

Module 6: Project Scheduling and Monitoring: Network Analysis-Critical Path Method-Scheduling and Control of Projects-Free, Independent and Total Float(slack)-PERT-time estimates and Probability of completion-cost/time trade off analysis-Crashing of projects and resource considerations **(25 Hrs)**

References:

1. J K Sharma – operation Research – Theory and Practice – MacMillian.
2. John M. Nicholas, Project Management for business and Technology – Problems andpractice.
3. Harvey M Wagner - “Principle of Operation Research, PH Learning Pvt.Ltd.
4. Management operations Research – Satya Narayanan, LalithaRaman.
5. Operations Research Hamdy ATaha
6. Operation Research – V.K.Kapoor.
7. Operation Research – S.D.Sharma.

Elective : MARKETING

SEMESTER III

Paper 1 : CO 231M- AGRICULTURAL AND RURALMARKETING

Course Objectives

1. To learn how general marketing concepts apply to agricultural and rural marketing
2. To impart knowledge in enabling the taught to critically analyze the methods of agricultural and rural marketing

Module 1 Agriculture Marketing- Definition, Scope, Concepts and Objectives, Differences in Agricultural and Consumer Marketing, Constraints in Agricultural Marketing. **(15Hrs)**

Module 2. Role of Agriculture in Economic Development of India - Role of Government in Agricultural Development. **(13Hrs)**

Module 3. Agribusiness-Emerging Branches-Non Conventional Form of Agribusiness-Export Potential for Farm Products –Supporting Services **(20Hrs)**

Module 4. Advantages& Limitations of Organized Retailing in Agri Inputs and Outputs-Recruitment of Human Resources in Agri Marketing and New Trends in Agricultural Marketing **(25Hrs)**

Module 5. Rural Marketing- Features, Significance, Scope and Limitations- Segmentation in Rural Marketing-Classification of Products and Services in Rural Marketing- Marketing Mix for Rural Products- Innovative Distribution Channels **(25Hrs)**

Module 6. Cooperative Marketing- Concepts, History, Functions-Reasons for Slow Progress of Cooperative Sector **(10Hrs)**

Reference Books

Rural Marketing- Challenges and Opportunities H C Purohit

Rural Marketing In India-Strategies and Challenges Ruchika Ramakrishnan

Rural Market and Agricultural Marketing Kiran Sankar Chakraborty

The Rural Marketing Book Pradeep Kashyap& SiddharthRaut

Agricultural Marketing in India S S Acharya and N L Agarwal Oxford & IBH Publishing
Co Pvt Ltd, Culcutta

Agribusiness Management In India- Text & Cases- Dr. Subhash Bhave

SEMESTER III

Paper 2: CO 232M- INTERNATIONAL MARKETING

Objectives:

- To familiarize the students with the concept and issues of international marketing and enable them to analyze the foreign market environment and develop international marketing strategies for a business firm.

Module 1:Introduction: Introduction to marketing (Basic concepts only), International Marketing- an overview; International marketing management process, International marketing information system. International Market Segmentation, Targeting and Positioning; International market entry strategies – Exporting, licensing, contract manufacturing, joint venture, setting –up of wholly owned subsidiaries abroad.

(22 Hrs)

Module 2: Global Marketing Environment: Economic Environment, Socio-cultural Environment, Legal and statutory framework, Need for Environmental analysis, Country Risk Analysis, Global Marketing Research and information System, Research Process of International Marketing.

(16 Hrs)

Module 3: International Product Planning and Pricing decisions: International marketing mix International product policy ; Product positioning in foreign market; Product standardization and Adoption ; Brands, Trademarks, Packaging and Labeling ; International marketing of services ; International product pricing policy ; Factors affecting international price determination ; methods of Pricing for international markets.

(25 Hrs)

Module 4: International Distribution Decisions: Distribution channel- from traditional to modern channel structures, Intermediaries for international markets-their roles and functions; Factors affecting choice of channels; Locating, selecting and motivating channel members; International logistics and supply chain management; Planning and Issues.

(20 Hrs)

Module 5: International promotional policy: Concept; International advertising; Developing International advertising strategy ; International sales promotion strategies ; Other forms of promotion for global markets.

(15Hrs)

Module 6: Emerging trends in International Marketing: International Marketing through Internet; Ecological concerns and international marketing ethics. (10Hrs)

References:

1. Dr.K. Karunakaran, 'Marketing Management(Text and cases in Indian Context)'. Himalaya PublishingHouse.
2. Philip Kotler and Kevin Lane Keller,' Marketing Management',Prentice Hall.
- 3.Dana – Nicoleta, Laseu, 'International Marketing',Biztantra.
4. Warren J. Keagan, Mark Green, 'Global Marketing 3/e, PrenticeHall.
5. Cateora, Phillip R. ;Grahm, John L. And PrashantSalwan ,International Marketing, TataMcGrawHill.
6. Philip R. Cateora, John Graham, 'International Marketing', Irvine – SagePublications.
7. Michal R. Czinkota, Illkka A. Ronkainen, 'Best Practices in InternationalMarketing', Harcourt collegePublishers.
8. P.K. Vasudeva, 'International Marketing' Excel books.
9. R. Srinivasan, 'International Marketing' Prentice HallIndia.
10. Rajagopal, International Marketing, Vikas PublishingHouse.
11. Francis Cherunilam, 'International Business', PHI Learning PrivateLimited

SEMESTER III

Paper 3: CO 233M- MARKETING RESEARCH

Objectives:

1. To understand the relevance of Marketing research
2. To learn the applications of research in a marketing context

Module 1: Introduction -Introduction to Market Research- Types of Research – Basic &Applied, Nature, Scope, Objectives, Importance & Limitations of Market Research. Marketing Research activities – Steps involved in Research process - Problem identification and definition; Determination of information needs; Developing research proposal-Market research v/s Marketing research-Research Design – types of Research Design. **(20Hrs)**

Module 2: Method of data collection- Sources and collection of Marketing Data. Secondary data – Advantages & Limitations, Sources –Govt. & Non Govt. Primary Data – Advantages &Limitations, Sources, Methods of Collection Primary Data – Observation, Mail, Personal Interview, Telephonic Interview, Internet Interviewing- survey errors. **(15 Hrs)**

Module 3: Sampling -Sampling, Questionnaire & Scaling Techniques. Probability and Non Probability Sampling, Sampling methods, Sample Design. Questionnaire design and drafting. Scaling techniques like Nominal, Ordinal, Interval, Ratio, Perceptual Map, Semantic Differential, Likert, Rating& Ranking Scales. Hypothesis testing-Introduction-Types of tests and test selection- One sample test-Two-Independent Sample tests-Two-related sample tests- Chi-square test-Tests for large and small samples-ANOVA. **(25 Hrs)**

Module 4: Data processing and analysis of data - Data Processing and Tabulation-Editing coding, problems in editing, tabulation. Data Analysis- Measurement of central tendency, dispersion, univariate analysis, bivariate analysis, multidimensional analysis-

Multivariate analysis, (Factor analysis, cluster analysis, multidimensional analysis, conjoint analysis).-Market and Sales Analysis-Sales forecasting – objective and subjective methods-Test marketing positioning research. (28Hrs)

Module 5: Emerging trends in Marketing Research-Marketing research in the social media (facebook, my space, blogs)-Marketing research in the motion picture industry- Marketing research in the TV industry-In-store shopper marketing-Online brand perception research-Online targeted advertising - Applications of Marketing Research - Product research; Advertising research; Market and sales analysis; Marketing research in India; Ethical issues related to marketing research. (10Hrs)

Module 6: Marketing research writing -Interpretation and Report Writing: Interpretation, types of research reports, guidelines for writing a report-Purpose of Report-Classification of Report-Functions of Research Report- Principles of report writing-Fundamentals of good reports-writing a report format, evaluation of research report. (10Hrs)

References Books:

1. Marketing Research by RamanujMajumdar
2. Marketing Research byMishra
3. Marketing Research by MVKulkarni
4. Marketing Research by DMSarawte.
5. Research for Marketing Decisions by Paul Green, DonaldTull.
6. Marketing Research-RajendraNargundkar(TataMc)
7. Business research Methods-DonaldR.Cooper.
8. Marketresearch-G.C.Beri
9. Marketing Research-Aaker
10. Marketing Research -Tull& Hawkins
- 11.Marketing Research S L Gupta, ExcelBooks

SEMESTER III

Paper 4: CO 234M- MARKETING COMMUNICATION

Objective:

To familiarise the students with the basic concepts of Marketing communication, Advertising and Brand Management.

Module 1: Role of IMC in marketing process, IMC planning model, Marketing and promotion process model. Communication process, steps involved in developing IMC programme, Advertising Vs Marketing mix, Advertising appeal in various stages of PLC, Advertising Agency: Type of agencies, Services offered by various agencies, Criteria for selecting the agencies and evaluation (20Hrs)

Module 2: Media planning: Developing Media plan, Problems encountered, Media Evaluation-Print, Broadcast media, Support media in advertising, Media strategy: Creativity, Elements of creative strategies and its implementation, Importance of Headline and body copy. (20Hrs)

Module 3: Advertising objectives and Budgeting: Goal setting – DAGMAR approach, various budgeting methods, Monitoring, Evaluation and control: Measurement in advertising, various methods used for evaluation, Pre-testing, Post testing. (20 Hrs)

Module 4: Direct Marketing: Features, Functions, Growth, Advantages/Disadvantages, Direct Marketing Strategies. Promotion: Meaning, Importance, tools used, drawbacks, push pull strategies, Co-operative advertising, Integration with advertising and publicity Public relation/ Publicity:- Meaning, Objectives, tools of public relations, Public relation strategies, Goals of publicity, Corporate Advertising – Role, Types, Limitations, PR Vs Publicity. (20Hrs)

Module 5: Basics Understanding of Brands – Definitions - Branding Concepts – Functions of Brand - Significance of Brands – Different Types of Brands – Co branding –

Store brands. Brand image Building – Brand Loyalty programmes – Brand Promotion Methods – Role of Brand ambassadors, celebrities – On line Brand Promotions. (15Hrs)

Module 6: Measuring Brand Performance – Brand Equity Management - Global Branding strategies - Brand Audit – Brand Equity Measurement – Brand Leverage -Role of Brand Managers– Branding challenges & opportunities. (13 Hrs)

Reference:

1. Semenik Richard J, *Promotion & Integrated Marketing Communications*, Thomson
2. Kumar, S. Ramesh; *Marketing and Branding –The Indian Scenario*; Pearson Education; New Delhi.
3. Moorthy, Y.L.R.: *Brand Management*, Vikas Publication House, New Delhi. 2012
4. Aaker, David A: *Managing Brand Equity*, Free Press, New York
5. Kumar, S. Ramesh; *Marketing and Branding –The Indian Scenario*; Pearson Education; New Delhi.
6. S.A. Chunawalla, *Foundation of Advertisement Theory and Practices*, Himalaya Publishing House, Mumbai.
7. Belch, George E. and Belch, Michael A.; *Advertising and promotion*, Tata McGraw Hill, New Delhi

SEMESTER IV

Paper 1: CO 241Z- LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Objective: The objective of this course is to enable students to understand the importance and dynamics of a firm's physical distribution functions and management of its supply chain.

Module 1: Introduction to distribution logistics: Nature, importance and scope of logistic decisions; Systems approach to logistics; integrates logistics; Total cost concept; supply chain management- nature, importance and interface with logistics; Concept of customer service. (18Hrs)

Module 2: Transportation and physical Distribution: Importance and modes of transportation Selection of transportation modes; Multi modal transportation; Documentation and carrier liabilities. Inter – state good movement and problems; Transportation management. (15Hrs)

Module 3: Inventory control: Economic order quantity under conditions of certainty and uncertainty; Inventory requirements as function of number of stock locations; techniques of inventory control. (15Hrs)

Module 4: Warehousing: Role and modern concept of warehousing; private vs public warehousing; Planning warehousing operations; Site selection, warehouse layout. (20Hrs)

Module 5: Material handling: Management of receipts and issues; Computers and warehouse management. (20Hrs)

Module 6: Order Processing: Importance to customer service; Model of Performance measurement; Packaging and utilization. (20 Hrs)

References:

- 1.Bowersox and others, Physical Distribution Management, Tata McGraw Hill, New Delhi
- 2.Dobler D.W, Purchasing and Supply Management, Tata McGraw Hill, New Delhi

3. Glaskowsky N.A, Business Logistics, Dryden Press, Ohio

4. Khanna K.K, Physical Management, Himalaya Publishing House, New Delhi

SEMESTER IV

Paper 2: CO 242M- INDUSTRIAL MARKETING

Objectives:

1. To learn how general marketing concepts apply to industrial business contexts.
2. To impart knowledge in enabling the taught to critically analyze firm- specific industrial marketing issues.

Module 1. Nature of Industrial Marketing: Industrial marketing vs. consumer marketing- Relational approach to industrial marketing – The nature of industrial demand &Industrial customer (18Hrs)

Module 2. Type of Industrial Products: Major equipment, Accessory equipment, Raw and processed materials, Components parts and sub -assemblies, Operating supplies, Standardized and non- standardized parts, Industrial services (20Hrs)

Module 3. Organizational influences on buying behavior: Buying roles, The buy grid model, The organization buying decision process- Purchasing systems- Auctions- Documentation- Bids- Order – Placement- Follow up- Receipt and inspection (20 Hrs)

Module 4. Industrial Product Decisions: Industrial product life cycle – Industrial product mix determinants viz. Technology- Competition- Operating capacity- Shift in location of customers- Government controls – Changes in level of business activity (20 Hrs)

Module 5. Pricing of Industrial Products: Pricing objectives- Price decision analysis- Break Even Analysis- Net pricing- Discount pricing – Trade discount – Geographic pricing- Factory pricing- Freight allowance pricing- Terms of sale – Outright purchase- Hire purchase–Leasing (15Hrs)

Module 6. Promotion of Industrial Products- Supporting salesman- Motivating distributors – Stimulating primary demand- Sales appeal – Publicity & sponsorships –

Trade shows – Exhibits – Catalogs – Samples- Promotional letters – Promotional novelties

(15 Hrs)

Book recommended:

1. Anderson, Customer Relationship Management, Tata MaGrawHill.
2. Daragh O Reilly and Julian J Gibas, Bulding Buyer Relationships, Macmillian India Ltd.
3. Michael D Hutt and Speech T.V, Industrial Marketing Management, The DrydenPress.
4. Robert Dwyer F., Business Marketing, MaGrawHill.
5. Robert & Reeder, Edward G. Briety and Betty H. Reeder, Industrial Marketing: Analysis Planning and Control. Prentice Hall of IndiaLtd
6. Industrial Marketing – P KGhosh

SEMESTER IV

Paper 3: CO 243M- SERVICES MARKETING

Objectives

1. To understand the differences between services and physical goods and to understand how these differences translate into marketing.
2. To prepare students to be successful managers in this increasingly service-oriented economy.

Module 1: Marketing Services -Concept of services – importance - Goods & Services marketing - Growth of the service sector - Emergence & Reasons for the growth of service sector in India, - Product to Services, the Challenges - The Service Sector - Meaning and Types of Service - Why Services Marketing? - Classifying Services - Service economy and the nature of services – Service Marketing Implications - Service and Technology - Designing of the service, blueprinting, using technology developing, human resources, building service aspirations. **(10 Hrs)**

Module 2 :The Services Marketing Mix- 7 P's of service marketing - *Product* - Product differentiation, product levels - *Pricing* of services- pricing concepts, pricing strategies for services - *Place*-Service distribution, components of service delivery system, potential management, problems associated with services delivery - *Promotion*- Challenge of Service communication - Service Advertising Strategies - *People*- Importance of people in service marketing, Role of various people involved - *Physical Evidence* -concept of Physical Evidence, types of Physical Evidence in various services - *Process*-concept, types of process. **(25 Hrs)**

Module 3: Consumer Behaviour in Services - Customer Behavior in Service Settings – Consumer Choice - Consumer Experience – Post Experience Evaluation - Customer Expectations of Service - Importance of Customer Expectations - Factors that Influence Customer Expectations of Service – Issues Involving Customer Service Expectations - Ensuring high Customer Satisfaction – Understanding differences among Consumers - Internal marketing of Services – Customer Experience Management (CEM) - Customer

Satisfaction Measures - Demand Management in Services - Supply and Demand considerations in Services – Eservices Marketing. **(20Hrs)**

Module 4: Dimensions of Service Quality -Delivering Quality Service - Challenges of Measuring Service Quality - Employees role in Service Delivery - Service quality research and measurement- SERVQUAL - Quality standards, factors and solutions - Developing appropriate and effective communication about service quality - Service Product - Service Processes - Service Recovery – How Customers Respond to Service Failures - Recovery Expectations - Service Recovery Strategies – Service Recovery Process - Service Guarantees - The Customer Gap - The customer expectations versus perceived service gap - Closing the Gaps - Key factors and strategies for closing the gap - GAPS Model of Service Quality. **(25 Hrs)**

Module 5: Building Customer Relationships in Services- CRM issues in services – Relationship Marketing - Strategizing on HRM - Employee Role in Service Delivery - Service Culture - The Critical Importance of Service Employees - Boundary-Spanning Roles - Service delivery and Organization Culture and Climate - Focusing on the Customer - Relationship Development Strategies – Relationship Challenges.

(13 Hrs)

Module 6: Modern Trends in Services Marketing- *Live Project* based on marketing of services in Financial Services/Health Services/Hospitality Services including travel and tourism/Professional Services/Public Utility Services - Developing Sustainable Service Models. **(15Hrs)**

References Books:

1. Zeithaml V, Bitner M.J. & Gremler D.D. and Ajay Pandit (2012), *Services Marketing: Integrating customer focus across the firm*. Special Indian Edition, McGraw-Hill Education Pvt. Ltd., New Delhi.
2. Christopher Lovelock and Jochen Wirtz (2011) *Services Marketing: People, Technology, Strategy*, Seventh Edition, Pearson Publishing.

3. Schmitt, Bernd H. (2003) *Customer Experience Management: A Revolutionary Approach to Connecting with Your Customers*, Wiley, ISBN0471237744.
4. Ramneek Kapoor, Justin Paul and BiplabHalder (2011) *Service Marketing: Concepts &Practices*, Tata McGraw-Hill Education Private Ltd., NewDelhi.
5. Philip Kotler and Paul N Bloom (1984) *Marketing Professional Services*, Prentice Hall, NewDelhi.
6. Lovelock and Wright (2002) *Principles of Service Marketing and Management*, 2nd edition, PrenticeHall.
7. S.M. Jha (2003) *Services Marketing*, Himalaya Publishing House, New Delhi. ISBN. 9788170408307
8. Natarajan,L (2013) *Services Marketing*, Margham Publications,Chennai.
9. R. Srinivasan (2014) *Services Marketing: The Indian Context*, Prentice Hall India Learning Private Limited; Fourth edition, ISBN-10:8120350340.
10. Harsh V. Verma (2011) *Service Marketing: Text and Cases*, Second Edition, Pearson Education; ISBN-10:8131754472.
11. RajendraNargundkar (2010) *Services Marketing*, McGraw Hill Education (India) Private Limited; 3 edition, ISBN-10:0070682127.
12. Ravi Shankar (2002) *Services Marketing*, Excel Books, ISBN-10:8174462678.
13. K. Rama Mohana Rao (2011) *Services Marketing Paperback*, Pearson Education; Second edition, ISBN-10:8131732258.
14. Adrhian Payne (2009) *The Essence of Marketing*, Prentice Hall of India Pvt. Ltd.,New Delhi. FurtherReading
15. Grönroos, C. (2006) Adopting a service logic for marketing. *Marketing Theory*, Vol. 6, No. 4, 317-333.
16. Grönroos, C. (1984) A service quality model and its marketing implications. *European Journal of Marketing*, Vol. 18, No. 4,36-44.
17. Parasuraman A., Zeithaml, V. A. & A. Malhotra (2005) E-S-QUAL a multiple scale for assessing electronic service quality, *Journal of Service Research*, Vol. 7, No. 3, 213-233.

SEMESTER IV

Paper 4: CO 244S- MANAGEMENT OPTIMIZATION TECHNIQUES

Objectives:

1. To convey basic principles and application of optimization tools of resource utilization.
2. To provide an insight into optimal project implementation Techniques under deterministic and probabilistic conditions.

Module1: Optimization Techniques: Introduction-Definition-Nature and Importance-Steps in Intelligent decisionmaking- Modelling Techniques **(8 Hrs)**

Module 2: Linear Programming: Introduction-Formulation of LPP-Maximize, Minimize, objective function-Constraints and non-negativity conditions-Graphical solution-Optimal solution-Infeasible and unbounded solutions-degeneracy-Simplex method-slack, surplus and artificial variables-Duality-Primal and dual problems **(22 Hrs)**

Module 3: Transportation and Assignment Problems: Transportation Problems-Initial basic feasible solution using North West Corner Rule, Lowest Cost Entry Method and Vogel Approximation Method-Optimal solution-MODI method- Degeneracy, Unbalanced and Maximization in Transportation Problems. Assignment Problems-Hungarian Method-Maximization, Unbalanced and Restricted Assignment Problems-Travelling Salesman Problems. **(23Hrs)**

Module 4: Game Theory: Game Theory- Pay off matrix- Maxim in and Minimax – Saddle point-Solution of pure and Mixed strategy games- Graphic Method-Principle of dominance-Arithmetic Method. **(15 Hrs)**

Module 5: Optimization Techniques: Replacement Theory- Replacement of Capital Items and items that fail completely- Individual and Group replacement policy. Queuing Theory-Models (simple problems); Inventory models-computation ; Simulation-MONTE CARLO Method and Random Numbers. **(15 Hrs)**

Module 6: Project Scheduling and Monitoring: Network Analysis-Critical Path Method-Scheduling and Control of Projects-Free, Independent and Total Float(slack)-PERT-time estimates and Probability of completion-cost/time trade off analysis-Crashing of projects and resource considerations **(25 Hrs)**

References:

1. J K Sharma – operation Research – Theory and Practice –McMillian.
2. John M. Nicholas, Project Management for business and Technology – Problems andpractice.
3. Harvey M Wagner - “Principle of Operation Research, PH Learning Pvt.Ltd.
4. Management operations Research – Satya Narayanan, LalithaRaman.
5. Operations Research Hamdy ATaha
6. Operation Research – V.K.Kapoor.
7. Operation Research – S.D.Sharma.

Elective – BANKING & INSURANCE

SEMESTER III

Paper 1: CO 231U -INCOME TAX PLANNING AND MANAGEMENT

Objectives:

1. To impart deep knowledge about the latest provisions of Income Tax Act
2. To develop application and analytical skill of the provisions of Income Tax Law for Income Tax planning and Management.

Module 1: Overview of Income Tax law-Computation of Tax an Overview -Individual, Company ,Firm –Accounting Standards relating to Tax- Tax Information Services

(10 Hrs)

Module 2: Tax planning and Management:- Meaning - Tax planning, Tax Evasion, Tax avoidance, Tax management – Differences- Nature and Scope of Tax Planning- Precautions in Tax Planning- Need for Tax Planning-Limitations- Tax Audit- Tax Planning in relation to Heads of Income -Concept of TDS/TCS -Advance payment- Computation- -Rebate 87A,88 – Relief u/s 89 , 90,91.Black Money Act 2005- Introduction-Features- Highlights-Importance.

(15Hrs)

Module 3: Tax Planning And Management For Individuals:- Tax Incidence on Individuals- Significance-Taxable Income- hints for Tax Planning and Management- Impact of Tax on Financial Decisions-Alternative Minimum Tax (AMT)- Tax Planning For Employer and Employee-Documentation and Filing of Return- E-Filing- Tax Credit- TRACES- Refund-Appeal-Tax Return Preparators (TRP)- Procedures and rules- Settlement commission-Advance Ruling

(16Hrs)

Module 4:Tax Planning For Firm, Association of Person and Body of Individuals:-
Tax incidence on Firm/AOP/BOI- Impact of Tax liability on Firm –Significance of Tax

Planning- LLP-Sec: 184 & 185- Inter-transaction between partners and Firm – impact of Tax on Change in Constitution of Firm- Conversion Of Firm in to Company – Conditions Of 40(b) – Carry forward and Set off in case of Change in Constitution of Firm – Filing of Return-Appeal- Refund- Hints for Tax planning for Firm, AOP and BOI. (**22 Hrs**)

Module 5: Tax Planning and Management for Company:- Types of Companies- Domestic and Foreign- Tax incidence on Companies- Impact of Income Tax on Corporate Decisions – Tax Planning and Management in Corporate Decisions – MAT Provisions- Computation-Application of IT in Tax Planning –Tax Planning For New Business- Tax Planning on Venture capital Companies – Tax Planning on Financial and Investment decisions – Capital structure-Dividend and Deemed Dividend- Dividend Distribution Tax- Bonus Shares- Make or buy – own or Lease – Repair or Replace- Employee Remuneration – Setting up of new business – Location Aspects – Amalgamation or Demerger – Filing of Return – E-Filing- Refund- Appeal- Methods and procedures – Annual Return for TDS and TCS – Hints for Tax Planning and Management.

(**25 Hrs**)

Module 6: International Taxation- Basic Concepts – Double Taxation Relief – Computation – DTAA – GAAR – Advance Ruling- Transfer pricing – transfer Pricing Law in India- Concepts of Arms length price – advance Pricing Agreement- Taxation of E-Commerce Transaction –Filing of Return- International Settlement Commission – Methods and Procedures.

(**20Hrs**)

NB: i) Some case studies involving the learning

ii) Necessary inputs from B.Com Programme

References:

Books

1. Singhanian. V.K: Direct Tax planning and Management, Taxman,N.Delhi.
2. Singhanian.V.K: Direct Taxes Laws and Practices,Taxman, N.Delhi
3. E.A.Srinivas: Corporate Tax Planning;Tata Mc-GrawHill
4. Mehrithra HC: Direct Tax Planning
5. Kushal Kumar Agrawal: Direct Tax Planning and Management; Atlantic Publishers
6. Bhagavath Prasad: Direct Tax Law andPractice
7. LakhotiaR.N: Corporate TaxPlanning
8. CA G.Sekar: professional guide to TaxAudit

Journals and Circulars

1. Chartered Accountant Today- Tax man for CurrentReading
2. Circulars issued byCBDT
3. Journal CharteredAccountant
4. Black Money Act 2005 (Bare Act-mainprovisions)

SEMESTER III

Paper 2: CO 232B- MODERN BANKING

Objectives

1. To understand the relevance of banking in the present scenario
2. To impart practical knowledge about modern banking

Module 1: Modern Banking- Concepts- New Trends in banking- cashless economy – Small banks and payment banks – Mudra banks --Criteria for licensing --Outsourcing of Non-core Services– Financial Inclusion –Bank Mergers and Acquisitions – new reforms in banking sector

(15 Hrs)

Module 2: Corporate Banking : Meaning and importance-various services provided-Cash Management- Debt Management, Factoring and Forfeiting-Trusteeship-Custodial services--Business advisory, Off shore services---Trade services - Corporate Deposits - Importance of Institutional deposits and retail deposits. **(20Hrs)**

Module 3: Retail Banking- Introduction - Applicability of retailing concepts - Distinction between Retail Banking and Corporate / Wholesale Banking -Retail Products—Overview- Customer requirements- Products development process - Approval process for retail loans-Credit scoring--Important Asset Products – innovative banking product sand services. **(15Hrs)**

Module 4:Credit Management in Banks –Loan Policy – Compliance with RBI guidelines – Credit Appraisal and Credit Decision Making – Monitoring and Review of Loan Portfolio –NPA – Dealing with credit defaults, Stressed assets, Debt Restructuring– SARFAESI Act, 2002--Appraisal methodology for different type of clients/products **(18Hrs)**

Module 5: Risk Management in Banks - Credit Risk Management - Introduction – Basel norms(I,II and III) - Frame work for risk management - RBI guidelines on risk management - Risk rating and risk pricing - Methods for estimating capital requirements

- Credit risk - standardized approach & advanced approach - Credit rating / credit scoring and rating system design - Credit Bureaus - Stress test and sensitivity analysis - Internal Capital Adequacy Assessment Process (ICAAP) **(25 Hrs)**

Module 6: Bank Marketing Management – Marketing of Banking Services – Marketing Mix for Banking Services – Developing Marketing Strategies and plans – Marketing Budget – Organisation of Marketing Functions in Banks. **(15Hrs)**

References

1. Gerald Hatler, Bank Investments and Funds Management,Macmillan
2. Stigum, Managing Bank Assets and Liabilities, Dow-JonesIrwin.
3. Dudley Lockett, Money and Banking, McGrawHill.
4. Vasant Joshi, Vinay Joshi, Managing Indian Banks- Challenges Ahead”,ResponseBooks.
5. Vasant Desai, Banks and institutional management, Himalaya PublishingHouse.
6. Principles of Banking, Indian Institute of Banking and Finance,Macmillan.

Journals

- 1)The Indian Banker, Published by: Indian Banks Association
- 2)Bank Quest, Published by: Indian Institute of Banking and Finance

SEMESTER III

Paper 3: CO 233B- INSURANCE LAW AND PRACTICE

Objectives:

1. To give a comprehensive understanding on the general principles and concepts of insurance, insurance practices and procedures
2. To create awareness among students on the legal framework of insurance

Module 1: Introduction-Insurance – Meaning, definition, nature, need and significance of insurance, history and evolution of Insurance –Mechanism of Insurance - Principles of Insurance- Insurance as a social security tool, investment avenue, risk management technique – Insurance and tax planning- Role of insurance in business and economic development – Re insurance-Double Insurance. **(15 Hrs)**

Module 2: Legal Principles in Insurance-Insurance contract – meaning, features, factors affecting the contract, essentials of valid insurance contract, types of insurance contract, defective contracts. Fundamentals of agency laws – definition of an agent, agents regulation, Insurance and intermediaries, agents compensation, procedure of becoming an agent. Agency licenses – pre-requisites for obtaining license, license duration, cancellation, termination. - Code of conduct, unfair practices. - Functions of an agent- Agent as a practitioner- Policy valuation and claim settlement (Case Studies) **(22 Hrs)**

Module 3: Classification of insurance policies-Meaning, features, significance, elements of protection and investment, service providers for various policies - General Insurance - Personal Insurance (Medical, Accidental, Property, Vehicle), Rural Insurance, Farm Insurance, Industrial Insurance, Commercial Insurance - Life Insurance Whole Life Plan, Endowment, Money Back, Term plan, ULIP- Others insurance policies -Home insurance, Travel insurance, Health Insurance etc **(20 Hrs)**

Module 4: Insurance Companies in India-Life Insurance Corporation of India – Capital structure, organization, performance and progress – Growth and development of General Insurance Corporation of India - Privatization of Insurance in India – participants, their progress and implications on Indian economy, Impact of globalisation on Insurance sector - Recent trends - FDI in insurance sector- Foreign Participants in India and their current status in Indian Insurance Industry **(16Hrs)**

Module 5: Development of Insurance products- Core functions of an insurance company - Product Development- Customer Servicing- Marketing and Promotion - Insurance Sales – Underwriting- Policy Administration- Claims- Reinsurance-Actuarial Support- Accounting and Investment- Training and Development.- Changing face of Indian Insurance Industry – Bancassurance, technology enabled insurance, micro insurance, social insurance, etc - Challenges faced by the insurance industry in this globalisedera **(15Hrs)**

Module 6: Insurance legislative framework in India- History of legislations in India- Major acts and amendments - main features of Insurance Act 1938, L.I.C. Act 1956 - General Insurance Business (Nationalisation) Act, 1972 (amended in 2002), - Insurance Regulatory and Development Authority Act 1999- Duties, Powers and functions of IRDA, Micro insurance Regulations’ Act,2005 - The Insurance Laws (Amendment) Act, 2015 - Other legislations governing insurance business in India **(20Hrs)**

References

1. Das, Subhash Chandra , “The Financial System in India: Markets, Instruments, Institutions, Services And Regulations”, PHI Learning Pvt. Ltd.,2015
2. Sukhvinder Singh Dari, “Impact of Privatization Policy and FDI on Life Insurance Corporation Vis-à-vis Insurance Regulatory Authority of India”, Track2Publications,2014
3. Uma Narang,”Insurance Industry in India: Features, Reforms and Outlook”, New CenturyPublications,2013

4. L. M. Bhole and Jitendra Mahakud, "Financial Institutions & Markets" 5th Edition, Tata McGraw-Hill Education, New Delhi, 2009
5. Neelam C. Gulati, "Principles Of Insurance Management: A Special Focus On Developments In Indian Insurance Sector Pre And Post Liberalisation" Excel Books India, 2009
6. Karam Pal, B.S. Bodla and M.C. Garg, "Insurance Management : Principles and Practices" Deep and Deep Publications, 2007
7. Tyagi C.L and Madhu Tyagi, "Insurance- Law and Practice", Atlantic Publishers & Distributors, New Delhi, 2007
8. Nalini Prava Tripathy, Prabir Pal, "Insurance: Theory And Practice", PHI Learning Pvt. Ltd., 2005
9. B. S. Bodla, M.C. Garg and K.P. Singh, "Insurance : Fundamentals, Environment and Procedures" Deep and Deep Publications, 2004
10. Dr. P S Palande, R S Shah, M L Lunawat, "Insurance in India: Changing Policies and Emerging Opportunities", SAGE Publications India, 2003
11. Ms. M. V. Bakshi & Dr. K. C. Mishra, "Insurance Business Environment and Insurance Company Operations"
12. Ms. M. V. Bakshi & Dr. K. C. Mishra, "Legal & Regulatory Aspects of Insurance".
13. [Peter Zweifel](#) (Author), [Roland Eisen](#) "Insurance Economics"
14. <https://www.irda.gov.in>,
<http://www.policyholder.gov.in/>, <http://www.newindia.co.in/>

Journals –

15. IRDA Journal, "The Journal" by Insurance Institute of India
16. Journal of Insurance and Risk Management by Birla Institute of Management and Technology
17. The [Journal of Risk and Insurance](#), edited by [Keith J. Crocker](#), served online at Wiley Online Library

SEMESTER III

Paper 4: CO 234Y- FOREX MANAGEMENT

Objective: The purpose of this course is to give the students an exposure to the way foreign Exchange Market operates, to understand the principles of Currency valuation, techniques that can be used to hedge foreign exchange risk and to create an understanding on foreign exchange Management in India.

Module 1: Foreign Exchange, concepts, significance of foreign exchange- Forex Reserves - Exchange rates- inter banks and Merchant rates- spot and forward rates-TT rates-computations-Forex Markets—derivates in the Forex markets- Futures, Swaps, Options and Arbitrage- Forex dealers and Speculators Organisations of the Forex market.

(15 Hrs)

Module 2: Exchange rate fixation- Purchasing Power Parity Theory- Interest Rate Parity Theory- Flow Model- Asset market models-forecasting of exchange rates- Nominal Effective Exchange Rates and real Effective Exchange rates- Hedging against Exchange rate fluctuations.

(15Hrs)

Module 3: Forward Exchange Contracts-relevance-types- forward exchange rate computation – factors influencing Forward Rates- extension and cancellation of forward contracts-Futures-features vs Forward contracts-Options- types and Mechanisms-risk Management through forward contracts.

(20 Hrs)

Module 4: Forex Risk management – transaction risk exposure risks- internal strategies-shifting of risk- sharing of risk- exposure netting and offsetting- External strategies – money market Hedge- currency swaps- interest rate swaps- Economic consequences of exchange rate changes- Managing Risk .

(20 Hrs)

Module 5: Forex Management in India- Fixed and fluctuating rates-rupee convertibility- Nostro- Vostro- Loro Accounts- Exchange control Measures- relevance. Foreign Exchange reserves of India- composition and Management- monetary and Fiscal policy and its impact on foreign exchange reserves in India. (20Hrs)

Module 6: Foreign investment Management: FDI - National FDI policy - Liberalization. Economic determination - impact of globalization. Foreign portfolio investments with special reference to developing countries. (18 Hrs)

References

1. Alan C Shapiro, Multi National Financial Management,
2. Clare C Gump, ABC of Foreign Exchange
3. Krishnamoorthy S, Guide to Foreign Exchange Regulations
4. Chatterjee A K, Principles of Foreign Exchange
5. Rajwadi, Foreign Exchange Management
6. Keith Red Head, Financial Derivatives
7. V V Keshkamat , Foreign Exchange Arithmetic, – Vivek Publications ,Mumbai
8. C Jeevdam, Foreign Exchange Arithmetic and Risk Management, – Sulthanchand & Sons.
9. B K Chaudhuri, Finance of Foreign Trade and Foreign Exchange– Himalaya Publishing House

SEMESTER IV

Paper 1: CO 241W- GOODS AND SERVICE TAX & CUSTOMS DUTY- LAW AND PRACTICE

Objectives:

1. To gain expert knowledge of the principles and law relating to Goods and Service Tax and Customs Act.
2. To impart skill in applying and analysing the provisions of Goods and Service Tax Act and Customs Act in handling practical situations.

Module 1: Introduction: Meaning and Definition of Indirect Taxes-Nature-Scope-Constitutional provisions-Advantages-Disadvantages-Difference between Direct and Indirect Taxes- Types-Milestones in the history of Indirect Taxation in India. **(10 Hrs)**

Module 2: Basic Provisions of GST: Introduction-Meaning-Features-Historical backdrop of Goods and Service Tax-Major Indirect Taxes merged in to Goods and Service Tax-Benefits of GST-Economy, Industry and trade, tax payers-Types of GST-CGST-IGST-SGST- UTGST Schedules-Rate of GST- Kerala GST Provisions. **(20 Hrs)**

Module 3: Main Provisions of GST - Main Provisions: Provisions r- Compensation(GST)Law-Definitions of important terms-Levy of Tax-Collection-elating to Place, Time and Value of Supply-Different meaning of supply- Composite Supply-Mixed supply- Scope of Supply- Taxable Supply- E-Commerce-Supply Chain –GST Exemption limit- Tax Invoice-Credit and Debit Notes-Valuation Rules-Computation Tax- Input tax Credit(ITC)-Registration-procedures-Deemed Registration-Cancellation of Registration- Accounts and Records- Period of Retention of Records- Presumption as to Documents>Returns- Annual-Final-Payment of Tax-Information Technology in GST-Audit- Special Audit-Assessment-Refund-Consumer welfare Fund-GST Practioners-TDS/TCS. **(23Hrs)**

Module 4: Administration of GST:- GST- Council-Authorities-Inspection-search seizure-Arrest-Demand-Recovery—Liability to pay tax in certain cases- -Advance Ruling-Authority and Appellate Authority-GSTN-Information infrastructure for GST. (**15 Hrs**)

Module 5: Appeals And Revisions under GST.: Appeals-Appeal to High Court-Appeal to Supreme Court- Revisions-Offences- Compounding of Offences-Penalty-Transitional provisions-IGST Provisions- Inter-state Supply- Intra-state supply- Zero rated Supply- Imported Supply- Transfer of ITC-Compensation Rules- Base year Revenue-Projected Revenue-Miscellaneous provisions-Interest-Job Work Procedure-Deemed Export.(**20 Hrs**)

Module 6: Customs Duty: Definition of Customs Duty- Objectives Role of customs duty in International trade--Importance-Demerits-Important definitions-Basis of determining customs Duty- Types of Duties-Anti-dumping Duties-Import and Export manifest— Specified Goods- Stores-Warehouses-Export Policy-Customs Duty Authorities and Powers Assessment Procedures--Penalties and Prosecutions-Appeals and Revisions-Tax liability and Valuation of Goods-Baggage Rules-Import Procedure and Documents-Export Procedure and Documents. (**20 Hrs**)

Input—Basic Awareness from B.Com and First Semester M.Com

References:

1. Hand Book of GST in India Concepts and Procedures(2017Edition) -Rakesh Garg &Sandeep Garg - Bloomsbury IndiaPublications
2. GST in India-Rakesh Garg &Sandeep Garg, Bloomsbury IndiaPublications
3. All About GST-V.S Datey-Taxman Publications.
4. GST Law, Concept & Impact Analysis-Dr. SanjivAgarwal
5. GST Law & Analysis with Conceptual Procedure-Bimal Jain & Isha Bensal-YoungGlobal
6. An Insight of GST in India-ICWAI, Vol:1&2
7. Indirect Taxes-Dr.H.CMehrotra & Prof. Agarwal, Sahitya Bhavan Publishers, Agra.
8. Indirect Taxes-V.S Datey, Taxman Publications NewDelhi.
9. Indirect Taxes –Dr.V.Balachandran, Sultan Chand and Sons,NewDelhi.
10. GST Bare Acts, Rules, Notifications &Circulars

SEMESTER IV

Paper 2: CO 242B- INVESTMENT BANKING AND FINANCIAL SERVICES

Objectives:

1. To expose students to the world of investment banking.
2. To provide an introduction and general understanding to students about some of the other financial services

Module 1: Fundamentals of Investment Banking- Concept of Financial Services- Importance-Fund and Fee based services. **Investment Banking**-Concept - History and emergence of Investment Banking-Functions performed by Investment banks-Types of players in Investment banking-Difference between commercial banking, merchant banking and investment banking-Investment Banking in India.

(15 Hrs)

Module 2: Business of Investment Bankers-Business of raising funds through issue of equity and debt/Fixed income instruments including international funding and rating. Business of trading. Business of mergers and acquisitions-the buy and the sell side-conflicts of interest-the trusted advisors role. Business of creating value through corporate restructuring-Wealth management business.

(25Hrs)

Module 3: Ethics and Regulation - Need for ethics in the investment industry- Association of Investment Bankers of India (AIBI)- AIBI's Code of Conduct for Merchant Bankers. **Regulations**- Objectives of regulations- Potential consequences of regulatory failure-Regulatory framework for investment banking in India-SEBI (Investment Advisors) Regulations 2013.

(14Hrs)

Module 4 :Venture capital, Housing Finance and Securitisation of debt-Venture capital-Theoretical framework-Indian Venture Capital Scenario. SEBI Regulations. **Housing Finance**-Concept-Role of housing and housing finance in the economy-Evolution of housing and housing finance in India. **Securitisation of debt**-Concept-Players-Operational mechanism-Securitisation in India. (25Hrs)

Module 5:Other fund based financial services-Leasing-Concept and classification-Financial evaluation of leasing from lessee's and lessor's perspective-Leasing in India-Mortgage, hypothecation, pledge, lien – Difference between pledge and lien, pledge and bailment, pledge and hypothecation, mortgage and hypothecation, mortgage and pledge.

(15 Hrs)

Module 6: Fee Based Financial Services-Depository Services-Concept-Depository System in India. **Stock Broking**- Concept-Stock brokers, Sub brokers & foreign brokers in India -Stock market trading in India - Derivatives trading in India. **Credit Rating**-Concept-Rating process and methodology-Credit rating in India-SEBI Regulations-Credit Rating Agenciesin India. (14Hrs)

Practical: Students should at least study 4 to 5 cases in the above mentioned areas and make a presentation in class

References

1. AIBI's Due Diligence Handbook
2. AIBI's Code of Conduct for Merchant Bankers
3. Alex K Mathews & K Sasidharan, Financial Services and Systems, McGraw Hill Education.
4. Barathi V Pathak, Indian Financial System, Pearson Education India.
5. Castillo, Jerilyn J and McAniff, Peter J, Practitioners Guide to Investment banking, Circinus Business Press.
6. I.M. Pandey, Financial Management, Vikas Publishing House Ltd.
7. James C Van Horne & John Martin Wachowicz, Fundamentals of Financial Management, Financial Times prentice Hall.
8. M Y Khan, Financial Services, Tata McGraw Hill Education
9. Prathap Giri S, Investment Banking-Concept, Analysis and Cases, Tata McGraw Hill.
10. Punithavathy Pandiyan, Financial Services and Markets, Vikas Publishing House Ltd.
11. Rakesh Ranjan, Investment Banking, Wiley Publication.
12. S Guruswamy. , Merchant Banking and Financial Services, McGraw Hill Education (India) Private Limited.
13. SEBI guidelines and latest amendments in the above segments
14. V.A. Avadhani, Marketing of Financial Services, Himalaya Publishing House

SEMESTER IV

Paper 3: CO 243B- PRINCIPLES AND PRACTICES OF ACTUARIAL SCIENCE

Objectives:

1. To familiarise students with actuarial valuation and its principles.
2. To familiarise the students with the practical side of actuarial valuation

Module 1: Introduction: The Actuarial Science – Theory And Application – Credibility

–Characteristics of Actuarial Science–Actuarial Education –Actuarial Research –
Emerging Risk – Insurance Risk – Rate Making – Pricing – Credibility – Reserving
(15 Hrs)

Module 2: Risk Theory: Meaning of Risk –Different Types of Risk – Risk Theory –
Risk Management – Risk Control – Risk Financing – Risk Financing Option for An
Insurer – Risk Retention –Computation of Risk value (15Hrs)

Module 3: Mortality tables - Probabilities of Survival and Death - Computation of
mortality rates - Preparation of mortality tables - Mortality tables for insurance and for
annuities - Valuation of Life Insurance Risks and Principles underlying - Determination
of Life Reserves: Meaning, Methods of calculation of Life Reserve: Terminal, initial and
mean reserves - Actuarial Analysis of pension plans. (25Hrs)

Module 4: Reinsurance: Basis of reinsurance – forms of reinsurance – the cost of
reinsurance to the cedant – the reinsurer’s margin – reinsurance pricing method –
formula- process of reinsurance pricing – facultative certificates – property certificates–
casualty certificates – the role of actuary (25Hrs)

Module 5: Valuation of Insurance companies- Valuing an insurance company –
operating an insurance company – regulating an insurance company. (15Hrs)

Module 6: Cases on insurance company valuation. (13Hrs)

References:

1. Hossack, LB: J.H. Pollard and B. Zehnawirth, Introductory Statistics with Applications in General Insurance, Cambridge University Press; Cambridge, England.
2. Babbel, David F. and Graig B. Merrill, Valuation of Interest, Sensitive Financial Instruments, Society of Actuaries, Maringale.
3. Whatsham: Futures & Options in Risk Management, Thomson
4. Morgan, J.P.: Introduction to Credit Metrics, J.P. Morgan, New York.
5. Bell, David E. and Authur Shleifer Jr.: Risk Management.
6. Course material and books published by "Insurance Institute of India", Mumbai.

SEMESTER IV

Paper 4: CO 244S- MANAGEMENT OPTIMIZATION TECHNIQUES

Objectives:

1. To convey basic principles and application of optimization tools of resource utilization.
2. To provide an insight into optimal project implementation Techniques under deterministic and probabilistic conditions.

Module1: Optimization Techniques: Introduction-Definition-Nature and Importance-Steps in Intelligent decision making- Modelling Techniques **(8Hrs)**

Module 2: Linear Programming: Introduction-Formulation of LPP-Maximize, Minimize, objective function-Constraints and non-negativity conditions-Graphical solution-Optimal solution-Infeasible and unbounded solutions-degeneracy-Simplex method-slack, surplus and artificial variables-Duality-Primal and dual problems (**22 Hrs**)

Module 3: Transportation and Assignment Problems: Transportation Problems-Initial basic feasible solution using North West Corner Rule, Lowest Cost Entry Method and Vogel Approximation Method-Optimal solution-MODI method- Degeneracy, Unbalanced and Maximization in Transportation Problems. Assignment Problems-Hungarian Method-Maximization, Unbalanced and Restricted Assignment Problems-Travelling Salesman Problems. **(23 Hrs)**

Module 4: Game Theory: Game Theory- Pay off matrix- Maxim in and Minimax – Saddle point-Solution of pure and Mixed strategy games- Graphic Method-Principle of dominance-Arithmetic Method. **(15 Hrs)**

Module 5: Optimization Techniques: Replacement Theory- Replacement of Capital Items and items that fail completely- Individual and Group replacement policy. Queuing Theory-Models (simple problems); Inventory models-computation; Simulation-MONTE CARLO Method and Random Numbers. **(15 Hrs)**

Module 6: Project Scheduling and Monitoring: Network Analysis-Critical Path Method-Scheduling and Control of Projects-Free, Independent and Total Float(slack)-PERT-time estimates and Probability of completion-cost/time trade off analysis-Crashing of projects and resource considerations **(25 Hrs)**

References:

1. J K Sharma – operation Research – Theory and Practice – MacMillian.
2. John M. Nicholas, Project Management for business and Technology – Problems andpractice.
3. Harvey M Wagner - “Principle of Operation Research, PH Learning Pvt.Ltd.
4. Management operations Research – Satya Narayanan, LalithaRaman.
5. Operations Research Hamdy ATaha
6. Operation Research – V.K.Kapoor.
7. Operation Research – S.D.Sharma.

GUIDELINES FOR PROJECT FOR M.COM

Project work to commence at the beginning of the third semester

Every student shall work on a project related to Commerce and more closely associated to the area of specialization.

Project Report to be submitted at the end of the last semester. There could be linkage between the summer internship and the topic of the project.

Project work should be done under the supervision and guidance of regular faculty.

Students who submit a project shall justify the following:

- Relevance of the study
- Problem identified
- Objectives and the Methodology
- Outcome envisaged and the possible application of the same.

Identifying a topic which is live from the environment/industry is possible through establishing linkages with industry/ policy making bodies.

Two copies of the project report in English (Printed or typed in A4 size paper) should be submitted by the student at the end of the last semester

Structure of the Report

Title Page

- Certificate from the guide
- Name of the Student, Name and Designation of the supervisingTeacher
- Acknowledgements
- Contents
- Executive Summary
- Chapter I:Introduction

1. Research problem
 2. Objectives of the study,(ONE primary objective associated with the statement of the problem and other secondary objectives)
 3. Methodology (stating the variables associated with the objectives) and the hypotheses emerging from research problem and objectives framed , sample design and technique
- Chapter II Review of Literature
 - Chapter III and IV: Data Analysis and interpretation
 - Chapter V: Summary findings Recommendations
 - Appendix (Questionnaire, Specimen copies of forms, other exhibits etc;)
 - Bibliography

Project Evaluation

Dissertation /Project Report to be submitted at the end of the last semester. The project report shall be subject to internal and external evaluation followed by a Viva-voce.

Internal Evaluation is to be done by the supervising teacher and external evaluation is to be done by an examiner appointed by the University along with the Head of the Department or his nominee.

The maximum marks shall be 100 -project assessment 75% viva voce 25% . Viva Voce shall be conducted along with the comprehensive viva-voce.

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

Project assessment marks are to be awarded to the students combining the internal and external evaluation, taking the average.

Total Marks for the Project is 100 in two components A - Project assessment -75 and B Viva Voce- 25

Project assessment valuation would have the e following break up :

Relevance of the study-10

Problem identification -10

Methodology- sampling data analysis tools variables and hypotheses-30

Findings-10

Reporting-5

Linkage in the study-5

Outcome achieved -5

The student should get a minimum of 30 in project report.

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

Industrial Visit cum Study Tour

Study tour to be mandatory for the M.Com Programme. It should cover an organization where functional applications of concepts/ theories covered in the Programme are being practised. The visit should be pre- planned with an objective to learn identified applications. The learning could be in

- Accounting processes (Computerized, Digitalize operations)
- Capital Market Operations
- Auditing Practices
- Integrated Financial Services
- Payroll Management
- Production/ Marketing/ Distribution/ Logistic Management

The total time to be devoted in the organization is one day out of five days set aside for the tour.

The outcome of the visit to be documented in a report with the following format

Student Tour Dairy

1. Name of the College
2. Name of the Student
3. M.Com Programme.....Semester
4. Name of the Oragnisation
5. Date of Visit
6. Learning Objectives
 - To Observe applications of
.....
.....
 - To Understand processes
.....
.....
7. Interaction sheld
.....
.....
8. Outcome in the form of learnings
.....
.....
9. Observations (along with pictures, citations, illustrations)

Counter Signed by HoD

UNIVERSITY OF KERALA

Scheme and Regulations for M. Com under Semester pattern in Affiliated Colleges

1. Scope

1.1 These regulations shall come into effect from 2018 admissions onwards

2. Eligibility for admission

2.1 Eligibility for admission and reservation of seats for various Post Graduate programmes shall be according to the rules framed by the University from time to time

3. Duration

3.1 The normal duration of a P.G Degree Programme shall be four semesters. No student shall be permitted to complete the programme by attending more than 8 continuous semesters.

3.2 The duration of each semester shall be five months inclusive of examinations. There shall be at least 90 instructional days in a semester and a minimum of 450 hours of instructions in a semester.

4. M .Com Scheme and Syllabus (to be implemented from 2018-19)

SEMESTER I			Marks		
Code	Paper	Subject	CA	ESA	Total
CO211	Paper1	Business Ethics and Corporate Governance	25	75	100
CO212	Paper2	Legal Framework for Business	25	75	100
CO213	Paper3	Research Methodology	25	75	100
CO214	Paper4	Planning and Development Administration	25	75	100
CO215	Paper5	Advanced Corporate Accounting and Reporting	25	75	100
		Total	125	375	500

SEMESTER II			Marks		
Code	Paper	Subject	CA	ESA	Total
CO221	Paper1	E -Business and Cyber Laws	25	75	100
CO222	Paper2	Strategic Management	25	75	100
CO223	Paper3	Quantitative Techniques and Financial Econometrics	25	75	100
CO224	Paper4	International Business	25	75	100
CO225	Paper5	Investment Management	25	75	100
Total			125	375	500

Summer Internship

Elective - FINANCE

SEMESTER III			Marks		
Code	Paper	Subject	CA	ESA	Total
CO231U	Paper1	Income tax Planning and Management	25	75	100
CO232F	Paper2	Security Analysis and Portfolio Management	25	75	100
CO233F	Paper3	International Financial Management	25	75	100
CO234F	Paper4	Strategic Cost and Management Accounting	25	75	100
Total			100	300	400

SEMESTERIV			Marks		
Code	Paper	Subject	CA	ESA	Total
CO241W	Paper1	Goods and Service tax & Customs Duty-Law and Practice	25	75	100
CO 242F	Paper 2	Risk Management and Derivatives	25	75	100
CO 243F	Paper 3	Accounting Standards	25	75	100
CO244S	Paper4	Management Optimization Techniques	25	75	100
		Total	100	300	400
		Project Report			100
		Comprehensive Viva			100
		Grand Total			2000

Elective - INFORMATION TECHNOLOGY & E-BUSINESS

SEMESTERIII			Marks			
Code	Paper	Subject	CA	ESA	Total	
				Written	Practical	
CO 231 E	Paper 1	Office Automation	25	50	25	100
CO 232 E	Paper 2	Internet and Web Designing	25	50	25	100
CO 233 R	Paper 3	Management of Intellectual Property Rights	25	75	-	100
CO 234 E	Paper 4	Legal Frame work for Information Technology Based Business	25	75	-	100
		Total	100	300		400

SEMESTER IV

Code	Paper	Subject	CA	Marks		Total
				Written	Practical	
CO241 E	Paper1	Database Management and Information Technology	25	50	25	100
CO 242 E	Paper 2	E -Banking and Business Models	25	75	-	100
CO 243 E	Paper 3	E- Commerce and Global Marketing	25	75	-	100
CO 244 S	Paper 4	Management Optimization Techniques	25	75	-	100
		Total	100	300		400
		Project Report				100
		Comprehensive Viva				100
		Grand Total				2000

Elective - INTERNATIONAL TRADE**SEMESTER III**

Code	Paper	Subject	CA	Marks		Total
				ESA		
CO 231 T	Paper1	Foreign Language (Any one paper) CO 231.1 T Foreign Language : Arabic		25	75	100
		CO 231.2 T Foreign Language: French				
		CO231.3 T Foreign Language : German				
CO 232 T	Paper 2	International Trade and Documentation	25	75		100
CO 233 R	Paper 3	Management of Intellectual Property Rights	25	75		100
CO 234 Y	Paper 4	FOREX Management	25	75		100

SEMESTER IV

Code	Paper	Subject	CA	Marks	
				ESA	Total
CO 241 Z	Paper1	Logistics and Supply Chain Management	25	75	100
CO 242 T	Paper2	Strategic Management for MNCs	25	75	100
CO 243 T	Paper3	Legal Framework for International Trade	25	75	100
CO 244 S	Paper4	Management Optimization Techniques	25	75	100
Total			100	300	400
Project Report					100
Comprehensive Viva					100
Grand Total					2000

Elective - MARKETING**SEMESTER III**

Code	Paper	Subject	CA	Marks	
				ESA	Total
CO 231M	Paper 1	Agricultural and Rural Marketing	25	75	100
CO 232M	Paper 2	International Marketing	25	75	100
CO 233M	Paper 3	Marketing Research	25	75	100
CO 234M	Paper 4	Marketing Communication	25	75	100
Total			100	300	400

SEMESTER IV

Code	Paper	Subject	CA	Marks	
				ESA	Total
CO 241Z	Paper1	Logistics and Supply Chain Management	25	75	100
CO 242M	Paper2	Industrial Marketing	25	75	100
CO 243M	Paper3	Services Marketing	25	75	100
CO 244S	Paper4	Management Optimization Techniques	25	75	100
Total			100	300	400
Project Report					100
Comprehensive Viva					100
Grand Total					2000

Elective- BANKING AND INSURANCE

SEMESTER III

			Marks		
Code	Paper	Subject	CA	ESA	Total
CO 231 U	Paper 1	Income Tax Planning and Management	25	75	100
CO 232 B	Paper 2	Modern Banking	25	75	100
CO 233 B	Paper 3	Insurance Law and Practice	25	75	100
CO 234 Y	Paper 4	FOREX Management	25	75	100
Total			100	300	400

SEMESTER IV

			Marks		
Code	Paper	Subject	CA	ESA	Total
CO 241W	Paper1	Goods and Service tax & Customs Duty - Law and Practice	25	75	100
CO 242 B	Paper2	Investment Banking and Financial Services	25	75	100
CO 243 B	Paper3	Principles and Practices of Actuarial Science	25	75	100
CO 244 S	Paper4	Management Optimization Techniques	25	75	100
Total			100	300	400
					Project Report
					100
					Comprehensive Viva
					100
Grand Total					2000

5. Evaluation

5.1 Evaluation of each paper shall be done in two parts (1) Continuous Assessment (CA) and (2) End Semester Assessment(ESA)

5.2 The distribution of marks shall be 25% for CA and 75% for ESA

6. Continuous assessment

6.1 The allocation of marks for each component under continuous assessment shall be in the following proportions.

Theory paper	
a. Attendance	5
b. Assignment	5
c. Tests	10
d. Seminar	5

Total	25

6.2 There shall be no continuous assessment for project work

6.3 The allotment of marks for attendance shall be as follows:

Attendance less than 75%	0mark
75%	1mark
76to 80%	2marks
81to 86%	3marks
86to 90%	4marks
Attendance more than 90%	5marks

Those who secure a minimum of 75% attendance in the aggregate for all the papers of a semester taken together alone will be allowed to register for the end semester assessment of the semester.

Condo nation of attendance to a maximum of 10 days in a semester subject to a maximum of two times during the whole period of the PG Programme may be granted by the University .Benefit of attendance may be granted to students who attended to University Union activities, meetings of the University bodies and for participation in extracurricular activities by treating them as present for the days of the their absence for the above purpose on production of participation/attendance certificate in such activities, subject to a maximum of 10 days in a semester.

6.4 Each student shall be required to submit not more than 2 assignments for each paper. Valued assignments must be returned to the students.

- 6.5 For each paper there shall be at least two class tests during a semester. The probable dates of tests shall be announced at the beginning of each semester. Marks for tests shall be awarded on the basis of the marks secured for the better of the two sets. Valued answer scripts must be made available to the students for perusal within 10 days from the date of test.
- 6.6 Students shall be required to present a seminar on a selected topic in each paper. A maximum of 5 marks shall be awarded for the seminar. The evaluation of the seminar will be done by the concerned teacher/(s) handling the paper based on the presentation, seminar paper and participation in discussion.
- 6.7 All the records of the continuous assessment must be kept in the Department and must be made available for verification by the University if necessary. Separate orders incorporating the details for the award of marks under CA will be issued by the university.
- 6.8 In 3rd and 4th semester, one hour per week shall be allotted for project work.
- 6.9 Under Information Technology and E business elective, there shall be practical examination with a weightage of 25 marks for three papers namely Office Automation, Internet & Web designing and Data Base Management & Information Technology.

7. Summer Internship

Summer internship shall be done at the end of the second semester subject to the following modified guidelines for summer internship as per U. O No. Ac.AIV/1/M.Com Summer Internship /2015 dated 06.05.2016.

1. There shall be summer internship by way of an organizational study (OS) for two weeks to facilitate the students to get familiarized with procedures and practice adopted in functional areas such as production/ operations, Marketing, Human Resource, Management Information system, Research and Development and Finance by reputed firms approved by the Teaching Department at the end of the M Com second semester programme.
2. Organizational Study (OS) for two weeks shall be arranged immediately after the University examination, but prior to the commencement of third semester classes.

3. Organizational Study (OS) shall be monitored by the supervising teachers concerned insisting the submission of Work Diary in the format prescribed by the University.
4. Each student shall have to submit a written account of experiences gained during the Organizational Study (OS). However, the summer internship carries Zero credit.
5. The students shall be permitted to appear for the end semester examination only after furnishing a certificate by the Head of the Department of the Teaching Department concerned to the effect that the written account of experiences gained during Organizational Study (OS) was submitted on time.

8. Project evaluation

Project to be submitted at the end of the last semester will be valued by a Board of 2 examiners appointed by the university. The maximum marks shall be 100 of which 75 marks is for Project Report and 25 marks is for Project Viva (as per U.O.No.Ac.A IV/3/M.Com/2016 dated 03.11.2016). The project viva shall be conducted along with the comprehensive Viva Voce.

9. End Semester Assessment

- 9.1 End semester assessment of all the semesters shall be conducted by the university. There shall be double valuation system of answer books. The average of 2 valuations shall be taken into account. If there is a variation of more than 15% the answer books shall be valued by a third examiner.
- 9.2 The results of the CA shall be displayed within 5 working days from the last day of a semester. The complaints regarding award of marks of various components of CA , if any, have to be submitted to the department within 3 working days from the display of CA marks. These complaints shall be examined by the Departmental Committee to arrive at a decision regarding the awarding of marks. The decision shall be communicated to the student.
- 9.3 The marks awarded for various components of the CA shall not be rounded off, if it has a decimal part. The total marks of CA shall be rounded off to the nearest

whole number. The statement of marks of the CA of all the students in a semester shall be approved by the departmental Committee, countersigned by the Principal and forwarded to the Controller of Examinations within 15 working days from the last day of the semester. The University has the right to normalize the CA for which; separate rules shall framed by the syndicate.

- 9.4 The results of ESA shall be arranged to be published within 30 to 45 days from the date of the last examination.

10. Pass Requirement

Those who secure not less than 40% marks for ESA for each theory paper and aggregate minimum of 50% marks for theory, project, project based viva and comprehensive viva of PG degree courses under semester pattern shall be declared to have successfully completed the semester. However, practical and theory can be treated as separate units. The marks for project and viva will be carried over.

Those who have successfully completed all the semesters of a programme shall be declared to have successfully completed the PG programme.

FACULTY OF COMMERCE

Scheme and syllabus for the Career Related First Degree Programme in Commerce & Tax Procedure and Practice under the Choice Based Credit and Semester System (CBCSS) [Schedule 2 (a)] (To be introduced from 2018 admissions)

The Career Related First Degree Programme in Commerce & Tax Procedure and Practice is designed with the objective of equipping the students to cope with the emerging trends and challenges in the industrial and business world.

Eligibility for admission

Eligibility for admissions and reservation of seats for the Career Related First Degree Programme in Commerce & Tax Procedure and Practice shall be according to the rules framed by the University from time to time. No student shall be eligible for admission to the Career-related First Degree Programme in Commerce & Tax Procedure and Practice unless he/she has successfully completed the examination conducted by a Board/ University at the +2 level of schooling or its equivalent.

Registration

Each student shall register for the courses in the prescribed registration form in consultation with the Faculty Advisor within two weeks from the commencement of each semester.

Duration

The normal duration of the Career Related First Degree Programme in Commerce & Tax Procedure and Practice shall be three years consisting of six semesters. The duration of each semester shall be five months inclusive of the days of examinations. There shall be at least 90 working days in a semester and a minimum 450 hours of instruction in a semester. Odd Semester (June- October) commences in June and Even Semester (Nov- March) commences in November every year.

Programme Structure

The Career Related First Degree Programme in Commerce & Tax Procedure and Practice shall include:

1. Language courses
2. Foundation courses
3. Core courses
4. Vocational Courses
5. Complementary courses
6. Open Courses
7. Project

Language courses include 4 common courses in English and 2 courses in an additional language chosen by the student. The student shall choose any one of the following additional languages offered in the college: Malayalam, Hindi, Tamil, French, German, Russian, and Arabic. **Foundation** courses include 2 courses which are compulsory basic courses. Foundation course I aims at providing an awareness on the methodology of business education and foundation II aims at providing basic education on general informatics and cyber laws. **Core** courses include 12 compulsory courses in the major subject, **Vocational** courses include 10 courses in Vocational subject and **Complementary** courses include 4 courses in the allied subjects. There shall be two **open** courses. The students attached to the Department of Commerce can opt one course from their Department and another from any one of the other Departments in the college. The open course (1) in the 5th semester is a non-major elective open to all students except to the students from the Department of Commerce and the open course (2) in the 6th semester is an elective course in the major subject offered to the students of the Department of Commerce.

Project Work:

Every student is required to undertake a project **either individually or in a group of not more than 5 under the supervision of a teacher** and a report of the same have to be submitted at least 15 days before the commencement of 6th end semester examination. The project work may commence in the 5th semester. The topics shall either be allotted by the supervising teacher or be selected by the students in consultation with the supervising teacher.

The project work shall have the following stages:

- a. Project proposal presentation and preliminary study- **5th semester**
- b. Field work and data analysis –**6th Semester**
- c. Report writing, presentation and Final report Submission–**6th Semester**

The Report shall be printed and spiral bound with not less than 50 A4 size pages. The layout of the report is

Font : Times New Roman; Size : 12; Line Space : 1.5

Margin : Left – 1.25, Right – 1, Top – 1, Bottom – 1 (all in inches)

Structure of the Report

1. Title Pages
2. Certificate of Supervising Teacher with signature and counter signed by Head of the Department
3. Contents
4. List of Tables and Charts
5. Chapter I – Introduction, Review of Literature, Statement of the Problem, Need and Significance of the study, Objectives, Methodology and Chapterisation scheme (5-8 pages)
6. Chapter II - Theoretical Background and Secondary data (10-15 pages)
7. Chapter III – Data analysis and Interpretation
8. Chapter IV – Summary of Findings, Suggestions and Conclusion
9. Appendix – Questionnaire, Specimen copy of forms, other exhibits etc.
10. Bibliography – Source of secondary data – Books, Journals, Websites etc.

The student secures the credits assigned to a course on successful completion of the course. The student shall be required to earn a minimum of 120 credits including credits for language courses, foundation courses, core courses, vocational courses, complementary courses (as the case may be), project and open/ elective courses within a minimum period of six semesters for the award of the Degree excluding credits required for social service/ extension activities. The minimum credits required for different courses are given below:

Courses	Credits
Language courses	18
Foundation courses	5
Core courses including project	42
Vocational Courses	35
Complementary courses	16
Open/ elective courses	<u>4</u>

120

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Social Service/ Extension activities 1

The course structure for the Career-related First Degree Programme in Commerce & Tax Procedure and Practice is given below:

Sem No.	Courses	Instructional Hours Per Week	Credits	Uty Exam Duration (Hours)	Evaluation		Total credits
					Internal	End Semester Exam	
SEMESTER I	Language Course I (English I)	5	3	3	20%	80%	18
	Language Course II (Additional Language I)	4	3	3	20%	80%	
	Foundation Course I	4	2	3	20%	80%	
	Core Course I	4	3	3	20%	80%	
	Vocational Course I	4	3	3	20%	80%	
SEMESTER II	Complementary Course I	4	4	3	20%	80%	19
	Language Course III (English II)	5	3	3	20%	80%	
	Language Course IV (Additional Language II)	4	3	3	20%	80%	
	Foundation Course II	4	3	3	20%	80%	
	Core Course II	4	3	3	20%	80%	
SEMESTER III	Vocational Course II	4	3	3	20%	80%	20
	Complementary Course II	4	4	3	20%	80%	
	Language Course V (English III)	3	3	3	20%	80%	
	Core Course III	4	3	3	20%	80%	
	Core Course IV	5	3	3	20%	80%	
SEMESTER IV	Vocational Course III	5	4	3	20%	80%	21
	Vocational Course IV	4	3	3	20%	80%	
	Complementary Course III	4	4	3	20%	80%	
	Language Course VI (English IV)	3	3	3	20%	80%	
SEMESTER IV	Core Course V	4	3	3	20%	80%	21
	Core Course VI	4	3	3	20%	80%	
	Vocational Course V	5	4	3	20%	80%	

SEMESTER V	Vocational Course VI	5	4	3	20%	80%	
	Complementary Course IV	4	4	3	20%	80%	
	Core Course VII	4	3	3	20%	80%	
	Core Course VIII	4	3	3	20%	80%	
	Core Course IX	4	4	3	20%	80%	
	Open Course I	3	2	3	20%	80%	19
	Vocational Course VII	4	3	3	20%	80%	
	Vocational Course VIII	3	4	3	20%	80%	
	Project	3					
	Core Course X	4	3	3	20%	80%	
SEMESTER VI	Core Course XI	5	4	3	20%	80%	
	Core Course XII	4	3	3	20%	80%	
	Open Course II	3	2	3	20%	80%	23
	Vocational Course IX	3	4	3	20%	80%	
	Vocational Course X	3	3	3	20%	80%	
	Project	3	4	-	-	100%	

**CAREER RELATED FIRST DEGREE PROGRAMME IN
COMMERCE & TAX PROCEDURE AND PRACTICE
PROGRAMME STRUCTURE**

SEMESTER – I

Courses	Course Code	Course Title	Instructional Hours Per Week		End Semester Exam Hours		Credit
			Theory	Practical	Theory	Practical	
			Language Course I	EN 1111	English I	5	
Language Course II	1111	Additional Language I	4	-	3	-	3
Foundation Course I	CX 1121	Methodology and Perspectives of Business Education	4	-	3	-	2
Core Course I	CX 1141	Environmental studies	4	-	3	-	4
Vocational Course II	CX 1171	Principles of Taxation	4	-	3	-	3
Complementary Course I	CX 1131	Managerial Economics	4	-	3	-	4
	Total		25				19

SEMESTER II

Courses	Course Code	Course Title	Instructional Hours Per Week		End Semester Exam Hours		Credit
			Theory	Practical	Theory	Practical	
			Language Course III	EN 1211	English II	5	
Language Course IV	1211	Additional Language II	4	-	3	-	3
Foundation Course II	CX 1221	Informatics and Cyber Laws	4	-	3	-	3
Core Course II	CX 1241	Financial Accounting	4	-	3	-	3
Vocational Course II	CX 1271	Income Tax Law & Practice I	4	-	3	-	3
Complementary Course II	CX 1231	Business Mathematics	4	-	3	-	4

Total	25	19
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SEMESTER – III

Courses	Course Code	Course Title	Instructional Hours Per Week		End Semester Exam Hours		Credit
			Theory	Practical	Theory	Practical	
Language Course V	EN 1311	English III	3	-	3	-	3
Core Course III	CX 1341	Management Concepts and Thoughts	4	-	3	-	3
Core Course IV	CX 1342	Advanced Financial Accounting	5	-	3	-	3
Vocational Course III	CX 1371	Income Tax Law & Practice II	4	-	3	-	3
Vocational Course IV	CX 1372	Recovery and Refund of Income Tax	5	-	3	-	4
Complementary Course III	CX 1331	E-Business	4	-	3	-	4
Total			25	-			20

SEMESTER IV

Courses	Course Code	Course Title	Instructional Hours Per Week		End Semester Exam Hours		Credit
			Theory	Practical	Theory	Practical	
Language Course VI	EN 1411	English IV	3	-	3	-	3
Core Course V	CX1441	Business Regulatory Framework	4	-	3	-	3
Core Course VI	CX 1442	Banking and Insurance	4	-	3	-	3
Vocational Course V	CX 1471	Income Tax Assessment I	5	-	3	-	4

Vocational Course VI	CX 1472	Income Tax Assessment II	5	-	3	-	4
Complementary Course IV	CX 1431	Business Statistics	4	-	3	-	4
Total			25				21

SEMESTER V

Courses	Course Code	Course Title	Instructional Hours Per Week		End Semester Exam Hours		Credit
			Theory	Practical	Theory	Practical	
Core Course VII	CX 1541	Entrepreneurship Development	4	-	3	-	3
Core Course VIII	CX 1542	Cost Accounting	4	-	3	-	4
Core Course IX	CX 1543	Marketing Management	4	-	3	-	3
Open Course I	CX 1551	Open Course – 1/2/3	3	-	3	-	2
Vocational Course VII	CX 1571	Income Tax Administration	4	-	3	-	4
Vocational Course VIII	CX 1572	Customs Duty – An Overview	3	-	3	-	3
Project	-	Project	3	-	-	-	-
Total			25				19

SEMESTER VI

Courses	Course Code	Course Title	Instructional Hours Per Week		End Semester Exam Hours		Credit
			Theory	Practical	Theory	Practical	
Core Course X	CX 1641	Auditing	4	-	3	-	3
Core Course XI	CX 1642	Applied Costing	4	-	3	-	3
Core Course XIII	CX 1643	Management Accounting	4	-	3	-	3

Open Course II	CX 1651	Open Course – 1/2/3	3	-	3	-	2
Vocational Course IX	CX 1671	Income Tax Planning and Management	4	-	3	-	4
Vocational Course X	CX 1672	Goods and Services Act	3		3		3
Project	CX 1644	Project	3	-	-	-	4
		Total	25				22
		Grand Total (SI+SII+SIII+SIV+SV+SVI)					120

OPENCOURSES		
Semester	Course Code	Course Title
V (for Students from the disciplines other than commerce)	CX1551.1	Fundamental of Financial Accounting
	CX1551.2	Principles of Management
	CX1551.3	Capital Market Operations
VI (for students from the department of commerce)	CX1651.1	Practical Accounting
	CX1651.2	Management of Foreign Trade
	CX1651.3	Strategic Management

Notes:

1. The open course offered in the fifth semester is an elective course for students from the Disciplines other than Commerce. He/ She can choose any one among the courses offered in that group as part of his/ her course of study.
2. The open course offered in the sixth semester is an elective course for students from the Department of Commerce and each student has to choose any one among the courses offered in that group as part of his/ her course of study.

All courses included under Foundation Courses, Core Courses, Vocational Course, Complementary Courses, Open and Elective Courses shall be handled by teachers in Commerce.

V. Practical Sessions

Practical sessions are included for all Core and Elective Courses of B. Com Programme. This shall be on a module basis and needs to be included for at least one module where learning through experiencing has maximum relevance. Evaluation will be done internally.

Objectives

1. To impart knowledge and skills on the applications of the concepts learnt in a given context.
2. To learn by experiencing and observing
3. To document and reflect upon learnings
4. To develop exhibits of case studies undertaken, analysis made, exercises done and fact-finding missions.

Process

1. Identify concepts in the module

2. Identify real life cases/ situations/ illustrations where they find application
 3. Ascertain steps to link 1 to 2
 - Collection of instruments/Vouchers/ Documents/ Annual reports/ Products/ Advertisements/ Pictures/ Charts.
 - Identify Parties involved with their functions and processes.
 - Record learning with supportive collections in a Commerce Lab Record
 4. Presentations of Findings
- The findings will be recorded in the Commerce Lab Record (CLR) along with the learning as the final outcomes. Based on this further assessment may be made in the form of supportive assignments, seminars, group discussions, quizzes etc. This would hammer the learning and strengthen the presentation skills of the learner.

VI. Industrial Visit - cum Study Tour

Study tour to be mandatory for the B.Com Programme. It should cover an organization where functional applications of concepts/ theories covered in the Programme are being practiced. The visit should be pre- planned with an objective to learn identified applications like:-

- Accounting processes (Computerized, Digitalized operations)
- Capital Market Operations
- Auditing Practices
- Integrated Financial Services
- Payroll Management
- Production/ Marketing/ Distribution/ Logistic Management

*The total time to be devoted in the organization is one day out of **five days** set aside for the tour. The outcome of the visit to be documented in a report with the following form*

Student Tour Dairy

1. Name of the College
2. Name of the Student
3. B.Com ProgrammeSemester
4. Name of the Organisation
5. Date of Visit
6. Learning Objectives
 - To Observe applications of
.....
.....
 - To Understand processes

.....

.....

7. Interactions held

.....

8. Outcome in the form of learnings

.....

9. Observations (along with pictures, citations, illustrations)

Counter Signed by HoD

Social Service/Extension activities

Students are to participate in Extension/NSS/NCC or other specified social service, sports, literary and cultural activities during 3rd/4th semester. These activities have to be carried out outside the instructional hours and will fetch the required one credit extra over and above the minimum prescribed 120 credits.

Audit courses (zero credit)

The students are free to do additional courses (skill based, vocational courses) prescribed by the University outside the 25 hour weekly instructional period. These courses may be taken as zero credit courses.

Attendance

The minimum number of hours of lectures, seminars or practical's which a student shall be required to attend for eligibility to appear at the end semester examination shall not be less than 75 per cent of the total number of lectures, seminars or practical sessions.

Evaluation

There shall be Continuous Evaluation (CE) and End Semester Evaluation (ESE) for each course. CE is based on specific components viz., attendance, tests, assignments and seminars. The CE shall be for 20 marks and ESE shall be for 80 marks. The marks of each component of CE shall be: Attendance – 5, assignment / seminar – 5 and test paper -10. The teacher shall define the expected quality of an assignment in terms of structure, content, presentation etc. and inform the same to the students. Due weight may be given for punctuality in submission. Seminar shall be graded in terms of structure, content, presentation, interaction etc.

The allotment of marks for attendance shall be as follows:

Attendance less than 51% - 0 mark

51 % - 60 %	-	1 mark
61 % - 70%	-	2 marks
71 % - 80%	-	3 marks
81 % - 90 %	-	4 marks
91% and above	-	5 marks

Assignments/ Seminars

Each student shall be required to do one assignment or one seminar for each course. The seminars shall be organized by the teacher / teachers in charge of CE and the same shall be assessed by a group of teachers including the teacher / teachers in charge of that course.

Tests

For each course there shall be at least one class test during a semester. Valued answer scripts shall be made available to the students for perusal within 10 days from the date of the test.

End Semester Evaluation (ESE)

End Semester Examination of all the courses in all semesters shall be conducted by the University. The duration of examination of all courses shall be 3 hours.

Evaluation of Project

The report of the project shall be submitted to the Department in duplicate before the completion of the sixth semester. There shall be no CE for project work. A Board of two examiners appointed by the University shall evaluate the report of the project work. The viva – voce based on the project report shall be conducted individually. The maximum marks for evaluation of the project shall be 100, distributed among the following components of project evaluation.

- | | | |
|--|---|----|
| (i) Statement of the problem and significance of the study | - | 10 |
| (ii) Objectives of the study | - | 5 |

(iii) Review of literature	-	5
(iv) Methodology	-	15
(v) Analysis and interpretation	-	15
(vi) Presentation of the report	-	10
(vii) Findings and suggestions	-	10
(Viii) Bibliography	-	5
(ix) Viva-voce	-	25

Promotion to Higher Semesters

Students who complete the semester by securing the minimum required attendance and by registering for the End Semester Examination of each semester conducted by the University alone shall be promoted to the next higher semester.

SEMESTER-I

Foundation Course I: CX1121– METHODOLOGY AND PERSPECTIVES OF BUSINESS EDUCATION

No of instructional hours per week: 4

No of credits: 2

Aim of the course: To provide the methodology for pursuing the teaching learning process with a perspective of higher learning in business education.

Course Objectives:

1. To create a basic awareness about the business environment and the role of business in economic development.
2. To provide a holistic, comprehensive and integrated perspective to business education
3. To give a fundamental understanding about ethical practices in business.

Module I: - Meaning of business information- learning business information - methods and techniques of collecting and learning business information- business linkages between business and different economic systems- meaning of economic systems - their functioning - different economic systems and their features - capitalism, socialism, communism and mixed economy. Different forms of business organizations - individual and organized, family and corporate, business for profit and business not for profit. Business entities - Individual, partnerships, co-operatives, trusts, undivided families, joint stock companies, Joint ventures –MNCs. (Basic concepts only) (15 Hours)

Module II: - Economic sectors of the Economy: An Overview – primary sector, secondary sector, tertiary sector - business examples in different sectors. Emerging areas in Service sector- Tourism, IT, Healthcare, KPO, BPO, Event Management etc. (A brief study only) (10 Hours)

Module III: - Business – objectives -economic - social. Establishing business - steps - environmental analysis: legal, physical, financial, social, economic, technical etc. - idea generation- mobilization of financial resources – sources- savings –loans and advances – shares.Role of entrepreneur. Payment to government – taxes, direct and indirect.(a brief study only) Economic development- meaning, measures of economic development- role of business in economic development - company, industry and economy interrelationship. Role of business (public sector and private sector) in economic development. New Economic Policy - Liberalization, Privatization and Globalization - merits and demerits. Managerialism- features. Infrastructure for industrialization and economic growth of an economy. (20 Hours)

Module IV: - Trained manpower for quality enhancement- role of trained manpower for quality at individual level, family level, organizational level and national level - Human Capital Management - concept, importance and benefits. Quality of life and Quality of Work Life - Quality circle. Management problems in small, medium and large organizations. Use of technology in business (a brief study only).

Business ethics - concept, need and importance.

Social ethics, social responsibility and social service – role of NCC and NSS in promoting social values among students. (a brief study only) (15 Hours)

Module V: - Individual and team presentations by observation, reading techniques - listening to lectures, note taking- seminars and workshops - conferences and symposiums, field studies, case studies and project reports (a brief study only) (12 Hours)

Note:

1. A field study on how far privatisation and globalisation enhance the quality of manpower.
2. Students are to be organised into groups of five and should be required to present papers on topics relating to the role of business in economic development and ethical practices in business. The assignments are to be based on the presentations made in the specified areas.

Books recommended:-

1. Keith Davis and William Frederic. C. *Business and Society: Management, Public policy, Ethics*, International student Edition McGraw- Hill Book Co New Delhi
2. Cherunilam Francis: *Business Environment* - Himalaya Publishing House, New Delhi.
3. C.B.Gupta: *Business Organisations and Management-* Sultan Chand , 8th Edition 2013
4. Murthy CSV: *Business Ethics and Corporate Governance*, Himalaya Publishing House
5. N.M.Khandelwal :*Indian Ethos and Values for Managers*
6. R. R. Gaur, R. Sanghal, G. P. Bagaria; *Human Values and Professional Ethics*.
7. Andrew Crane: *Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization*, DIRIC Matteu Oxford University Press, New Delhi.
8. Aswathappa, K: *Essentials of Business Environment*, Himalaya Publishing House, New Delhi.
9. Dutt R. and Sundharam K.P.M.: *Indian Economy*, S. Chand, Delhi.

10. DuttRuddar: *Economic Reforms in India-A Critique*; S. Chand, New Delhi.
 11. Misra S.K. and Puri V.K.: *Indian Economy*- Himalaya Publishing House, New Delhi.

Core Course I: CX 1141-ENVIRONMENTAL STUDIES

No. of instructional hours per week: 4

No. of Credits: 3

Aim of the course: To develop knowledge and understanding of the environment and enable the students to contribute towards maintaining and improving the quality of the environment.

Course objectives:

1. To enable the students to acquire basic ideas about environment and emerging issues about environmental problems.
2. To give awareness about the need and importance of environmental protection

Module I: Environmental studies—meaning—scope—importance

(4hrs)

Module II: Ecology and Ecosystems, Biodiversity and its Conservation and Natural resources—meaning of ecology—structure and function of an ecosystem—producers— consumers—decomposers—energy flow in the ecosystem—ecological succession- food chain

—food webs and ecological pyramids. Ecosystem—concept—types of ecosystems—structure and functions of forest ecosystem, grass land ecosystem- desert ecosystem, aquatic ecosystem. Biodiversity and its conservation- introduction- definition- genetic, species and ecosystem diversity- value of

biodiversity–biodiversityatglobal,nationalandlocallevels–Indiaasamega-diversitynation–hot-spotsofdiversity–threatstodiversity–conservationofdiversityin situ,ex-citu. Natural resources- features- air resources, forest resources, water resources, mineral resources, food resources-energy resources, land resources- over exploitation of natural resources-consequences- conservation of natural resources- role of an individual in conservation of natural resources (25hrs)

Module III: Industry and environment - pollution – environmental pollution–soil pollution–airpollution–waterpollution–thermalpollution–noise–causes, effectandcontrolmeasures–wastemanagement–wasteminimisationthroughcleaner technologies–reuse and recycling–solid waste management. (18hrs)

Module IV: Social issues and environment–Unsustainable to sustainable development– urban problems related to energy–water conservation – water harvesting–resettlement and rehabilitationofpeople–environmentethics–wastelandreclamation–consumerismand waste products.(15hrs)

Module V: Human Population and environment–population growth–variation among nations– population explosion – environment and human health –human rights – value education–Women and child welfare. (10hrs)

Note ::All students must visit a local area to document environmental issues and prepare a briefreportonthesameidentifyingissuesinvolvedandsuggestingremedies.

Books recommended

Misra.S.PandPandey.S.N.*EssentialEnvironmentalStudies*,AneBooksIndia,New Delhi.

KiranB.Chokkasandothers.*UnderstandingEnvironment*,SagePublicationsNewDelhi.Arumugam N.andKumaresanV.

EnvironmentalStudies,SarasPublications,Kanyakumari.BennyJoseph.*EnvironmentalStudies*,TataMcGraw-HillPublishingCo.Ltd.,NewDelhi.

Vocational Course - I: CX 1171 - PRINCIPLES OF TAXATION

No. of instructional hours per week: 4

No. of credits: 3

Aim of the course: To expose the students to the basic principles of taxation in India.

Course objectives:

1. To provide a conceptual understanding on sources of public revenue and Indian tax system.
2. To provide a basic knowledge on the role of tax laws in constitution and different classification of taxes.

Module I

Public Revenue - Meaning – Sources of public revenue – Tax revenue and Non Tax revenue
Different Terms used – Tax, Price, Fees, Fine, Penalty, Gift, Grants.

(10 Hrs)

Module II

Indian Tax system – Introduction – History of Taxation -Taxes in ancient India -Taxes during Mughal period- Pre-independence tax system—Taxes during British rule – The Income tax Act, 1922 –Present system of taxation in India-Income Tax Act 1961

(12 hrs)

Module III

Principles of Taxes -Objectives of Taxation –Principles related to taxation system-Characteristics of good tax system -Effects of Taxation on Production, Distribution and Employment - Taxable capacity – Absolute and Relative Capacity- Factors determining Taxable Capacity.

(15 hrs)

Module IV

Taxation under Constitution - Union list (List I) relevant to taxation – Entry No. 82 to Entry No. 97 - State list (List II) relevant to taxation – Entry No.46 to Entry No. 54 - Concurrent list (List III)- Provisions Related to Distribution of Revenue - Article 268 to 272- Constitutional Validity of Tax Laws.

(20 hrs)

Module V

Classification of Taxes – Direct and Indirect Taxes - Meaning of direct tax — Basic Concepts : Assessee – Assessment Year - Previous Year – Person – Income - Gross Total Income - Total Income. Meaning of Indirect Taxes – Features – Advantages – Disadvantages Distinction between Direct and Indirect Taxes. - Central Indirect Tax Laws - Indirect Tax Laws of the States – convergence of indirect taxes –Movement to GST

(15hrs)

Books Recommended:

1. Tyagi. B.P, “Public Finance”, Jai PrakashNath& Co, Meerat
2. Datey, V.S “Indirect Taxes”, Taxmann Publications Pvt. Ltd, New Delhi.
3. Dr. Sanjeev Kumar “Indirect Taxes “, Bharat Law House Pvt. Ltd, New Delhi
4. Balachandran. V, “Indirect Taxation”, Sultan Chand & Sons, New Delhi
5. Suey, M.M (ed), Taxation in India: History, Policies Trends and Outlook, IndianTax Foundation, New Delhi

Complementary Course I: CX1131–MANAGERIALECONOMICS

No. of instructional hours per week:4

No. of Credits:4

Aim of the course: To Acquaint the students with the application of economics in the context of managerial decision making.

Course objectives:

1. To familiarize the students with the economic principles and theories under lying various business decisions.
2. To equip the students to apply the economic theories in different business situations.

Module I: Introduction – Economics– managerial economics–distinction between managerial economics and traditional economics – characteristics of managerial economics –scope of managerial economics–use of managerial economics– role and responsibility of a managerial economist. (12hrs)

Module II: Demand Estimation –Demand– elasticity of demand–price–income– advertisement–cross–uses–measurement. Demand forecasting– short term and Long term forecasting–methods of forecasting–forecasting the demand for new products. (15hrs)

Module III: Theory of Production–Production function–Cobb Dougl as Production function–Laws of production – Law of Diminishing Returns – Law of returns to scale– Economies and dis economies of scale –Isoquantcurve–Isocostcurve–optimum combination of inputs.

(15hrs)

Module IV: Pricing Policy and Practices – objectives – role of cost in pricing–demand factorinpricing–factorstobconsideredwhenformulatingapricingpolicy–costplus pricing–marginalcostpricing–goingratepricing–Breakevenpointpricing–Product Line pricing–Pricing of a new product – Pricing over the life cycle of a product. (15hrs)

Module V: Business Cycles– Introduction–phases of a business cycle –causes and indicators–Theories of business cycles–control of business cycles. (15hrs)

Notes: (a) Conceive a new product idea, fix a suitable price and justify it. The students may develop the various aspects regarding product features, product content, pricing and promotional strategies. (for module IV) (b) Study the growth stage of a company–its origin– vision and mission statement – objectives –market access – expansion and diversification.(for module V)

Books Recommended:

1. Maheswari.K.LandVarshney:ManagerialEconomics
2. Samuel,MoteandPaul:ManagerialEconomics
3. GuptaG.S:ManagerialEconomics
4. Dwivedi.N.D:ManagerialEconomics
5. ReddyP.Nand Appanniah.H.R:PrinciplesofBusinessEconomics

SEMESTER-II

Foundation Course II: CX1221-INFORMATICSANDCYBERLAWS

No. of instructional hours per week:4

No.of credits:3

Aim of the course: To update and expand informatics skills and attitudes relevant to the emerging knowledge society and to equip the students to effectively utilize the digital knowledge resources for business studies.

Course objectives:

1. To review the basic concepts and fundamental knowledge in the field of informatics.
2. To create awareness about the nature of the emerging digital knowledge society and the impact of informatics on business decisions.
3. To create an awareness about the cyber world and cyber regulations.

Module I: Overview of Informatics- meaning, feature and importance - Computer networks & Internet, wireless technology, cellular wireless networks, introduction to mobile phone technology, Purchase of technology, license, guarantee, and warranty. New development in informatics (12hrs)

Module II: Knowledge Skills for Higher Education- Data, information and knowledge, knowledge management, Internet access methods –Dial-up, DSL, Cable, ISDN, Wi-Fi. Internet as a knowledge repository, academic search techniques, creating cyber presence. Academic websites, open access initiatives, opens access publishing models, Introduction to use of IT in teaching and learning - Educational software, Academic services – INFLIBNET, NICNET, BRNET. (15hrs)

Module III: Social Informatics- IT & Society– issues and concerns– digital divide, IT & development, IT for national integration, overview of IT application in medicine, healthcare, business, commerce, industry, defence, law, crime detection, publishing, communication, resource management, weather forecasting, education, film and media, IT in service of disabled, Futuristic IT – artificial intelligence, Virtual reality, bio computing. Health issues – guide lines for proper usage of computers, internet and mobile phones E-wastes and green computing, impact of IT on language & culture-localization issues (18hrs)

Module IV: CYBER WORLD - Cyber space, information overload, cyber ethics, cyber addictions, cybercrimes – categories – person, property, Government – types - stalking, harassment, threats, security & privacy issues, (12 hrs.)

Module V: CYBER REGULATIONS – Scope of cyber laws, - Provisions under IT Act2000, cyber related Provisions under IPC (15 hrs.)

Books Recommended:

1. Ramesh Bangia. *Learning Computer Fundamentals*, Khanna Publishers, New Delhi.
2. Rajaraman, *Introduction to information Technology*, PHI, New Delhi.
3. Alexis Leon & Mathews Leon. *Fundamentals of Information Technology*, Vikas Publishing House, New Delhi.
4. Barbara Wilson. *Information Technology: The Basics*, Thomson Learning.
5. Ramachandran et. Al. *Informatics and Cyber laws*, Green Tech Books, Thiruvananthapuram
6. George Beekman, Eugene Rathswohl. *Computer Confluence*, Pearson Education, New Delhi.
7. IT Act 2000,
8. Rohas Nagpal, IPR & Cyberspace – Indian Perspective.

Core Course II: CX 1241-FINANCIAL ACCOUNTING

No. of instructional hours per week: 4

No. of credits: 3

Course Objectives

1. To familiarize the students with different methods of depreciation.
2. To equip the students to prepare the accounts of specialized business enterprises.

Module1-Introduction to accounting. Review of Financial Accounting- Concepts- Principles- Preparation of Accounts for sole trader.

Depreciation Accounting- Meaning -Fixed and reducing balance methods with adjustments – Annuity method – Depreciation fund method – insurance policy method - Revaluation method- estimated life and estimated resale value as per AS 6 Depreciation. (20 hrs)

Module 2- Accounts of Hire Purchase and Installment purchase system- Meaning – difference between Hire Purchase and Installment- Accounting entries in the books of purchaser and vendor- Default in payment- Complete and partial repossession – Installment system – Entries in the books purchaser and seller. (15 hrs)

Module 3- Voyage, Packages and containers accounts –Voyage Accounts Meaning- Advantages- Preparation of voyage accounts- Voyage in progress – Accounting for packages and containers – Accounting treatment – Containers trading account- Containers provision account. (12 hrs)

Module 4- Investment Accounts- Fixed income bearing securities- Variable income bearing securities- Purpose of Investment ledger-Cum Interest- Ex Interest- Difference- Columnar Investment Accounts- Adjustment for Equity shares Investment accounts- Dividend received-Bonus share- Right Shares. (12 Hrs)

Module5- Insurance Claims- Types of risks- preparation of statement to ascertain value of stock on the date of fire – Treatment of salvage – valuation of stocks prior to date of fire — Treatment of Average Clause, Treatment of Abnormal items Claims for loss of stock- Average Clause- Journal entries- calculation of Amount of Claim- Loss of Profits on insurance (13Hrs)

Recommended Structure of questions for ESE:- Theory 30% Problem 70%

Recommended Practicals:

1. Collection of details of Repossessed Assets which were sold on hire purchase system and making a presentation on their actual accounting treatment.
2. Collection and evaluation of the statements from insurance companies to ascertain the value of stock at the date of fire and to understand the settlement.

Books Recommended

1. Gupta R. L. and Radhaswamy .M. *Advanced Accounting* , Sultan Chand & Sons , New Delhi.
2. Shukla M. C .Grewal .T. S. and S.C. Gupta. *Advanced Accounts* S. Chand &Co. Ltd. New Delhi.
3. Jain S.P. and Narang K. L. *Financial Accounting* , Kalyani Publishers , New Delhi.
4. NaseemAhmed ,Nawab Ali Khan and Gupta . M. L. *Fundamentals of Financial Accounting Theory and Practice* ,Ane Books Pvt . L td.New Delhi.
5. A Mukharjee and M Hanif ,*Modern Accountancy*, TATA McGraw Hill Publishing Company Ltd. New Delhi.

Vocational Course - II: CX 1271: INCOME TAX LAW ANDPRACTICE – I

No. of instructional hours per week:4

No. of credits: 3

Aim of the course: To provide knowledge of the various provisions of Income Tax Act 1961.

Course objectives:

1. To give awareness about the scope of Total Income as per the provisions of Income Tax Act 1961.
2. To equip the students with the computation of taxable income under the head Salaries, Income from House Property and Profits and Gains of Business or Profession

Module I

Introduction to Income tax –Basis of Charge- Rates of Tax -Residential Status of Individual, HUF, Firm, Company, AOP/BOI, Local Authority, – Practical problems on determination of residential status and incidence of tax – Scope of total income

(10Hrs)

Module II

Incomes Exempt from Tax - Different categories of Exempted Income – Incomes which are neither included in Total Income nor Income Tax is payable – Incomes which are included in Total Income but no income Tax is payable.

(8Hrs)

Module III

Income from Salaries - Basis of Charge – Different Forms of Salary – Treatment of provident fund - Allowances – Perquisites – treatment of other items included in salary - Profit-in-lieu of Salary

(16Hrs)

Module IV

Gratuity – Pension and Commuted pension – Encashment of earned leave –Retrenchment compensation - Provident Fund – Types of provident fund and tax treatment - Deductions – Computation of Income from Salary.

(12Hrs)

Module V

Income from House Property - Basis of Charge – Annual Value – Determination of Annual Value under different situations –Exemptions regarding income from house property –Deductions from annual value –Computation of Income from House Property

(8Hrs)

Books Recommended:

1. Systematic Approach to Income Tax, Girish Ahuja & Ravi Gupta, Bharat Law House Pvt. Ltd, New Delhi.
2. Income Tax, Vinod K. Sinhanian & Monica Sinhanian, Taxmann Publications Pvt.Ltd, New Delhi.
3. Taxation Law & Practice, Mehtrotra & Goyal, Sahitya Bhavan Publication, Agra.
4. Direct Taxes, Lal B.B, Konark Publishing House, New Delhi.

Complementary Course II: CX 1231-BUSINESS MATHEMATICS

No. of instructional hours per week: 4

No. of Credits: 4

Aim of the Study: To enable students to acquire knowledge in applying basic mathematical tools in practical business decisions.

Objectives:

1. To familiarise the students with the basic mathematical tools.
2. To impart skills in applying mathematical tools in business practice

Module1:- Number sense:- fractions and mixed numbers and their operations, percentage, comparing and ordering fractions and decimals, changing from decimals to percentage and decimals to fractions, calculating and converting percentages, fractions and decimals, unit conversions, order of operations in Mathematics, bar diagram and pie diagram, interpreting graphical representations. Permutations and Combinations (an overview).(12 hours)

Module 2: Matrix: - Matrices– Matrix operations (addition, subtraction, constant multiplication and multiplication)- Determinants-Minors and cofactors-ad joint -Inverse of a Matrix, solving linear equation with matrix using Cramer’s Rule and Inverse- Set theory: definition-Null set- Subset-Power set-Equal set-Union, Intersection etc. (15 hours)

Module 3: - Basic Algebra: Linear equation- simultaneous linear equations, extrapolation & interpolation with line graphs. Quadratic equations, quadratic equation by factoring, polynomial problems.Calculus: Concept and rules of differentiation-Partial Differentiation- Integration – Standard equations (Simple Problems only) (18 hours)

Module 4: - Mathematical application in business: -Depreciation- methods of depreciation, partial year depreciation and changes in estimates, accelerated depreciation methods. Payroll cost calculations, Property tax calculations, exchange rates and currency conversion. (12 hours)

Module 5: - Mathematics for Financial Analysis: - Present and Future Value: Calculating the time value of money; Value of an Annuity and Present value of an annuity; pricing cost: markup and break-even pricing; financial ratio-calculation and analysis; dividend and interest calculation on investments. (15 hours)

Reference Books:

1. *Mathematics for Economics and Finance*: Martin Anthony, Norman Biggs, Cambridge lowprice editions, 2000.
2. *Business Mathematics*: D.C. Sancheti, V.K. Kapoor, Sultan Chand & Sons Publications, 2006.
3. *Business Mathematics*, J.K. Singh, Himalaya Publishing House.
4. *Mathematics for Business and Economics*: J.D. Gupta, P.K. Gupta, Man Mohan, Tata McGraw Hill Publishing Company Ltd.
5. *Mathematics of Finance* :2nd Edition Schaum’s Outline Series Peter Zima, Robert Browns Tata McGraw Hill Publishing Company Ltd
6. *Business Mathematics* : Dr. AmarnathDikshit& Dr. Jinendra Kumar Jain.
7. *Business Mathematics*: Bari – New Literature publishing company, Mumbai
8. *Mathematics for Economics and Business*: RS Bhardwaj, 2010,Excel Books
9. *Business Mathematics*:Zameerudin, Qazi, V.K. Khanna & S.K. Bhambri, Vikas Publishing House Pvt. Ltd, New Delhi.

SEMESTER–III

Core Course III: CX 1341– MANAGEMENT CONCEPTS AND THOUGHT

No: of instructional hours per week: 4 No: of credits: 3

Aim of the course: To provide a comprehensive perspective on management theory and practice

Course objectives:

- 1) To equip learners with knowledge of management concepts and their application in contemporary organizations
- 2) To facilitate overall understanding of the different dimensions of the management process.

MODULE-I: Nature and Evolution of Modern Management Meaning and Definition of Management-Effective Management- Concept and Need-Qualities and styles of an effective manager-Empowerment style, Participation style, Guidance style -Management skills-Technical, Interpersonal, Conceptual, Diagnostic and Political skills- Mintzberg's Managerial roles- Schools of Management Thought-The Classical School -Human Relations School and the Hawthorne Studies-Behavioural Science School-The Systems School- The Contingency School -Contemporary management Thought-Drucker, Porter, Prahalad, Hamel and Tom Peters (15hrs)

MODULE-II: Overview of the Management Process Planning: Meaning – Definition –Importance- Organizing: Meaning and Definition- Concepts of Authority, Responsibility and Accountability – Delegation and Decentralization - Organization Culture-Types of Organisational Culture-Staffing - Significance of Staffing- Staffing Process(overview only) Directing-Concept-Elements of the Direction function - Controlling- Steps in the Process of Controlling (15 hrs)

MODULE-III: Leadership - Meaning - Leadership Qualities- Leadership Styles-Leadership Theories-Trait Theory – Charismatic Leadership Approach - Managerial Grid Theory -Contingency Theory- Fiedler's Model- Situational Leadership Theory -Transactional and Transformational Leadership. (12 hrs)

MODULE-IV: Motivation and Communication - **Motivation**-Meaning and Importance, Intrinsic and Extrinsic motivation, Positive and negative motivation; Motivational Theory-Carrot and stick theory, Maslow's Hierarchy of Human Needs Herzberg's Two Factor theory, Alderfer's ERG theory, Vroom's-Expectancy theory, David McClelland's Need based Motivational Models-Factors determining motivational policy. **Communication**- Meaning, Need, Process, Types-Verbal, Non-verbal, Visual, Internal, External, Formal, Informal; Barriers to Communication-Physical, psychological, Attitudinal, Semantic, Cross-cultural, Gender; Guidelines for effective communication. (21 hrs)

MODULE-V: New Horizons of Management (Conceptual Framework only) TQM-Meaning- Principles of TQM-Deming's 14 points, Barriers to TQM, Customer requirements- The Five Fs- Change Management – Concept and Importance, Knowledge Management- Concept and Importance- Concept of Learning Organisation. (9hrs)

Recommended Practicals:

- 1) Collect Vision/Mission Statements of leading organizations. Examine ways in which elements of these statements are being put into practice.
- 2) Identify Best Practices of business concerns in your locality with regard to different managerial functions.
- 3) Study the Reward and Recognition system used by any leading business organization in your local area.
- 4) Conduct an interview with a successful business leader. Identify the leadership style followed by the leader based on the information collected.
- 5) Study the Quality Management Practices adopted by any business concern.

Recommended Books:

1. *Principles of Management*, 5/Edn- Tripathi, P.C. McGraw Hill Education Pvt Ltd, New Delhi.
2. *Essentials of Management*, 10/Edn- Harold Koontz, McGraw Hill Education Pvt Ltd, New Delhi.
3. *Management Theory and Practice*- Mahajan. Ane Books Pvt Ltd, New Delhi
4. *Principles of Management:Text and Cases*, Bhattacharyya, Pearson Education , New Delhi
5. *Principles of Management* :Ramaswamy, Himalaya Publishing House, Bangalore.
6. *Principles of Management*- Govindarajan, PHI Learning, Pvt Ltd, New Delhi.
7. *Principles of Management*-Gupta Meenakshi
8. *Total Quality Management*, 2/Edn – CharantimathPoornima M, Pearson Education , New Delhi

Core Course IV: CX 1342- ADVANCED FINANCIAL ACCOUNTING

No.of instructionalhoursperweek:4No.of Credits:3

Aim of the course: To equip the students with the preparation of accounts of various business areas.

Course Objectives

1. To create awareness of accounts related to dissolution of partnership firms.
2. To acquaint students with the system of accounting for different branches and departments.
3. To enable students to prepare accounts of consignments.

Module 1: Partnership Accounts – Introduction- features- Dissolution of Partnership Firm- preparation of Realisation Accounts and Capital Accounts- insolvency of a partner- application of the decision in Garner vs. Murray- insolvency of all partners – Piece - meal Distribution-Dissolution of Limited Liability Partnerships. (20 hrs)

Module 2: Accounting for consignment- meaning – terms- used in consignment accounting – difference between consignment and sales. Accounting treatment in the books of the consignor and consignee- cost price method and invoice price method – valuation and treatment of unsold stock- loss of stock- normal and abnormal- loss in transit.(20 hrs)

Module 3: Joint venture: Meaning- features- difference between joint venture and partnership – joint venture and consignment-Accounting treatment when one of the ventures is appointed to manage the venture-When separate set of books are not maintained for recording joint venture transaction- when separate set of books are kept for the venture–when memorandum method is followed. (15 hrs)

Module 4: Branch Accounts- meaning, features and types of branch accounting- accounting for the branches not keeping full system of accounts- Debtors system, Stock and Debtors system, final accounts – wholesale branch- accounting for branches keeping full system of accounts- adjustment for depreciation of fixed assets, expenses met by Head office for the branch and reconciliation- incorporation of branch Trial Balance in the Head Office books.(20 hrs)

Module 5: Departmental Accounting- meaning - features- advantages- objectives- methods of departmental accounts- allocation and apportionment of departmental expenses- difference between departmental accounts and branch accounts- inter departmental transfers- preparation of departmental trading and profit and loss account. (15 hrs)

Structure for preparing question paper: Theory 30% Problem 70%

Recommended Practicals

1. Visit some branches and identify their accounting methods.
2. Collect data from one or two partnership firms/ joint ventures on the accounting procedure adopted.

Books Recommended:

1. Gupta R.L. and Radhaswamy. M. *Advanced Accountancy*, Sultan Chand & Sons, New Delhi.
2. Shukla M.C.,Grewal T.S and Gupta S.C. *Advanced Accounts*, S. Chand & Co. Ltd., New Delhi.
3. Jain S.P. and Narang. K.L. *Advanced Accountancy*, Kalyani Publishers, New Delhi.
4. Naseem Ahmed, Nawab Ali Khan and Gupta M.L. *Fundamentals of Financial Accounting Theory and Practice*, Ane Books Pvt. Ltd., New Delhi.
5. Maheswari S.N. and Maheswari S.K. *Advanced Accountancy*, Vikas Publishing House, New Delhi.

Vocational Course III: CX 1371: - INCOME TAX LAW AND PRACTICE – II

No. of instructional hours per week: 4

No. of credits: 4

Aim of the course: To give awareness about the application of various provisions for the computation of taxable income

Course objectives:

1. To equip the students with the computation of taxable income under the heads capital gain and other sources.
2. To enable the students to familiarize the provisions of clubbing of income, set off of losses and deductions permitted under the Income Tax Act, 1961.

Module I

Profits and Gains of Business or Profession - Basis of Charge – Expenses expressly allowed – Expenses expressly disallowed – Expenses not deductible –Deductions allowed only on actual payment basis – Profits chargeable to tax – Practical problems on computation of Income from Business and Profession – Depreciation –Meaning - Assets eligible for depreciation - depreciation on straight line method –depreciation on WDV method - conditions for claiming depreciation - rate of depreciation on various block of assets - Computation of Income from Business or profession.

(16Hrs)

Module II

Capital Gain - Basis of Charge – Capital Asset – Kinds of Capital Assets –Transfer of capital assets - Cost of acquisition and cost of improvement under different situations – Capital gains exempt from tax – Computation of capital gains.

(14 Hrs)

Module III

Income from Other Sources - Basis of Charge –General and Special Chargeability – Taxation of dividend, interest and winnings – Deductions allowed -Computation of Income from Other Sources.

(12Hrs)

Module IV

Clubbing of Income and Set off of Losses - Meaning of clubbing of income– Different items come under the provisions of clubbing of income- Meaning of set-off of losses and carry-forward and set-off of losses – Types of set-off of losses - Intra-set off and Inter set off – computation of Gross total Income.

(15 Hrs)

Module V

Deductions under Income Tax Act – Persons entitled to claim deductions – Provisions relating to deductions under various sections of the Income Tax Act – Computation of Total Income.

(15 Hrs)

Books Recommended:

1. Systematic Approach to Income Tax, Girish Ahuja & Ravi Gupta, Bharat Law House Pvt. Ltd, New Delhi.
2. Income Tax, Vinod K. Sinhanian & Monica Sinhanian, Taxmann Publications Pvt. Ltd, New Delhi.
3. Taxation Law & Practice, Mehtrotra & Goyal, Sahitya Bhavan Publication, Agra.
4. Direct Taxes, Lal B.B, Konark Publishing House, New Delhi.

Vocational course IV: CX 1372 - RECOVERY AND REFUND OF INCOME TAX

No. of instructional hours per week: 4

No. of credits: 3

Aim of the course: To impart practical knowledge on tax collection procedures.

Course objectives:

1. To equip the students with the concepts and procedure of Income Tax Assessment.
2. To give awareness about the application of technology on Income tax assessment.

Module I

Recovery of Tax – Meaning of tax recovery – Different modes of Recovery – Recovery by Tax Recovery Officer – Attachment of Salary – Recovery from Creditors – Recovery through Court – Sale of movable property – Recovery through State Government – Recovery by suit - Recovery of tax in pursuance of an agreement with foreign countries – Recovery of fine, penalty, interest and other sums.

(15Hrs)

Module II

Deduction and Collection of Tax at Source - Types of income/payments subject to TDS and TCS – Scheme of TDS – Deduction of tax from salaries - Deduction of tax from interest on securities - Deduction of tax from dividend - Deduction of tax from interest other than interest on securities - Deduction of tax from winnings from lotteries and crossword puzzles – Collection of tax at source - General rules and tax rates – Computation of tax liability.

(16Hrs)

Module III

Advance Payment of Tax - PAYE - Persons liable to pay Advance Tax – Procedure for Computation of Advance Tax – Due Dates and installment of Advance Tax - Consequences of Non-payment of Advance Tax

(15Hrs)

Module IV

Refund of Tax

Meaning of Refund of Tax – Situation under which refund claim arises - Person entitled to claim Refund – Procedure for Claiming Refund – Interest on Delayed Refund

(12Hrs)

Module V

Payment of Interest - Interest Payable by Assesses – Interest for Default in Furnishing of Return of Income - Interest for Default in payment of Advance Tax - Interest for Deferment of Advance Tax - Interest for late Payment of Demand of Tax in Consequence of any Order Passed by the AO – Interest Payable to Assessee – Interest on Delayed Refund – Computation of interest payable by assessee/to assessee.

(14Hrs)

Books Recommended:

1. Systematic Approach to Income Tax, Girish Ahuja & Ravi Gupta, Bharat Law House Pvt. Ltd, New Delhi.
2. Income Tax, Vinod K. Sinhanian & Monica Sinhanian, Taxmann Publications Pvt. Ltd, New Delhi.
3. Taxation Law & Practice, Mehtrotra & Goyal, Sahitya Bhavan Publications, Agra.
4. Direct Taxes, Lal B.B, Konark Publishing House, New Delhi.

Complementary Course III: CX 1331 - E-Business

No of instructional Hours per week: 4

No. of credits: 4

Aim of the Course: To expose the students to e- business and its potentialities.

Course Objectives

1. To provide students a clear-cut idea of e-commerce and e-business and their types and models.
2. To acquaint students with some innovative e-business systems.
3. To impart knowledge on the basics of starting online business.

Module 1: E-Business - meaning- Types - Models – benefits and limitations of e-Business, E-Commerce – Models – e business vs. ecommerce, internet marketing and e-Tailing, E-Marketplace – types and features, E- Auction – types. (18Hours)

Module 2: E-business Systems (basic concept only) Integration of e-business suits – ERP, e-SCM, CRM, e-procurement, e-payment. (12 hours)

Module 3: e-Business Application -

E-Tourism, online employment and job market, online real estate, online publishing and e-books, online banking and personal finance, e-grocers, e-shopping, online delivery of digital products, entertainment and media. E-learning and online education (14 hours)

Module 4: E-Governance Meaning, Definition, Models – G2G, G2B, G2C. ICT & E- Governance, Benefits and risks of E-Governance. Successful e-governance initiatives in Kerala and other Indian states. E-citizen, E-service – e-filing, E-society.(18 hours)

Module 5: Launching a successful online Business and EC projects -Requirements, funding options, processes, techniques, and website design (theory only).(10 hours)

Reference books

1. *Electronic Commerce: A Managerial Perspective*, Turban, E. et al., Prentice Hall
2. *Electronic Business and Electronic Commerce Management*, Dave Chaffey, Prentice Hall
3. *E-learning Tools and Technologies*: Horton and Horton, Wiley Publishing
4. *Electronic Commerce*, Bharat Bhaskar. Tata McGraw-Hill Publishing Co. Ltd., New Delhi.
5. *E-Governance*, Pankaj Sharma. APH Publishing Corporation, New Delhi
6. *E-Business Fundamentals*, Bansal S.K. APH Publishing Corporation, New Delhi.

SEMESTER– IV

Core Course V: CX 1441-BUSINESS REGULATORY FRAMEWORK

No. of instructional hours per week: 4

No. of credits: 3

Aim of the course: To acquaint the students with the legal framework influencing business decisions and operations.

Course objective:

1. To provide a brief idea about the framework of Indian business Laws
2. To enable the students to apply the provisions of business laws in business activities
3. To motivate the students to take up higher studies in business Laws

Module 1: Introduction to law- Meaning of law- definition of law – importance of law- branches of law –sources of law- mercantile law- importance- sources- other business regulations – statutory and professional- objectives(basic study only) (4 hrs)

Module 2: Law of contracts- The Indian Contract Act 1872- definition of contract – law of contracts- nature of contracts- classification- essential elements of a contract- offer and acceptance – considerations- capacity of parties- coercion- undue influence, fraud, mistake, misrepresentation, free consent legality of object and considerations- performance of contract- discharge of contract- breach of contract- remedies for breach of contract. (25 hrs)

Module 3: Special contracts-Bailment and pledge- bailment definition- essential elements- rights and duties of bailer and bailee – finder of lost goods. Pledge - essentials- rights and duties of pawner and Pawnee. Indemnity and guarantee- indemnity–definition, nature of liability of surety, rights of surety, discharge of surety. Meaning and definition of guarantee. Law of agency–essentials, kinds of agents- rights and duties agent and principal-creation of agency, termination of agency contract.(15 hrs)

Module 4: Sale of Goods Act 1930-meaning of contract of sale- formation of contract of sale – Goods and their classification- condition and warranties- transfer of property in goods- performance of contract of sale- unpaid seller and his rights. (8 hrs)

Module 5: Regulatory authorities - salient features and functions, IRDA, TRAI, Intellectual Property Rights - meaning – patent rights- trademarks- copy rights-plagiarism. Right to Information Act, 2005- objects of the Act- information to be disclosed by public authorities- exemption from

disclosure of information- request for obtaining information- Central Information Commission- State Information Commission- powers and functions of Information Commission. (20 hrs)

Recommended Practical

- 1) Prepare model of a (a) Power of Attorney Contract (b) Indemnity Bond (c) Contract of Guarantee
- 2) Collect newspaper cuttings relating to Right to Information Act, TRAI and Intellectual Property Rights, with special focus on recent legal judgments.
- 3) Prepare a Model RTI Application for obtaining information under the Right to Information Act, in any area.

Books Recommended

1. Kapoor. N .D, *Business law*, Sulthan Chand and Sons
2. Chandha P.R, *Business law*gajgotia, New Delhi
3. Garg K.C, V.K Surendran, Mahesh Sharma and Chawla R.C, *Busiess regulatory frame work*, Kalyani Publishers, New Delhi
4. Tulsian P.C, *Business Laws*, Tata Macgraw-Hill publishing Co.Ltd, New Delhi
5. B S Moshal, *Modern Business law*, Ane books, New Delhi
6. Awathar Singh, *Company Law*, Eastern Law Books
7. BARE Acts: *Contract Act, Sale of Goods Act, RTI Act 2005 IRDA, TRAI*

Core Course VICX1442

Core Course VI: CX 1442 BANKING AND INSURANCE

Number of instructional hours per week: 4

Number of Credits: 3

Aim of the course: To expose the students to the changing scenario of Indian banking and Insurance.

Course objectives:

1. To provide a basic knowledge about the theory and practice of banking
2. To provide a basic understanding of Insurance business .
3. To familiarize the students with the changing scenario of Indian Banking and Insurance.

Module I: Banking:-Banking functions -Liquidity management- credit creation- Banking and non-banking functions- CORE bank solutions- Retail bank product and services-Mergers in banking- Central bank system-Central banks in different countries - Role of RBI- General policies of RBI.

(15hrs)

Module II: Banking Practice: Banker – customer – Definition as per Banking Regulation- – Relationship between banker and customer – General and special relationship – Negotiable instruments – differences between transferability and negotiability- Asset liability management– opening and operation of accounts by special types of customers – minor, married woman, firms, company. (20 hrs)

Module III: Innovations and Reforms in Banking:– E-banking - ECS - EFT – RTGS-NEFT-SWIFT- Unified payment interface -Mobile Banking – Shift from plastic money - Apps based banking - Internet banking- Digital banking-, virtual banking- small banking- Post office banking- green banking- Recovery of Debts due to Banks and Financial Institutions Act, 1993 (DRT Act), SARFAESI, Payment & Settlements Act, 2007, Banking Ombudsman. Basel reforms- Capital adequacy norms- NPA management- Demonetization. (20 hrs)

Module IV: Introduction to Insurance: Meaning of risk- Classification of risk-features of insurable risk-Meaning and functions of Insurance-Importance of Insurance - classification of insurance business in India- Life – General - fire, accident, asset, medical, home, commercial travel, rural, and marine -Underwriting-meaning-procedure of life Insurance and Non-Life Insurance-Insurance premium-Insurance documents. (20 hrs)

Module V: Insurance Claims and regulations-Meaning-Importance-types of claims-Procedure of settlement of Life Insurance claims and Non-Life Insurance claim-Privatization of insurance industry-FDI in insurance – Bancassurance - IRDA regulations (15 hrs)

Recommended Practical

1. Collect application forms for opening Account in banks and make a presentation in class .
2. Study the Internet banking and, Mobile banking procedure and document it.
3. Collect cheques with different types of crossing and examine the differences.
4. Collect model Insurance Policy documents- Life/ General and identify different conditions and implications.

Books Recommended:

1. Sundaram K.P.M and Varshney P.N. *Banking Theory Law and Practice*, Sultan Chand & Sons, New Delhi.
2. Maheswari S.N. *Banking Theory Law and Practice*, Kalyani Publishers New Delhi.
3. Sekhar K.C. *Banking Theory Law and Practice*, Vikas Publishing House, New Delhi.
4. Gordon E. and Natarajan K. *Banking Theory Law and Practice*, Himalaya Publishing House, Mumbai.
5. Lall Nigam B.M. *Banking Law and Practice*, Konark Publishers Pvt. Ltd., New Delhi.
6. Radhaswami M. *Practical Banking*, Sultan Chand & Sons, New Delhi.
7. Dekock. *Central Banking*, Crosby Lockwood Staples, London.
8. O P Agarwal, *Principles and practice of insurance*.
9. M N Mishra, and S B Mishra : *Insurance Principles and Practice*, , S. Chand Publishers.

Vocational Course V: CX 1471: - INCOME TAX ASSESSMENT-I

No. of instructional hours per week: 4 No. of credits: 4

Aim of the course: To enable the students to acquire practical skills of Income tax assessment.

Course objectives

1. To impart knowledge on assessment procedure and filing of return of income of various assessee.
2. To provide practical skills on computation of total income and tax liability of individuals, HUF, Firms and AOP/BOI.

Module I

Assessment Procedure – Return –Meaning of return – Types of return – Due date for filing return - Forms Prescribed for filing of return – PAN – cases under which quoting of PAN is compulsory – Meaning of Assessment - Types of Assessment.

(12 Hrs)

Module II

Assessment of Individuals - Various sources of income of an individual -Procedure for computing Total Income – Rate of Income Tax –Alternative Minimum Tax –Treatment of agriculture income - Computation of total income and Tax liability.

(20 Hrs)

Module III

Assessment of Hindu Undivided Family - Schools of Hindu Law – HUF v/sFirm – Incomes not treated as family income – Partition of HUF –Total and Partial Partition - Computation of Total Income and Tax Liability.

(10 Hrs)

Module IV

Assessment of Firms –Meaning of firm – Classification of firms – Assessment when section 184 are complied with - Assessment when section 184 are not complied with – Provisions of Section 40(b) – Book Profit – Change in the constitution of the firm - Computation of Total Income and Tax Liability of Firm and Partners.

(18 Hrs)

Module V

Assessment of AOP/BOI – Meaning of AOP and BOI – Computation of share of a Member of AOP/BOI – Computation of Tax liability where shares of members of AOP/BOI are unknown - – Computation of Tax liability where shares of members of AOP/BOI unknown – Concept of Maximum Marginal Rate.

(12 Hrs)

Books Recommended:

1. Systematic Approach to Income Tax, Girish Ahuja & Ravi Gupta, Bharat Law House Pvt. Ltd, New Delhi.
2. Income Tax, Vinod K. Sinhanian & Monica Sinhanian, Taxmann Publications Pvt. Ltd, New Delhi.
3. Taxation Law & Practice, Mehtrotra & Goyal, Sahitya Bhavan Publication, Agra.
4. Direct Taxes, Lal B.B, Konark Publishing House, New Delhi.

Vocational course VI: CX 1472: INCOME TAX ASSESSMENT–II

No. of instructional hours per week: 4

No. of credits: 4

Aim of the course: To enable the students to acquire practical skills of Income tax assessment.

Course objectives

1. To provide practical skills on computation of total income and tax liability of Companies, Co-operative societies and Charitable and other Trusts.
2. To impart knowledge on assessment procedure and filing of return of income of various assessee.

Module I

Assessment of Companies – Meaning - Types of companies – Closely-held company – Widely-held Company – Domestic company – Foreign Company – Company in which public are Substantially Interested - Residential status of Companies – Provisions of Minimum Alternative Tax – Book Profit - Computation of Total Income and Tax Liability of Company – Tax on Distributed Profits of Domestic companies

(25 Hrs)

Module II

Assessment of Co-operative Societies – Meaning of Co-operative Societies – Urban Consumers' Co-operative Societies - Income of Co-operative Societies – Deductions Permissible to Co-operative Societies - Deduction u/s 80 P – Rate of Tax - Computation of Total Income and Tax Liability

(12 Hrs)

Module III

Assessment of Charitable and Other Trusts – Meaning of Trust – Charitable Purpose – Exemptions – Computation of Total Income and Tax Liability

(12 Hrs)

Module IV

Double Taxation Relief– Meaning of double taxation relief, double taxation avoidance and unilateral relief – Computation of double taxation relief

(8 Hrs)

Module V

Electronic Media in Income Tax – Role of electronic media in Income Tax - e-filing of return, steps for e-filing of return – compulsory e-filing of return – advantages of e-filing of return – facilities provided by the Department for e-filing of return - e-payment of tax –online refund of tax - computation of total income and tax liability with the help of software. General Anti-Avoidance Rule – Applicability of GAAR – Impermissible Avoidance Agreement – Procedure for GAAR-

(15 Hrs)

Books Recommended:

1. Taxation Law & Practice, Mehrotra&Goyal, Sahitya Bhavan Publication, Agra.
2. Direct Taxes, Lal B.B, Konark Publishing House, New Delhi.
3. Systematic Approach to Income Tax, GarishAbuja& Ravi Gupta, Bharat Law House Pvt. Ltd, New Delhi.
4. Income Tax, Vinod K. Singhanian& Monica Singhanian, Taxmann Publications Pvt. Ltd, New Delhi.

Complementary Course IV: CX 1431-BUSINESS STATISTICS

No. of instructional hours per week: 4

No. of credits: 4

Aim of the course: To develop the skill for applying appropriate statistical tools and techniques in different business situations.

Course Objectives:

1. To enable the students to gain understanding of statistical techniques those are applicable to business.
2. To enable the students to apply statistical techniques in business.

Module I—Introduction: - Meaning, definition, functions, and importance of statistics.- distrust of statistics – statistical studies - census study vs. sample study - collection of data – primary and secondary - methods of data collection – sampling - theoretical basis for sampling – methods of sampling – probability methods vs. non- probability methods. Classification, tabulation and presentation of data. Measures of dispersion.–Range, Quartile Deviation, Mean Deviation Standard Deviation.(a review only) (17 hrs)

Module II—Correlation: - Meaning and definition- correlation and causation – types of correlation – methods of measuring correlation for ungrouped data -Karl Pearson's co-efficient of correlation and its interpretation, Probable error - , Coefficient of determination - Spearman's rank correlation- co-efficient of Concurrent deviation- application of different measures of correlation in business. (15hrs)

Module III--Regression analysis: - Meaning and definition - Types of Regression -Regression lines- determination of simple linear regression-. Regression equations and their application in business. Properties of correlation and regression co-efficient – Comparison of regression and correlation.

(15hrs)

Module IV--Index numbers: - Meaning and importance-Problems in construction of index numbers- Methods of constructing of index numbers- Simple aggregative, Average of Price relatives, Laspeyer's, Paasche's, Dorbisch- Bowley's, Marshall-Edge worth's and Fisher's ideal index

numbers, Test of Consistency: Time Reversal Test and Factor Reversal Test. Chain Base Index Nos. Shifting of Base year. Cost of living Index and its use in determination of wages –Wholesale Price Index Number, Population index, inflation index, Operational indices- Sensex and Nifty. (15hrs)

Module V--Time series analysis: - Meaning and definition- components- Measurement of long term trend- Moving average method- Method of Least squares- Application in business. (10hrs)

Books Recommended:

1. Gupta.S.P. *Statistical Methods*, Himalaya Publishing House, Mumbai.
2. Elhance.D.L. *Fundamentals of Statistics*, Kitab Mahal, Allahabad.
3. Gupta.B.N. *Statistics - Theory and Practice*, SahityaBhawan Publications, Agra.
4. Sanchetti D.C and Kapoor V.K. *Statistics - Theory, Methods and Application*, Sultan Chand & Sons, New Delhi.
5. Nabendu Pal and HadedSarkarS.A. *Statistics - Concept and Application*, PHI, NewDelhi.
6. Agarwal.B.M. *Business Mathematics and Statistics*, Ane Books Pvt.Ltd., New Delhi.
7. Richard I.Levin and David S. Rubin, *Statistics for Management*, Prentice Hall ofIndia, latest edition.

SEMESTER-V

Core Course VII: CX 1541-ENTREPRENEURSHIP DEVELOPMENT

No of instructional hours per week: 4

No. of credits: 3

Aim of the Course: To equip the students to have a practical insight for becoming an entrepreneur

Course Objectives:

1. To familiarize the students with the latest programmes of Government in promoting small and medium industries.
2. To impart knowledge regarding starting of new ventures.

Module I: ENTREPRENEURIAL COMPETENCIES: - Entrepreneurship - concept- Entrepreneurship as a career- Entrepreneurial Personality- characteristics of a successful

entrepreneur- qualities and skills of successful entrepreneur-classification of entrepreneur-
Entrepreneurial Functions-factors affecting entrepreneurial growth- women entrepreneurs- problems.

(12 Hrs)

Module II: ENTREPRENEURIAL ENVIRONMENT: - Business Environment-Role of family and Society-Entrepreneurship Development - Training and other Support Organizational Services-phases of EDP -Central and State Government Industrial Policies and Regulations-MSME Act 2006.

(15 hrs)

Module III: BUSINESS PLAN AND FEASIBILITY STUDY: - Sources of Project Idea-Feasibility Study-Criteria for Selection of Project-techniques for Project appraisal-preparation of Feasibility Report- Profile Preparation -matching Entrepreneur with the Project-Feasibility Report Preparation and Evaluation Criteria-factors affecting Project Development.

(15 hrs)

Module IV: PROJECT REPORT PREPARATION: - Project Report-Requirements of a good report-General Principles of a Good Report-Performance of a Project Report (15 hrs)

Module V: LAUNCHING OF SMALL BUSINESS: - Finance and Human Resource Mobilization-Operations Planning-Market and Channel Selection-Growth Strategies-Product Launching-Incubation, Venture Capital, startups-Techno parks-Industrial Estates-Incentives-Institutional Support Subsidies-DIC-SIDBI-SISI-KVIC-NIESBUD- Single window - Margin Money-Seed Capital-Registration- - Industrial Sickness - Causes and Prevention - Rehabilitation - Effective Management of Small Business.

(15 hrs)

Recommended Practicals:

1. Interview a local entrepreneur and acquire practical knowledge in starting business.
2. Visit any institution supporting entrepreneurship and prepare visit report.
3. Generate unique project ideas and prepare feasibility report.
4. Prepare a project report for establishing a new business.

Books Recommended

1. Vasanth Desai, *Small Business Entrepreneurship*, Himalaya Publications

2. Sangram Keshrai Mohanty, *Fundamentals of Entrepreneurship*, PHI, New Delhi.
3. Sontakki C N, *Project Management*, Kalyani Publishers, Ludhiana.
4. MSME Act 2006
5. Peter F. Drucker- *Innovation and Entrepreneurship*
6. Nandan H. *Fundamentals of Entrepreneurship*, PHI, New Delhi
7. Shukla M. B. *Entrepreneurship and small Business Management*, Kitab Mahal Allahabad
8. Sangam Keshrai Mohanty. *Fundamentals of Entrepreneurship*, PHI, New Delhi.

Core Course VIII: CX 1542 - COST ACCOUNTING

No of instructional hours per week: 5

No of Credits: 4

Aim of the Course: To impart knowledge of cost accounting system and acquaint the students with the measures of cost control.

Objectives:

1. To familiarize the students with cost and cost accounting concepts
2. To make the students learn cost accounting as a distinct stream of accounting

MODULE I: Introduction to Cost Accounting—Meaning and definition—cost concepts—cost centre, cost unit, profit centre, cost control, cost reduction—objectives—Distinction between financial accounting and cost accounting—Methods and Techniques of costing—Advantages of Cost Accounting—Limitations of Cost Accounting—Installation of Costing System—Cost Accounting Standards (CAS 1-19 an overview) (12 Hours)

MODULE II: Accounting and control of material cost—Documentary design—EOQ—Levels of inventory - Methods of pricing issue of materials—ABC VED and FSN analyses—JIT System—Perpetual Inventory Control System-Periodical inventory System—Continuous Stock taking—Materials Losses and accounting treatment—Primary and Secondary packing materials and their accounting treatment. (20 Hours)

MODULE III: Accounting and control of labour cost—Time keeping—Time booking—Systems of Wage Payment—Incentive plans—Idle time—Overtime and their accounting treatment—Labour turnover—Concept of learning curve. (20 Hours)

MODULE IV: Accounting for overheads—Classification—Departmentalization (Allocation and Apportionment)—Absorption—Determination of overhead rates—under/over absorption—Accounting treatment—Allocation of overheads under Activity Based Costing. (20 Hours)

MODULE V: Cost Accounting records—Integral and non-integral Systems—Preparation and presentation of cost sheets—Unit Costing—Tender-Quotations—Reconciliation of Cost and Financial Accounts. (18 Hours)

Recommended structure for preparing Question Paper: Theory-40% Problems—60%

Recommended Practicals:

1. Prepare a list of activities those come across daily, wherein cost accounting applications can be made.
2. Prepare cost sheets in respect of milk production, farming activities, hospitals nearby, margin free shops and small and tiny enterprises in any region.
3. Analyse and present consumption of various materials in the household and explore the possibility of applying inventory control techniques.
4. Prepare comparative cost sheets of products we regularly consume by using published annual accounts.

Books Recommended:

- 1.SP Jain and KL Narang—*Advanced Cost Accounting*, Kalyani Publishers New Delhi
2. NK Prasad- *Advanced Cost Accounting*, Book Synidicate Pvt. Ltd. Kolkata
3. MY Khan and PK Jain- *Advanced Cost Accounting*, Tata McGraw Hill
4. Thulsian PC- *Practical Costing*, Vikas Publishing House, New Delhi
5. MN Arora, *Principles and Practice of Cost Accounting* Vikas Publishing House, New Delhi
6. BM Nigam and Jain K *Cost Accounting* PHI, New Delhi
7. SN Maheswari- *Cost and Management Accounting*, Sultan Chand & Sons, New Delhi

Core Course IX CX 1543: MARKETING MANAGEMENT

No: of instructional hours per week: 4 No: of credits: 3

Aim of the course: To impart the knowledge of various concepts of modern marketing management

Course objectives:

- 1) To provide an understanding of the contemporary marketing process in the emerging business scenario.
- 2) To study various aspects of application of modern marketing techniques for obtaining a competitive advantage in business organizations.

MODULE-I: Meaning and Definition of Marketing -Evolution of Modern Marketing Concept- Marketing Orientation vs. Selling Orientation- Comparison- Role of Marketing in Modern Organizations- Marketing Mix- Concept and Components- New Horizons of Marketing- Global Marketing- Service Marketing- Social Marketing or Cause Marketing- Online Marketing- Sustainable Marketing- Micro marketing-Relationship Marketing- Customised Marketing.(12hrs)

MODULE-II: Consumer Behaviour- Concept- Process of Consumer Buying- Factors influencing Consumer Buying Decisions- Customer Relationship Management. Market Segmentation- Concept- Process- Bases for Market Segmentation- Requirements of Effective Market Segmentation – Market Targeting- Market Positioning - Concept-Importance (15 hrs)

MODULE-III: Product-Meaning and importance- Classification of products-Concept of product item, product line and product mix -Product Life Cycle-stages-Management strategies of different stages of Product Life cycle- New Product Development process Product innovation and product diversification-Branding ,Packaging and Labeling- Factors contributing Brand equity. (15 hrs)

MODULE-IV: Pricing Decisions-significance of price-pricing objectives-Factors affecting pricing decisions-internal and external factors in marketing decisions-Approaches to pricing-cost oriented, demand oriented and competition oriented pricing-Different Methods of pricing-Pricing strategies for new products. Distribution Management-Channels of distribution-Meaning-Types of distribution channels-Factors influencing Length of distribution channel-Logistics Management-Logistics decisions-Traditional Logistics management approach Vs Supply chain Management. 15hrs)

MODULE-V: Promotion-Nature and Importance-Concept of push and pull mix-Types of promotion: Advertising-Personal selling, sales promotion and public relations-Functions and advantages of Advertising-Advertisement copy-Requirements of good advertisement copy.- Advertising media-Factors influencing selection of advertisement media-personal selling-essentials of effective selling-Sales promotion-Meaning, functions and different methods of sales promotion. (15hrs)

Recommended Practicals:

1. Prepare a questionnaire and conduct a mini survey of a few customers for identifying the factors influencing the buying behaviour for any product of your choice.
2. Collect advertisements of leading brands of any five products and identify the unique selling propositions.
3. Trace the brand history of any product.
4. Identify different sales promotion techniques in foreign markets and prepare a report.

Recommended Books

1. *Marketing management*-Philip Kotler, Kevin Lane Keller, Abraham Koshy and Jha, Pearson Publications.
2. *International marketing*-Philip RCaterop, Tata McGraw Hill Publications.
3. *Marketing Management*, 5/Edn –Rajan Saxena, McGraw Hill education, New Delhi.
4. *Marketing Management :Concepts and Cases* – Sherlekar S.A., Himalaya Publishing House, New Delhi.
5. *Marketing Management*- Pillai, R.S.N., S. Chand & Co, New Delhi.
6. *Modern Marketing: Principles & Practices*, Pearson Education , New Delhi
7. *Marketing*, Verma/ Duggel, Oxford University Press, New Delhi.

Open Courses (*For students from Disciplines other than Commerce*)

Open Course I: CX 1551.1- FUNDAMENTALS OF FINANCIALACCOUNTING

No. of instructional hours per week: 3

No. of credits: 2

Aim of the course: To provide basic accounting knowledge as applicable to business and to form a background for higher learning in financial accounting.

Course objectives:

1. To enable the students to acquire knowledge in the basic principles and practices of financial accounting.
2. To equip the students to maintain various types of ledgers and to prepare final accounts.

Module I: Introduction to financial accounting – Accounting – meaning, objectives – accounting concepts and conventions - systems of accounting. Accounting Standards – meaning and objectives. Double entry book keeping–basic concepts–rules of debit and credit.(8hrs)

Module II: Recording Business Transactions – Journal – Ledger – Subsidiary books. (8 Hrs)

Module III: Cash book – Simple cash book, cash book with cash and discount columns, cash book with cash, discount and bank columns – Petty Cash Book. (10hrs)

Module IV: Trial Balance – meaning and objectives – preparation of Trial Balance. (10 Hrs)

Module V: Financial Statements – Final accounts of Sole trader – Trading and Profit and Loss Account – Balance Sheet – Preparation of final accounts with adjustments(Simple Adjustments including Provision for bad debts, outstanding, prepaid expenses and incomes, bad debts, provision for bad debts and depreciation)(18hrs)

Books Recommended:

1. Jain S.P. and Narang K.L. *Basic Financial Accounting*, Kalyani Publishers, New Delhi.
2. Maheswari S.N and Maheswari S.K. *Advanced Accounting-Vol.I*, Vikas Publishing House, New Delhi.
3. Naseem Ahmed, Nawab Ali Khan and M.L. Gupta. *Fundamentals of Financial Accounting – Theory and Practice*, Ane Books Pvt. Ltd., New Delhi.
4. Krishnankutty Menon M. and George Chakola. *Principles of Book-Keeping And Accountancy*, Sahitya Bhawan Publications, Agra.
5. Gupta R.L. and Gupta V.K. *Principles and Practice of Accountancy*, Sultan Chand & Sons, New Delhi.

Open Course: 1 - CX 1551.2 PRINCIPLES OF MANAGEMENT

No. of instructional Hrs per week: 3

No. of Credits: 2

Aim of the Course: To familiarise the students from other faculties on the framework of management.

Course objectives: To provide knowledge on the fundamentals of management principles and functions.

Module 1: Introduction to Management : - Meaning and definition, scope, importance, management and administration, management levels- Management- science, art or profession- Henry Fayol's principles of management. (10 Hrs)

Module 2:- Planning: - Meaning, objectives, types of plans, steps in planning and limitations of planning. (9 Hrs)

Module 3: Organising: - Concept, significance, types- formal and informal, line and staff and functional, centralisation, decentralisation, delegation and departmentation. (15 Hrs)

Module 4: Staffing: - Importance, sources of recruitment and selection, training and development. (Conceptual framework only) (10 hrs)

Module 5: Directing and controlling : - Meaning and elements of direction -Controlling- Meaning - steps-. Methods of establishing control.(10 Hrs)

Books recommended:

1. Koontz.O. Donnel, *Principles of management*, Tata Mcgrawhill, publishing co, New Delhi.
2. L. M. Prasad, *Principles of Management*, Sultan Chand & sons, New Delhi.
3. R.C. Bhatia, *Business Organisation and Management*, Ane books, P. Ltd. New Delhi.

4. Tripathy Reddy, *Principles of Management*, Tata McGraw Hill Publishers, New Delhi.

Open Course 1. CX 1551.3 CAPITAL MARKET OPERATIONS

No. of instructional Hours per week: 3 No of Credits: 2

Aim: To create an interest among students towards stock market investment

Objective: To familiarize the students with capital market operations

Module I: Capital Market- meaning – structure- capital market instruments (Brief discussion only) – Primary market (Meaning) Methods of public issue, Book building – meaning – procedure (10 Hrs)

Module II: Secondary Market – Leading stock exchanges in India – Securities traded in the stock exchange – ownership and creditor ship securities (Concept only) – Procedure for buying and selling securities – Types of orders – Online trading – Stock market indices (Meaning) (12 Hrs)

Module III: Dematerialization of Securities – meaning –advantages of dematerialization – Depositories – functions of depositories – Procedure of dematerialization (12 Hrs)

Module IV: Types of investors – Speculation Vs Investment – Types of speculators (10 Hrs)

Module V: Derivatives – Meaning – Forwards, Futures, Options – Put option - Call option (10 Hrs)

Books Recommended

1. Kevin S .*Security Analysis and Portfolio Management* ,PHI, New Delhi.
2. PreethiSingh .*Dynamics of Indian Financial System*, Ane Books Pvt. Ltd., New Delhi.
3. Sojikumar.K and Alex Mathew .*Indian Financial System and Markets*, Tata McGraw-Hill Publishing Co.Ltd., New Delhi.
4. Bharathi V. Pathak .*Indian Financial System*, Pearson Education,Noida.

Vocational Course VII: CX 1571 - INCOME TAX ADMINISTRATION

No. of instructional hours per week: 4

No. of credits: 4

Aim of the course: To familiarize the students with the system of Income tax administration in India.

Course objectives:

1. To provide knowledge of various Income tax authorities and their powers.
2. To familiarize the students with the grievance redressal under Income Tax Act.

Module I

Appeal and Revision – Meaning of appeal – Appellate Authorities – CIT (A) – Appellate Tribunal – High Court – Supreme Court - Procedure of filing Appeal – Fee, Time limit and form of appeal – Appealable orders -Revision – Meaning – Types of revision – Authority – Conditions to be satisfied for revision.

(20 Hrs)

Module II

Penalties and Prosecutions – Meaning– General principles for the imposition of penalty - Imposition of Penalty for Different Types of Default – Amount of Penalty - Procedure for imposing Penalty – Authority to impose penalty – Waiver of penalty – Offences and Prosecutions.

(22 Hrs)

Module III

Survey, Search and Seizure – Meaning of Survey – Types of Survey– Objectives of Survey –Right of Authority – Search and Seizure – Meaning – Authorities – Cases of Search and Seizure- Powers of authorized officers.

(8 Hrs)

Module IV

Settlement of Cases and Advance Ruling – Settlement Commission – Constitution of Settlement Commission – Application for Settlement Cases – Procedure on Receipt of Application for Settlement – Powers of Settlement Commission –Advance Ruling – Meaning – Authority for Advance Ruling – Powers and Procedure of the Authority – Application for Advance Ruling - Procedure on Receipt of Application – Applicability of Advance Ruling.

(12 Hrs)

Module V

Income Tax Authorities - Different Income Tax Authorities – Appointment of Income Tax Authorities - Jurisdiction Income Tax Authorities –Powers of Income Tax Authorities - General and Specific - CBDT – Assessing Officer.

(10 Hrs)

Books Recommended:

1. Systematic Approach to Income Tax, Girish Ahuja & Ravi Gupta, Bharat Law House Pvt. Ltd, New Delhi.
2. Income Tax, Vinod K. Sinhanian & Monica Sinhanian, Taxmann Publications Pvt. Ltd, New Delhi.
3. Taxation Law & Practice, Mehtrotra & Goyal, Sahitya Bhavan Publication, Agra.
4. Direct Taxes, Lal B.B, Konark Publishing House, New Delhi

Vocational Course VIII: CX 1572 Customs Duty-An overview

No. of instructional hours per week: 3

No. of credits: 3

Aim of the course: To familiarize the students with the framework of customs duty in India.

Course objectives:

1. To provide a conceptual understanding on indirect taxes.
2. To provide a basic knowledge of the principles related to customs duty in India.

Module 1

Indirect taxes -Meaning -Canons of Taxation - Indirect Tax: Features of Indirect Tax and Constitutional Validity- comparison with direct taxes. (08-hrs)

Module II

Customs Duty: customs Act, 1962 - Meaning of Customs Duty - Types of Customs Duties – levy of customs duty and point and circumstances of levy - Exemptions from customs Duties (10hrs)

Module III

Classification and valuation of goods- provisions governing import and export of goods _ special provisions regarding baggage, courier and post- Stores – Warehousing – Demurrage-.(10hrs)

Module IV

Customs Laws: a) basic Concepts of Customs Law –Anti-dumping duties - Valuation under Anti-dumping laws, Safeguards, Countervailing Duties, Relevance of Cost Information, Application of Cost Accounting principles in assessment, Impact of taxation on WTO, Anti-Dumping Measures.- Customs Authorities Project Import and Re-imports (b) Penalties and Offences (14hrs)

Module V

Foreign Trade Policy, Export Promotion Schemes, EOU, SEZ, EXIM Policy (a) Foreign Trade Policy (b) Export Promotion Schemes, (c) Export Oriented Units (EOU) (d) Duty Exemption Scheme and Duty Drawback (e) Special Economic Zone (SEZ) (12hrs)

Books Recommended

1. Indirect Taxes-Dr.H.C Mehrotra and Agarval V P, Sahitya Bhavan Publications, Agra
2. Indirect Taxes-Datey V S, Taxman Publications,NewDelhi
3. Indirect Taxes-Balachandran V, Sulthanchand& Son's, NewDelhi

SEMESTER– VI

Core Course X: CX 1641– AUDITING

No of instructional hours per week: 4No. of credits: 3

Aim of the Course: The acquaint the students with the principles and practice of auditing

Course Objectives

1. To provide students the knowledge of auditing principles, procedures and techniques in accordance with current legal requirements and professional standards.

2. To familiarize students with the audit of Companies and the liabilities of the auditor.

Module 1: Introduction Meaning and definition of auditing – objectives – accounting ethics and auditing – Auditing and Assurance Standards- concept of auditor’s independence – concept of true and fair value – types of audit – statutory audit – internal audit – continuous audit – final audit – cost audit – management audit – tax audit – government audit – performance audit – social audit

(15 Hours)

Module 2: Audit Process, Documentation and Internal Check – Preparation before audit -Audit Programme – audit process -audit note book – audit working papers – audit files – internal control – internal check – duties of auditors as regards cash transactions, purchases, sales, wages and stores.

(15Hours)

Module 3: Vouching and Verification - Vouching – meaning – importance – vouchers – requirements of a voucher – verification meaning – difference between vouching and verification – principles – valuation of assets – Difference between verification and valuation -verification of assets and liabilities – precautions. (15 Hours)

Module 4: Auditors of Joint Stock Companies. As per Provisions in the Companies Act 2013 - Auditor’s qualifications – disqualifications – appointment – remuneration – removal –status - Removal of an auditor – powers, duties and liabilities of auditor with relevant legal judgments. Audit Report–types.(17Hours)

Module 5: Investigation - Meaning – investigation vs. auditing – types of investigation – investigation on acquisition of running business – investigation when fraud is suspected.

(10 Hours)

Recommended Practical

- 1) Prepare a Model Audit Programme.
- 2) Collect vouchers of different kinds of transactions. Examine whether they have all the essential requisites of a valid voucher. Prepare a record with the documents collected.
- 3) Prepare a report of legal judgments relating to liability of auditors with reference to recent cases in India as well as in the global context.

Books Recommended

1. Bhatia RC. *Auditing*, Vikas Publishing House , New Delhi
2. Jagadeesh Prakash. *Auditing:Principles and Practices*, Chaithanya Publishing House, Allahabad
3. Kamal Gupta.*ContemporaryAuditing*,TataMcGraw Hill Publishing Co, New Delhi.
4. Saxena and Saravanel. *Practical Auditing*, Himalaya Publishing Co, Mumbai.
5. Sharma R. *Auditing*, Lakshmi Narain Agarwal, Agra.
6. Tandon B.N. *Practical Auditing*, S Chand & Co Ltd, New Delhi

Core Course- XI: CX 1642-APPLIED COSTING

No.of instructionalhoursperweek:4

No.of Credits:3

Aim of the Course: To develop the skill required for the application of the methods and techniques of costing in managerial decisions.

Course objectives:

1. To acquaint the students with different methods and techniques of costing.
2. To enable the students to apply the costing methods and techniques in different types of industries.

MODULE I: Specific Order Costing—Job Costing—Meaning—Accounting procedure—Batch Costing—Meaning and accounting procedure—Economic Batch Quantity—Contract Costing—Meaning—Determination of profit or loss on Contracts—Cost plus contracts—Escalation Clause—Sub-contracts. (18 Hours)

MODULE II: Process Costing—Features—Treatment of Process losses and abnormal gain—Joint products and by - products—Methods of apportioning joint costs—Equivalent Production.(20 Hrs)

MODULE III: Service Costing—Meaning—Features—Composite Cost Unit—Service Costing applied on Transport—Hospital—Power House—Canteen. (15 Hours)

MODULE IV: Marginal Costing—Meaning—Difference between marginal costing and absorption costing—Break Even Analysis—Cost Volume Profit Analysis—Decision making—Key factor—Make or buy—Product/Sales mix decisions—Pricing decisions—Capacity determination. (25 Hrs)

MODULE V: Standard Costing—Meaning—Difference between standard cost and estimated cost—Historical costing Vs standard costing—Constituents of standard cost—Analysis of Variance (Materials only – quantity, price, cost, mix and yield) (12 Hours)

Recommended structure for preparing Question Paper: Theory - 30% Problems 70%

Recommended Practicals:

1. Visit a coconut oil mill or similar process industries to have real feel of process industries and prepare process cost accounts using actual data.
2. Visit passenger transport or goods transport utilities and analyse their cost structure.
3. Visit construction sites and study the pattern of contracting, subcontracting, etc and prepare contract accounts from actual figures.

Books Recommended:

1. Jain SP and Narang K.L—*Advanced Cost Accounting*, Kalyani Publishers New Delhi.
2. Prasad N. K, *Advanced Cost Accounting*, Book Synidicate Pvt. Ltd. Kolkata.
3. Khan M.Y and Jain PK,*Advanced Cost Accounting*, Tata McGraw Hill.
4. Thulsian P.C, *Practical Costing*, Vikas Publishing House, New Delhi.
5. Arora M.N, *Principles and Practice of Cost Accounting*, Vikas Publishing House, New Delhi.
6. Nigam B.M and Jain K, *Cost Accounting* PHI, New Delh.
7. Maheswari. S.N, *Cost and Management Accounting*, Sultan Chand & Sons, New Delhi.

.CoreCourseXII: CX1643-MANAGEMENT ACCOUNTING

No.of instructionalhoursperweek:4

No.of Credits:4

Aim of the course: To develop professional competence and skill in applying accounting information for decision making.

Course objectives:

1. To enable students to acquire sound knowledge of concepts, methods and techniques of management accounting
2. To make the students develop competence with management accounting usage in managerial decision making and control.

Module I: Management Accounting – Nature and Functions; Financial vs. Management Accounting; Cost vs. Management Accounting; Role of Management Accountant - role of management accounting in decision making. Tools and techniques of management accounting - Management Reporting - essentials of a good report – methods and types of reports (15hrs)

Module II: Decision making: Concept and nature of decision making process; Information for decision making - Risk and uncertainty and the Decision making - Decision Analysis - Handling uncertainty, decision tree - Cost-Benefit vs. Cost-Effectiveness Analysis - Costs for decision making – fixation of selling price - Relevant Information and Short-Run Managerial Decisions - (*Theoretical aspects only*). (10hrs)

Module III: Fund flow analysis and cash flow analysis - Fund flow statement- Meaning - objectives- uses of Fund Flow statement- differences between Fund Flow Statement and Balance sheet- differences between Fund Flow Statement and Income statement- Preparation of Fund Flow Statement. Cash Flow statement– meaning- objectives and uses-differences between Cash Flow Statement and Fund Flow Statement- Preparation of Cash Flow Statement.(25hrs)

Module IV: Budgeting and Control -Meaning –Nature and functions; Preparation of Different Types of Budgets, Fixed Versus Flexible Budgeting - uses – functional budgets – cash budget – flexible budget – meaning and concept of master budget. (20hrs)

Module V: Capital Expenditure – Decision and Control – Need for sound capital investment policy – Average Rate of Return – Payback Method – Present Value Method – NPV – IRR - Profitability Index – Control of Capital Expenditure – Capital Rationing (20hrs)

Recommended Practical: Students are expected to analyse live cases of cost and management accounting reports attached to Annual Reports and make a presentation in the class.

Books Recommended:

1. Lal, Jawahar. *Cost Accounting*. Tata McGraw Hill Publishing Co., New Delhi.
2. Garrison H., Ray and Eric W. Noreen. *Managerial Accounting*, Tata McGraw Hill Co. New Delhi
3. Khan, M.Y. and P.K. Jain. *Management Accounting*. Tata McGraw Hill, PublishingCo., New Delhi.
4. Man Mohan, Goyal S.N. *Principles of Management Accounting*, SahityaBhawan Publications, Agra.
5. Shashi K.Gupta and Sharma R.K. *Management Accounting*, Kalyani Publishers, New Delhi.
6. Gupta S.P and Sharma R.K. *Management Accounting*, SahityaBhawan Publications, Agra.
7. Kulshustia and Ramanathan. *Management Accounting*, Sultan Chand & Sons, New Delhi.
8. Maheswari S.N. *Management Accounting and Financial Control*, Sultan Chand & Sons Delhi.
9. Shukla, M.C., T.S. Grewal and M.P. Gupta. *Cost Accounting, Text and Problems*. S. Chand & Co. Ltd., New Delhi.
10. Pandey I.M *Principles of Management Accounting*, Vikas Publishing House, New Delhi.
11. Khan M.Y & Jain P.K. *Management Accounting*, Tata McGraw-Hill Publishing Co. Ltd.,New Delhi.
12. Revi M. Kishore. *Management Accounting*, Taxman Publications Pvt.Ltd., New Delhi.
13. Jain, S.P. and K.L. Narang. *Cost Accounting, Principles and Methods*. Kalyani Publishers, Jalandhar.

Open Course (For students from Department of Commerce)

CX 1651.1 PRACTICAL ACCOUNTING

No of Instructional Hours -3(1 theory and 2 hours Practical)

No. of credits: 2

(Note – The college shall provide pre-printed accounting documents and register to enable the students to learn accounting through practicing)

Aim and Objectives:

1. To acquaint the students an overall idea of how accounts are maintained in a practical manner.
2. To enable the students to prepare final accounts and annual report in depth.

Module 1: Classification and Codification of Accounts - Classification of accounts – Expenses – Incomes – Assets – Liabilities – sub classification – element - wise – direct, indirect, current, fixed, short term and long- term classification – Codification of accounts and accounting nomenclature. (10 hrs)

Module 2: Account Manuals - Rules and procedures to be followed in accounting – Treatment of items in which the accountant is having discretion – disclosures to be made. (10 hrs)

Module 3: Preparation and maintenance of Vouchers, Journals, Cash Book and Ledgers. (Needs to provide the students with printed forms to do Practicals (10 hrs)

Module 4: Maintenance of Asset Registers - Preparation and maintenance of asset registers – computation of depreciation – capitalization/sale/disposal/scrappy of fixed assets – priced stores ledger – physical verification of assets, cash, stock and sub journal entries. (12 hrs)

Module 5: Preparation of Final Accounts - Trial Balance, Profit and loss account, balance sheet, notes to accounts, auditors' reports and replies thereof. (12 hrs)

Recommended structure of question paper: Theory – 30% Practical – 70%

Recommended Books:

Advanced Accounts – M C Shukla & T S Grewal.

Advanced Accounts – P C Tulsian

CX 1651.2 STRATEGIC MANAGEMENT

No. of instructional hours per week: 3 No of credits: 2

Aim of the course: To enhance the decision making abilities of students in situations of uncertainty and dynamic business environment.

Course Objectives:

1. To give basic understanding about the concepts related to strategic management.
2. To acquaint the students with the managerial tasks associated with implementing corporate strategy.

Module I: Introduction to strategic management: Introduction, Concept of strategy-Meaning and definition of strategy, need for strategy, characteristics of strategy, Strategy and Tactics, levels of strategy, strategic management, nature of strategic management, importance of strategic management, characteristics of strategic management, process of strategic management, participants in strategic management, advantages of strategic management, limitations of strategic management. (12 hrs)

Module II: Strategic Intent and Strategic Formulation: Strategic intent, Hierarchy of strategic intent- Vision-Mission-Goals- Objectives-Plans, Strategy formulation, Approaches to Strategy formulation, Strategic business unit, Types of strategy– Stability strategy-Growth strategy- Retrenchment strategy and Combination strategy. (10hrs)

Module III: Strategic Analysis: Strategic analysis, Environmental Threats and Opportunity Profile (ETOP), Organisational Capability Profile (OCP), Strategic Advantage Profile (SAP), Corporate Portfolio Analysis (CPA), BCG Growth Share Matrix, Synergy and Dyssynergy, SWOT and TOWS analysis, GAP analysis. (12hrs)

Module IV: Strategy Implementation: Strategy implementation, Approaches to strategy implementation, Inter-relationship between strategy formulation and implementation, Issues in strategy implementation, Resource allocation. (10hrs)

Module V: Strategic Evaluation and Control: Strategic evaluation, Strategic control, Techniques of strategic evaluation and Strategic control. (10hrs)

Books Recommended

1. SubhaRao P. *Business Policy and Strategic Management*. Himalaya Publishing House. Mumbai.
2. Prasad. L. M. *Strategic Management*. Sultan Chand & Sons. New Delhi.
3. Siva Ram Prasad R. *Strategic Management. Students Helpline* Publishing House. Hydrabad.
4. AzarKasmi. *Business Policy and Strategic Management*. Tata McGraw Hill Publishing Co. LTD. New Delhi.
5. Sharma R.A. *Strategic Manangement in Indian Companies*. Deep and Deep Publications Pvt. Ltd. New Delhi.
6. Ramaswamy and Namakumari.s. *Strategic Planning Formulation of Corporate Startegies*. Macmillan India Ltd. New Delhi.
7. Bhattachaya S.K and Venkataraman N. *Managing Business Enterprises: Strategic Structure and System*, Vikas Publishing House. New Delhi.
8. Vipin Gupta. Kamala Gollakota. R. Srinivasan. *Business Policy and Strategic Management. Concepts and Applications*. Prentice Hall of India, New Delhi.
9. Francis Cherunilam. *Strategic Management*. Himalaya Publishing House, Hyderabad.

Open Course II: CX 1651.3 - MANAGEMENT OF FOREIGN TRADE

No. of instructional hours per week: 3

No. of credits: 2

Aim of the course: To expose the students to the overall management of foreign trade affecting International business.

Course objectives:

1. To acquaint the students with India's foreign trade.
2. To familiarise the students with international trade and services.

Module I: Introduction to Foreign Trade – basis of foreign trade – terms of trade – balance of payments – economic development and foreign trade – India's foreign trade in global context.

(8 Hrs)

Module II: International Socio-Economic Environment and system – Regional economic groupings – GATT, UNCATD and WTO – bilateralism vs Multilateralism – commodity agreements and commodity markets (10 Hrs)

Module III: India's Foreign Trade-role of state trading in India's foreign trade; export-oriented units; export of projects and consultancy services; Free Trade Zones in India; foreign collaboration and joint ventures abroad; export-import financing institutions. (12hrs)

Module IV: Export and Import Procedures-central excise clearance-customs clearance-role of clearing and forwarding agents-shipment of export cargo-export credit-export credit guarantee and policies-forward exchange cover-finance for export on deferred payment terms -duty drawbacks .

(14 hrs)

Module V: Identification of Global Markets –sources of information-marketing strategy-agencies promoting and supporting foreign trade. (10hrs)

Book Recommended:

1. Verma M.L. *Foreign Trade Management in India*, Vikas Publishing House, New Delhi.
2. Mahajan V.S. *India's Foreign Trade and Balance of Payments*, Deep & Deep Publications Pvt. Ltd., New Delhi.
3. Varshney R.L. *India's Foreign Trade*, Kitab Mahal, Allahabad.
4. Sindhvani. *The Global Business Game*, Macmillan India Ltd., New Delhi.
5. Mithani D.M. *International Economics: Theory and Practice*, Himalaya Publishing House, Mumbai.
6. Chadha G.K. *WTO and Indian Economy*, Deep & Deep Publications Pvt. Ltd., New Delhi.
7. Batra G.S. and Dangwal R.C. *International Business: New Trends*, Deep & Deep Publications Pvt. Ltd., New Delhi.
8. Warren J. Keegan. *International Marketing*, PHI, New Delhi.
9. John Payerwaether. *International Marketing*, PHI, New Delhi.

10. *IIFT Dictionary of Shipping and Chartering terms*

11. *IIFT Freight Tariffs and Practices of Shipping Conferences*

Vocational Course IX: CX1671-INCOME TAX PLANNING AND MANAGEMENT

No. of instructional hours per week: 4

No. of credits: 4

Aim of the course: To equip the students professionally competent to act as a tax practitioner.

Course objectives:

1. To familiarize the students with the concepts of tax planning.
2. To provide practical skills on applying various provisions of Income Tax Act for tax planning.

Module I

Tax Planning - Important Concepts – Tax Evasion – Tax Avoidance – Tax Management – Tax Planning. Tax Planning V/s Tax Evasion - Tax Planning V/s Tax Avoidance - Tax Planning V/s Tax Management - Tax Avoidance V/s Tax Evasion - Characteristics of tax planning - Need for Tax Planning – Limitations of Tax Planning.

(10 Hrs)

Module II

Tax Planning in relation to Residential Status –Tax planning for ordinarily resident - Tax planning for not-ordinarily resident -Tax planning for non-resident

(12 Hrs)

Module III

Tax planning in relation to Heads of Income –Tax Planning under the head Salaries– Tax Planning in Relation to Income from House Property –Tax Planning in relation to Profits and Gains of Business or Profession – Tax Planning in relation to Capital Gains – Tax Planning in Relation to

Income from Other Sources – Tax Planning in Relation to Clubbing of Income.

(20 Hrs)

Module IV

Tax planning in relation to Persons and Employee Remuneration -Tax Planning in Relation to Individual – Tax Planning in Relation to HUF – Tax Planning in Relation to Partnership Firms –Tax Planning in Relation to Companies - Tax Planning and Employee Remuneration – Tax Planning for Employer – Tax Planning for Employee

(18 Hrs)

Module V

Tax Planning and Decision Making - Tax Planning in Relation to setting up of a new Business – Financial management decisions: capital structure, dividend policy, bonus shares – Specific management decisions: make or buy, own or lease, shut down or continue, foreign collaboration agreement, purchase by installment or hire – Amalgamation/merger.

(12 Hrs)

Books Recommended:

1. *Direct Tax Law and Practice*, Girish Ahuja & Ravi Gupta, Bharat Law House Pvt.Ltd, New Delhi.
2. *Income Tax Law and Practice*, Vinod K. Sinhanian & Monica Sinhanian, Taxmann Publications Pvt. Ltd, New Delhi.
3. *Taxation Planning*, Mehtrotra & Goyal, Sahitya Bhavan Publication, Agra.
4. *Direct Taxes*, Lal B.B, Konark Publishing House, New Delhi.

Vocational Course X: CX1672-GOODS AND SERVICES TAX

No. of instructional hours per week: 3

No. of Credits: 3

Aim of the course: To provide knowledge of the various provisions of Goods and Services Tax.

Course objectives:

1. To familiarize the students with the concept of Goods and Services Tax.
2. To equip the students with the knowledge of application of various GST models and tax structure.

Module I

Background of GST - Meaning - Process of introduction of VAT at the Centre and the States – Advantages and Limitations of VAT - Preparation for GST –Justification for Introduction of GST - Advantage at the Central Level on introduction of GST - Shortcomings at the Central Level - Advantage at the State Level on introduction of GST - Shortcomings at the State Level.

(12 hrs)

Module II

Models of Goods and Service Tax - GST at Union Government Level only - GST at State Government Level only - GST at both levels- Centre and State - Comprehensive structure of the GST model – Australian Model – Canadian Model – Kelkar-Shah Model – Bagchi- Poddar Model – The Practical Model - Concurrent Dual GST.

(15hrs)

Module III

Inter - State Goods and Service Tax - Major advantages of IGST Model – Inter - state Goods and Service Tax - Constitutional Amendments - Legislations and Rules for administration of CGST and SGST.

(7 hrs)

Module IV

Taxes and Duties subsumed under GST - Central and State Taxes to be subsumed under GST - State Taxes proposed to be kept outside the preview of GST - GST Rate Structure– GST rates in prominent Countries - GST on Imports - Special Industrial Area Scheme - Rates of Central GST and State GST.

(10 hrs)

Module V

GST in India –Benefits of GST to Business –to Government –to consumers- Features of GST - Supply Chain Monitoring under GST –Input Tax Credit- GST Registration – Procedure, Forms, Documents Required– Impact of GST in various sectors in India – Taxes Computation under GST

(10 hrs)

Books Recommended:

1. Abhishek, “Goods and Service Tax – New Face of Indirect Taxes in India,”- Govt. of India Edn.,2nd Edition, April 2009.

2. Sharma. K.K. “A Guide on Goods and Service Tax – An Introductory Study”, Sterling House, New Delhi.

UNIVERSITY OF KERALA

FIRST DEGREE PROGRAMME(CBCS System) in B.A. ENGLISH LANGUAGE AND LITERATURE

**Revised Syllabus for 2020 Admissions onwards
(Core, Complementary, Open & Elective Courses)**

(2020 ADMISSION ONWARDS)

**FIRST DEGREE PROGRAMMES (CBCS System) in
B.A. ENGLISH LANGUAGE AND LITERATURE**

**SEMESTERS I to VI - COURSE BREAKUP
[2020 Admission onwards]**

Sem No	Course No	Course Title	Instructional Hours	Credits
1	EN 1111.1	Language Course 1: Language Skills	5	4
1		Language Course 2: [Additional Language 1]	4	3
1	EN 1121	Foundation Course 1: Writings on Contemporary Issues	4	2
1	EN 1141	Core Course 1: Introduction to Literary Studies I	6	4
1	EN 1131	Complementary Course 1: Popular Literature and Culture	3	3
1		Complementary Course 2 [External]	3	2
2	EN 1211.1	Language Course 3: Ability Enhancement Compulsory Course- Environmental Studies and Disaster Management	5	4
2	EN 1212.1	Language Course 4: English Grammar Usage and Writing	4	3
2		Language Course 5: [Additional Language 2]	4	3
2	EN 1241	Core Course 2: Introduction to Literary Studies II	6	4
2	EN 1231	Complementary Course 3 : Art and Literary Aesthetics	3	3
2		Complementary Course 4 [External]	3	3
3	EN 1311.1	Language Course 6: English for Career	5	4
3		Language Course 7:[Additional Language 3]	5	4
3	EN 1341	Core Course 3: British Literature I	5	3
3	EN 1321	Foundation Course 2: Evolution of the English Language	4	3
3	EN 1331	Complementary Course 5: Narratives of Resistance	3	3
3		Complementary Course 6 [External]	3	3
4	EN 1411.1	Language Course 8: Readings in Literature	5	4
4		Language Course 9 [Additional Language: 4]	5	4
4	EN 1441	Core Course 4: British Literature II	5	4
4	EN 1442	Core Course 5: Literature of the 20 th Century	4	3
4	EN 1431	Complementary Course 7: Philosophy for	3	2

		Literature		
4		Complementary Course 8 [External]	3	3
5	EN 1541	Core Course 6: Literature of Late 20 th Century and 21 st Century	5	4
5	EN 1542	Core Course 7: Postcolonial Literatures	4	4
5	EN 1543	Core Course 8: 20 th Century Malayalam Literature in Translation	4	3
5	EN 1544	Core Course 9: Linguistics and Structure of the English Language	4	4
5	EN 1545	Core Course 10: Criticism and Theory	5	4
5	EN 1551.1	Open Course 1: Communicative Applications in English	3	2
5	EN 1551.2	Open Course 1: Theatre Studies	-do-	-do-
5	EN 1551.3	Open Course 1: Film Appreciation	-do-	-do-
6	EN 1641	Core Course 11: Gender Studies	5	4
6	EN 1642	Core Course 12: Indian Writing in English	5	4
6	EN 1643	Core Course 13: Film Studies	5	4
6	EN 1644	Core Course 14: World Classics	4	3
6	EN 1661.1	Elective Course: Translation Studies	3	2
6	EN 1661.2	Elective Course: American Literature	-do-	-do-
6	EN 1661.3	Elective Course: Creative Writing	-do-	-do-
6	EN 1661.4	Elective Course: English for the Media	-do-	-do-
6	EN 1661.5	Elective Course: 20 th Century Regional Literatures in English Translation	-do-	-do-
6	EN 1661.6	Elective Course: Copy Editing	-do-	-do-
6	EN1645	Project	3	4

BA English Language and Literature: Programme Outcome

PO 1: A comprehensive understanding of the discipline of literary studies

PO 2: Realize the divergent and plural voices that come in to the making of the corpus of literary studies.

PO 3: Understand literature as one of the many arts that seeks literary expression and its close connection with other art forms like painting, music, dance, movie and so on down the ages.

PO 4: Imbibe the importance of multidisciplinary approach to understand the nuances of literary expressions.

PO 5: Understand the specific socio-cultural backdrop of the formation of literary representations.

PO 6: Form an awareness of the multiplicities of such socio-cultural realities that shape literary representations and to critique the inherent hegemony.

PO 7: The ability to trace the development of the English language from the early writings to its present day use in specific contexts.

PO 8: Address the requirements of the language use in a globalized context

PO 9: Ensure the importance of study of the English language in relation to the study of language and literature of the mother tongue.

PO 10: Have improved competence in translation and to view the same not only as a tool for cultural transmission but also as skill acquisition.

PO 11: Comprehended the current modes of writings – that which encompasses the issues related to race, gender, ethnicity, climate change etc. and realize the role of literature in inculcating social sensitiveness

PO 12: The competence to identify the literary voices of dissent from diverse parts of the globe and to reflect on the popular culture and literature.

PO 13: A basic knowledge of research methodology and other areas related to the faculty of research.

PO 14: Imbibe a research oriented approach to the study of humanities in connection with the basic understanding of social sciences to initiate a multidisciplinary approach of study.

PO 15: Contribute to the realm of knowledge production with an increased intellectual, creative, critical and multidisciplinary capability.

SEMESTER I
FIRST DEGREE PROGRAMME IN
B A ENGLISH LANGUAGE AND LITERATURE (CBCS SYSTEM)

Core Course 1: EN 1141 Introduction to Literary Studies I

No. of Credits: 4 No. of Instructional hours: 6 per week [Total: 108 Hours]

Aim To introduce the world of literature

Objectives

1. Develop an awareness of the diversity of world literature, representing different forms, time and space
2. An awareness of genre, with emphasis on forms of poetry and drama
3. Develop an inquisitiveness to read more of literature in the line of texts suggested in the course.

Course Outcome

- CO 1: Introduce varied literary representations.
CO 2: Familiarize students with the nature and characteristics of literature.
CO 3: Discuss the nature and characteristics of literature
CO 4: Introduce two key genres of literature, poetry and drama.
CO 5: Possess a foundational understanding of poetry and drama.

COURSE OUTLINE

Module I Introduction

Art form-Oral-Written- Narrative forms- Poetry- Prose- Literary Fiction- Novel- Novella-Short Story- Electronic Literature-Popular Literature

1. Swapna Gopinath: “What is Literature?”
<https://freereads854632715.wordpress.com/2020/10/04/what-is-literature/>
2. Mario Klarer: Chapter 2, ‘Major Genres in Textual Studies’ Section on Poetry and Drama
Pages (27-56) *An Introduction to Literary Studies*. Routledge, 1999.

Module II Poetry- Forms

What is Poetry? Nature-Characteristics-Poetic Forms-Lyric-Epic-Elegy-Ballad-Ode-Sonnet-Dramatic Monologue-Narrative Poems-Pastoral-Free Verse-Blank Verse -Haiku -Performance Poetry-Graphic Poetry

1. Edgar Allen Poe: "Annabel Lee"
<https://www.poetryfoundation.org/poems/44885/annabel-lee>
2. P.B Shelley: "To a Skylark"
<https://www.poetryfoundation.org/poems/45146/to-a-skylark>
3. John Milton: "Lycidas"
<https://www.poetryfoundation.org/poems/44733/lycidas>
4. Edna St. Vincent Millay: "I, Being born a Woman and Distressed (Sonnet XLI)"
<https://poets.org/poem/i-being-born-woman-and-distressed-sonnet-xli>
5. Kae Tempest: "The woman the boy became"
<https://kaleidoscopetodd.tumblr.com/post/108439629368/the-woman-the-boy-became>
<https://www.youtube.com/watch?v=YS7vPjsMsJw>
6. Matsuo Basho: "The Old Pond"
<https://www.poemhunter.com/poem/the-old-pond/>

Module III- Glimpses of World Poetry

1. Khalil Gibran: "On Children"
<https://poets.org/poem/children-1>
2. Pablo Neruda: "Tonight I Can Write the Saddest Lines"
<https://www.poemhunter.com/poem/tonight-i-can-write-the-saddest-lines/>
3. Mary Elizabeth Frye: "Do not stand at my grave and weep"
<https://www.poemhunter.com/poem/do-not-stand-at-my-grave-and-weep/>
4. Gabriel Okara: "You Laughed and Laughed and Laughed"
<https://theafricanbookreview.com/2014/05/09/you-laughed-and-laughed-and-laughed-gabriel-okara/>
5. Wislawa Szymborska: "Possibilities"
<https://www.poemhunter.com/poem/possibilities-21/>
6. Amrita Pritam: "I will meet you yet again"
<http://www.littlemag.com/ghosts/amritapritam.html>

Module IV Drama

What is Drama? Nature-Characteristics-Tragedy-Comedy-Tragicomedy-One Act Plays-Melodrama-Opera-Pantomime-Mime-Ballet

1. Cedric Mount : *The Never Never Nest*
https://kupdf.net/download/never-never-nest-one-act-play_5bda8f69e2b6f5b855bfbbc6_pdf
2. Sajitha Madathil: *Matsyagandhi*
Golden Threshold: An Anthology of One Act Plays and Stories. Orient Blackswan, 2013.
3. Henrik Ibsen: *A Doll's House*
<https://www.gutenberg.org/files/2542/2542-h/2542-h.htm>

Recommended Reading

Brillenburg Wrth, Kiene and Ann Rigney. *The Life of Texts: An Introduction to Literary Studies*. Amsterdam, Amsterdam University Press, 2019.

Carey, John. *A Little History of Poetry*. United States, Yale University Press, 2020

Casey, Maryrose. *Creating Space Contemporary Indigenous Theatre*. Brisbane, University of Queensland Press, 2004

Chaudhuri, Rosinka. *A History of Indian Poetry in English*. Cambridge University Press, 2016

Damrosch, David. *What is World Literature?* Princeton University Press, 2018

De, Souza, Eunice. Ed. *These my Words The Penguin Book of Indian Poetry*. Penguin Books, 2012.

Fischer-Lichte, Erika, *History of Drama and Theatre*, Routledge, 2002.

Frow, John. *Genre*. UK, Taylor and Francis, 2013.

Harper, Michael, S, Antony Walton. *The Vintage book of African American Poetry* New York, Knopf Doubleday Publishing Group, 2012.

Hart, Stephen, M. *The Cambridge Companion to Latin American Poetry*, Cambridge, Cambridge University Press, 2008.

Hosein , Ann. *The History of Theatre*. New York, The Rosen Publishing Group, 2015.

Ibsen, Henric, *A Doll's House*. Outlook Verlag, 2018.

Klarer, Mario. *An Introduction to Literary Studies*. UK, Taylor and Francis, 2005.

Lal, Ananda, *Theatres of India A Concise Companion*. Oxford University Press, 2009.

Mason, Bim. *Street Theatre and other Outdoor Performance*, Routledge, 1992.

Mc Clatchy, J.D. *The Vintage Book of Contemporary World Poetry*. New York, Vintage Books, 1996.

Mc Clatchy, J.D. *The Vintage Book of Contemporary American Poetry*. New York, Vintage Books, 2009.

Ricks, Christopher. *The Oxford Book of English Verse*, Oxford, Oxford University Press, 1999.

Styan, John L, John Louis Styan. *The English Stage A History of Drama and Performance*. Cambridge, Cambridge University Press, 1996.

Turner, Palgrave Francis. *The Golden Treasury*. New York, Sterling Publishing Private Limited. 2005.

Thayil, Jeet, *60 Indian Poets*, London, Penguin Books Limited, 2008.

e-resources

<https://www.youtube.com/watch?v=sr3nw7CZvO8> (Video of *A Doll's House*)

<https://www.youtube.com/watch?v=yn2HdrAh-fA> (Video of *Never Never Nest*)

https://www.youtube.com/watch?v=uCYFQvGdvpo&list=PLw835AzeS24O8LphQisApUy_APpNAG49e&index=14 (Video of *Matsyagandhi*)

<https://pabloneruda.net/#>

<https://www.kahlilgibran.com/>

https://www.poetryfoundation.org/poems/browse#page=1&sort_by=recently_added

<https://www.poemhunter.com/>

<https://www.poetryinternational.org/pi/home>

<https://www.pitt.edu/~dash/folktexts.html>

https://www.gutenberg.org/ebooks/search/?query=poetry&submit_search=Go%21

https://www.gutenberg.org/ebooks/search/?query=Drama&submit_search=Go%21

https://www.gutenberg.org/ebooks/search/?query=theatre&submit_search=Go%21

https://www.gutenberg.org/ebooks/search/?query=one+act+plays&submit_search=Go%21

SEMESTER I
FIRST DEGREE PROGRAMME IN
B A ENGLISH LANGUAGE AND LITERATURE (CBCS SYSTEM)

Complementary Course 1: EN 1131 Popular Literature and Culture

No: of Credits: 3

No: Instructional Hours: 3 per week [Total 54 Hours]

Aim To broaden the idea of literature and the concept of texts

Objectives

1. Learn the difference between genre fiction and literary fiction
2. Gain an understanding of the folk roots of popular literature
3. Gain a perspective into the debate between high and low cultures

Course Outcome

CO 1: Encourage the student to think critically about popular literature.

CO 2: Understand the categories of the “popular” and the “canonical”

CO 3: Identify the conventions, formulas, themes and styles of popular genres such as detective fiction, the science fiction and fantasy, and children’s literature.

CO 4: An assessment of the literary and cultural value of popular texts

CO 5: Sensitize students to the ways in which popular fiction reflects and engages with questions of gender, identity, ethics and education.

COURSE OUTLINE

Module I Popular Literature and Culture- A Brief Overview

Popular literature- ‘literature of the people’ - origins and development- characteristic features- genres and subgenres- folk tales-fairy tales-ballads-romances-periodicals-detective fiction- sci-fi, fantasy-horror-children’s literature-cartoon/comic strips- comics-chick lit-dance-music-art-television shows

Essays

1. Glover, David and Scott McCracken. “Introduction”. The Cambridge Companion to Popular Fiction. Cambridge: CUP. 2012. (<http://www.cambridgeblog.org/wp-content/uploads/2012/08/The-Cambridge-Companion-to-Popular-Fiction-Intro.pdf>)

2. Felicity Hughes, 'Children's Literature: Theory and Practice', English Literary History, vol. 45, 1978 (<https://www.jstor.org/stable/2872651?seq=1>)
<https://fddocuments.in/document/childrens-literature-55845ad6244ac.html>

Module II Prose and Verse

1. Brothers Grimm – “The Juniper Tree”
<https://www.pitt.edu/~dash/grimm047.html>
2. Sir Arthur Conan Doyle – “The Adventure of the Speckled Band”
<https://etc.usf.edu/lit2go/32/the-adventures-of-sherlock-holmes/352/adventure-8-the-adventure-of-the-speckled-band/>
3. Roald Dahl - Extracts from *Charlie and the Chocolate Factory* (Chapters 13 to 15, Penguin 2013)
<http://jssisdubai.com/Document/Uploaded/CharlieAndTheChocolateFactory.pdf>
4. Satyajit Ray – “Professor Shonku and the UFO” (from *The Mystery of Munroe Island and Other Stories*, Puffin Classics 2015)
5. Ruskin Bond – “The Cherry Tree” (Penguin India 2012)
<http://englishories.blogspot.com/2014/02/the-cherry-tree-ruskin-bond.html>
6. Bob Dylan – “Blowin’ in the Wind”
<http://www.bobdylan.com/songs/blowin-wind/>
7. John Lennon – “Imagine”
<https://www.azlyrics.com/lyrics/johnlennon/imagine.html>
8. Lewis Carroll – “The Walrus and the Carpenter” (from *Through the Looking Glass*)
<https://www.poetryfoundation.org/poems/43914/the-walrus-and-the-carpenter-56d222cbc80a9>

Module III Comics-Novels

1. Hergé: *Tintin in Tibet* (Hergé. Tintin in Tibet. London: Egmont. 2012)
2. Somdev Bhatt: “The Story of Padmavati and Prince Vajramukti” (Vikram-Betaal Story)
<http://vikrambetalstory.blogspot.com/>
3. Anuja Chauhan: *The Zoya Factor*
4. J. K. Rowling: *Harry Potter and the Philosopher's Stone*

Recommended Reading

Chute, Hillary. “Comics as Literature? Reading Graphic Narrative”. *PMLA* – Publications of The Modern Language Association of America. 123. 452-465. 2008.

Chauhan, Anuja. *The Zoya Factor* Harper Collins, 2008.

Gill, Rosalind & Herdieckerhoff, Elena. “Rewriting the romance: new femininities in chick lit?”. *Feminist Media Studies* 6(4). 2006.

Hergé. *Tintin in Tibet*. Baker and Taylor, 2009.

Pawling, Christopher ‘Popular Fiction: Ideology or Utopia?’ *Popular Fiction and Social Change*. Basingstoke: Macmillan, 1985.

Radway, Janice. ‘The Institutional Matrix, Publishing Romantic Fiction’, in *Reading the Romance: Women, Patriarchy, and Popular Literature*. London:Verso. 1987.

Rowling, J.K Harry Potter and the Philosopher’s Stone, Bloomsbury, 2017.

Suvin, Darco, “On Teaching SF Critically”, Positions and Presuppositions in Science Fiction. Kent, Ohio: Kent State University Press. 1989

Todorov, Tzevetan. “The Typology of Detective Fiction”.*The Poetics of Prose*. Ithaca: Cornell University Press, 1995

Wilson, Edmund. ‘Who Cares Who Killed Roger Ackroyd?’, The New Yorker, 20 June 1945.

e-resources

Falvey Memorial Library <https://digital.library.villanova.edu/Collection/vudl:24093>

Grossman, Lev. Literary Revolution in the Supermarket Aisle: Genre Fiction Is Disruptive Technology. 23 May 2012, <https://entertainment.time.com/2012/05/23/genre-fiction-is-disruptive-technology/>

Meskin, Aaron. Recognition and Hybridity of Art or Comics as Literature?13 Aug. 2018, www.atmostfear-entertainment.com/literature/comics/recognition-and-hybridity-of-art-or-comics-as-literature/.

Science Fiction: The Literature of Ideas. www.writing-world.com/sf/sf.shtml.

Swirsky, Peter. “Popular and Highbrow Literature: A Comparative View” CLCweb: Comparative Literature and Culture. Volume 1 Issue 4 1999.<https://docs.lib.purdue.edu/cgi/viewcontent.cgi?article=1053&context=clcweb>

Thomas, Ronald R. “The Devices of Truth”. Detective Fiction and the Rise of Forensic Science .Cambridge: Cambridge University Press. <https://pdfs.semanticscholar.org/de55/c1139de3b9b9fada4da62bc1391e060cf603.pdf>

SEMESTER II
FIRST DEGREE PROGRAMME IN
B A ENGLISH LANGUAGE AND LITERATURE (CBCS System)

Core Course 2: EN 1241 Introduction to Literary Studies II

No. of Credits: 4

No. of instructional hours: 6 per week [Total: 108 Hours]

Aim Introduce the world of Literature, esp. Fiction and Non-Fiction

Objectives

1. An awareness of diverse literary representations from different time and space
2. Possess a foundational understanding of fiction and non-fiction.
3. Provide an awareness of genre, with emphasis on forms of short fiction, fiction and non-fiction.

Course Outcome

CO 1: Cherish a taste for the literary among students

CO 2: Comprehend the nature and characteristics of different genres of literature.

CO 3: Detailed awareness of the two key genres of literature- fiction and non-fiction.

CO 4: Imbibe the representational possibilities of the respective genres.

CO 5: Instill a creative and critical aptitude

COURSE OUTLINE

Module I Short Story

What is a short story? History-Characteristics.

1. Rabindranath Tagore: “Kabuliwala”
<http://theanonymouswriter.com/wp-content/uploads/2015/07/Kabuliwala-by-Rabindranath-Tagore.pdf>
2. Hans Christian Anderson: “The Nightingale”
<https://www.gutenberg.org/files/27200/27200-h/27200-h.htm#nighting>
3. Fyodor Dostoyevsky: “An Honest Thief”
https://www.gutenberg.org/files/40745/40745-h/40745-h.htm#AN_HONEST_THIEF
4. O Henry : “The Ransom of Red Chief”
<https://www.gutenberg.org/files/1595/1595-h/1595-h.htm#8>
5. Katherine Mansfield: “The Garden Party”
<https://www.gutenberg.org/files/1429/1429-h/1429-h.htm>

6. Jamaica Kincaid: “Girl”
<https://erhsnyc.org/ourpages/auto/2016/3/14/36191544/Girl%20by%20Jamaica%20Kincaid.pdf>
7. Cynthia Ozick: “The Shawl”
<https://www.newyorker.com/magazine/1980/05/26/the-shawl>
8. Bram Stoker: “Dracula’s Guest”
<https://www.gutenberg.org/files/10150/10150-h/10150-h.htm>

Module II Novella

History- Characteristics.

1. John Steinbeck : *The Pearl*
<https://www.ptbeach.com/cms/lib02/NJ01000839/Centricity/Domain/211/The-Pearl-John-Steinbeck.pdf>
2. Antoine de Saint-Exupery: *Little Prince*
https://verse.aasemoon.com/images/f/f5/The_Little_Prince.pdf

Module III Novel

History- Characteristics-Types

1. Bibhutibhushan Bandhyopadhyay: *Pather Panchali*

Module IV Non-Fiction

History-Characteristics-Type

1. Ramachandra Guha: “The Cities that Shaped Gandhi, the Cities that Gandhi Shaped”
<http://ramachandraguha.in/archives/the-cities-that-shaped-gandhi-the-cities-that-gandhi-shaped-hindustan-times.html>
2. Margaret Atwood: “Attitude” (Speech, 1983)
<http://www.humanity.org/voices/commencements/margaret-atwood-university-toronto-speech-1983>
3. Yuval Noah Harari: “A Day in the Life of Adam and Eve” from *Sapiens: A Brief History of Humankind*

Recommended Reading

Anjaria, Ulka. *A History of Indian Novel in English*, New York, Cambridge University Press, 2015.

Bandopadhyay, Bibhutibhushan. *Pather Panchali*. Penguin Random House India Private Limited. 2019.

Casserto, Leonard and Benjamin Reiss. *The Cambridge History of American Novel*. Cambridge University Press, 2011.

Geir Farnen. *Literary Fiction*. Bloomsbury. 2014.

Machiavelli, Niccolo. *The Prince*. Dante UP, 2003.

Moretti, Franco. *Atlas of the European Novel 1800-1900*. London, Verso, 1998.

Noah Harari, Yuval. *Sapiens: A Brief History of Humankind* 2014.

---, Yuval, *Homo Deus: A Brief History of Tomorrow* 2016.

Quayson, Ato. *The Cambridge Companion to the Postcolonial Novel*. CUP. 2016.

Roy, Rituparna. *South Asian Partition Fiction in English, From Khushwant Singh to Amitav Ghosh*. Amsterdam UP. 2010.

Saunders Smith, Gail. *Non-Fiction Text Structures for better Comprehension and Response*. Gainesville, Maupin House, 2009.

Schwarz, Daniel R. *Reading the Modern European Novel Since 1900*. Wiley Blackwell 2018.

Steinbeck, John. *The Pearl*. Penguin, 1992.

Tickell, Alex. *South-Asian Fiction in English, Contemporary Transformations*. UK, Palgrave Macmillan, 2016.

e-resources

<https://www.nobelprize.org/prizes/lists/all-nobel-prizes-in-literature/>

<https://www.thebalancecareers.com/the-man-booker-prize-winners-1968-to-present-2799885>

<https://www.abebooks.com/books/50-essential-non-fiction-books/index.shtml>

https://www.gutenberg.org/ebooks/search/?query=novels&submit_search=Go%21

https://www.gutenberg.org/ebooks/search/?query=short+stories&submit_search=Go%21

<https://encyclopedia.ushmm.org/content/en/project/the-holocaust-a-learning-site-for-students>

<https://www.holocaust.com.au/resources/websites/>

<https://www.history.com/topics/world-war-ii/the-holocaust>

<http://margaretatwood.ca/>

<https://dostoevsky.org/>

<http://ramachandraguha.in/>

<https://www.ynharari.com/>

SEMESTER II
FIRST DEGREE PROGRAMME IN
B A ENGLISH LANGUAGE AND LITERATURE (CBCS System)

Complementary Course 3: EN 1231 Art and Literary Aesthetics

No: of Credits: 3

No: of Instructional Hours: 3 per week [Total 54 Hours]

Aim Introduce the multidisciplinary of Art and Literary Studies

Objectives:

1. Gain an understanding of various movements in art history and how they relate to literature
2. Engage with works of art that directly refer to literary works and also draw inspiration from art
3. Recognize how all forms of art is part of a continuum.

Course Outcome

CO 1: The student will be able to engage with literature in a broader, educated perspective.

CO 2: The student will be able to think with greater originality and independence about the complex interrelationship between different art forms.

CO 3: The student will be trained to engage sensitively and intelligently in new readings of literature.

CO 4: The course develops an understanding of the co-relation between literature, film, music and painting and encourages ways of reading and seeing which deliver insights into literary texts.

CO 5: Initiate students to implement the multidisciplinary scope of art and literary studies.

Instructions: This course is designed to draw out the relationships between art movements and literature. In the first two modules, the texts/pieces have been chosen to be representative of the various time periods in which these movements originated, so a comparative study of both the paintings, films and the literary works is recommended. The third module discusses music as literary text and the various ways in which this is manifested.

Module I

Literature and Visual Arts - I

1. **Essay:** Herbert Read – extract from *The Meaning of Art* (pg 17-48) Pelican Books, 1959. (<https://plunderingtroops.files.wordpress.com/2012/05/herbert-read-the-meaning-of-art.pdf>)

2. Romanticism:

Delacroix – Liberty Leading the People (painting)

Coleridge – “Destruction of the Bastille” (poem)

3. Pre-Raphaelite Movement:

D.G Rossetti – Prosperine (painting)

D.G Rossetti – “Prosperine” (poem)

4. Post-Impressionism

Amrita Sher-gil – Ancient Story Teller (painting)

Virginia Woolf – *The Waves* (novel)

Module II

Literature and Visual Arts - II

1. Expressionism

Munch - The Scream / Kahlo – Self Portrait with Thorn (paintings)

Kafka – “Metamorphosis (novella)”

The Cabinet of Dr Caligari (film)

2. Cubism/Surrealism:

Picasso - Guernica (painting)

Max Weber- “Eye Moment”

(poem)<https://heiup.uniheidelberg.de/journals/index.php/transcultural/article/view/23509/17361> (From the online article- “The Reception of Max Weber’s Cubist Poems (1914) in Taishō Japan”)

Aimé Césaire – “The Woman and the Flame” (poem)

Salvador Dali, Walt Disney Pictures – *Destino* (short film)https://www.youtube.com/watch?v=y_TlaxmOKqs

3. Postmodernism

Banksy - Love is in the Air (Flower Thrower)

Katsuhiro Otomo – *Akira* (film)

Zadie Smith – *White Teeth* (novel)

Module III

Literature, Music and Performing Arts

1. **Essay:** T. M. Krishna – “A Culture that Dominates is No Culture At All” (Ramon Magsaysay Address)
<https://thewire.in/rights/tm-krishna-magsaysay-award-speech>
<https://www.youtube.com/watch?v=IfR3OddYVBY>
2. **Poetry and Music: poems put to music:**
 - “The Lady of Shalott” (poem Tennyson)
<https://www.poetryfoundation.org/poems/45359/the-lady-of-shalott-1832>
 - “The Lady of Shalott” (pop music Loreena McKennit)
<https://www.youtube.com/watch?v=80-kp6RDI94>
3. **Music as Resistance**
 - Billie Holiday – “Strange Fruit” (Jazz, Harlem Renaissance)
<https://www.youtube.com/watch?v=Web007rzSOI>
 - Langston Hughes- “Harlem” (Harlem Renaissance)
<https://www.poetryfoundation.org/poems/46548/harlem>
4. **Music as Text:**
 - “The 1975 – 1975”(Greta Thunberg’s speeches on the climate crisis set to music) <https://www.youtube.com/watch?v=4fwEG8XK1uU>
 - Lin Manuel Miranda – “My Shot” (from Hamilton) (From a Broadway musical about the American founding fathers in rap form)
https://www.youtube.com/watch?v=Ic7NqP_YGlg
5. **Music in Fiction and Drama**
 - “Do You Hear the People Sing” (from *Les Miserables*)
<https://www.youtube.com/watch?v=K5PzJhU8iI0>
 - “The Willow Song” from *Othello*
6. **Music, Dance, Literature**
 - Isadora Duncan – “The Dancer of the Future” (essay)
<https://mccc.edu/pdf/vpa228/the%20dancer%20of%20the%20future%20-%20duncan.pdf>

Recommended Reading

e-resources

Astor, Dave. Music in Literature. 2 Apr. 2013, www.huffpost.com/entry/music-in-literature_b_2590404 .

Benjamin, Elizabeth and Sophie Corser. "INTRODUCTION Literature and Art: Conversations and Collaborations" MIRA Working Papers in the Humanities, 9 (2015)
<http://www.mhra.org.uk/pdf/wph-9-1.pdf>

Berger, John. Ways of Seeing. Penguin 1972. <http://waysofseeingwaysofseeing.com/ways-of-seeing-john-berger-5.7.pdf>

Fornäs, Johan. "The Words of Music", Popular Music and Society, (26), 1. 2003. 37-51
<https://core.ac.uk/download/pdf/192601065.pdf>

Pater, Walter. The Renaissance: Studies in Art and Poetry. London: Macmillan, and Co, 1910.
<http://www.gutenberg.org/files/2398/2398-h/2398-h.htm>

Syjuco, Miguel. "Art and literature are vital to democracy - here's why" Agenda World Economic Forum May 2017. <https://www.weforum.org/agenda/2017/05/literature-and-creative-writing-are-vital-to-democracy-here-s-why/>

All About the Hamiltons. <https://www.newyorker.com/magazine/2015/02/09/hamiltons>

SEMESTER III
FIRST DEGREE PROGRAMME IN
B A ENGLISH LANGUAGE AND LITERATURE
Core Course 3: EN 1341 British Literature I

No. of Credits: 3

No. of instructional hours: 5 per week [Total: 90 Hours]

Aims Introduce the origin and growth of English literature

Objectives

1. Familiarize the historical phases of English literature
2. Provide glimpses of writers and literary texts that are pivotal to an understanding of British literature
3. Discuss the development of British literature across time from Pre-Elizabethan to Restoration Era

Course Outcome

CO 1: Comprehend the origins of English literature

CO 2: Understand the specific features of the particular periods

CO 3: Understand themes, structure and style adopted by early British writers

CO 4: Gain knowledge of growth and development of British Literature in relation to the historical developments

CO 5: Understand how writers use language and creativity to capture human experience through different literary forms

COURSE OUTLINE

Module I Pre-Elizabethan Literature

Anglo-Saxon literature—Bede, Beowulf, King Alfred – Norman Conquest—Ballads—Fall of Constantinople—English Renaissance—Humanism—Reformation—Printing Press, Caxton—Chaucer, Langland—Mystery Plays, Miracle Plays, Morality Plays, Interlude—Thomas More

1. General Prologue, *Canterbury Tales* – Introduction- Lines 1-31
2. Deor's Lament
<http://www.thehypertexts.com/Deor's%20Lament%20Translation.htm>
3. Bede's Story of Caedmon book IV chapter xxiv from the Old English translation of *Historia Ecclesiastica Gentis Anglorum*
<https://www.heorot.dk/bede-caedmon.html>

Module II Elizabethan Age

Gorbuduc-Ralph Roister Doister-Tottel's Miscellany-University Wits-Sidney-Spenser-Isabella Whitney-Mary Sidney Herbert- Kyd,-Marlowe-Bacon-Ben Jonson-Donne and Metaphysical Poetry.

1. Spenser- "Sonnet 30" (from Amoretti)
www.poetryfoundation.org
2. Isabella Whitney: "A Sweet Nosegay, or Pleasant Poesy, Containing a Hundred and Ten Philosophical Flowers"
<https://www.poetryfoundation.org/poems/45994/a-sweet-nosegay-or-pleasant-poesy-containing-a-hundred-and-ten-philosophical-flowers>
3. Extract from *Doctor Faustus*- "Apostrophe to Helen"
4. Two Essays from Bacon ("Of Friendship", "Of Studies")*Bacon's Essays*. Macmillan. 1992.
5. John Donne: "Valediction Forbidding Mourning"
<https://www.poetryfoundation.org/poems/44131/a-valediction-forbidding-mourning>

Module III Shakespeare

Elizabethan Theatre-Opening of Globe Theatre-Authorized version of the Bible-Beaumont and Fletcher-Webster

1. Shakespeare "Sonnet 33"
<http://shakespeare.mit.edu/>
2. Shakespeare: *A Midsummer Night's Dream*
<http://shakespeare.mit.edu/>

Module IV Puritan and Restoration Age

Milton—Bunyan—Civil War—Closing of Theatre—Cromwell—End of Commonwealth—Restoration of Monarchy—Opening of Theatres—Wycherley, Congreve, Etherege—Glorious Revolution

1. John Milton: Extract from Book 9 (*Paradise Lost*) - The Fall of Man – Lines 850-1055
<https://rpo.library.utoronto.ca/poems/paradise-lost-book-ix>
2. John Bunyan : "Of the Boy and the Butterfly"
<https://www.poemhunter.com/poem/of-the-boy-and-butterfly/>
3. Aphra Behn: "Song"
<https://www.poetryfoundation.org/poems/50527/song-56d22db1a9572>

Recommended Reading

Alexander, Michael. *A History of English Literature*. Macmillan.

Baugh, A.C. *A History of English Literature*. Routledge. 2013.

Boitani, Piero. Jill Mann(ed). *The Cambridge Companion to Chaucer*.CUP. 2003.

Carter, Ronald, John McRay. *The Routledge History of Literature in English*. Routledge, 2017

Chaucer, Geoffrey. *The Canterbury Tales*.Trans. Neville Coghill.Penguin, 2003. Print

Christopher Ricks, ed., *English Poetry and Prose 1540-1674*

Poplawski, Paul. *English Literature in Context*. CUP.1993

Peck, John, Martin Coyle. *A Brief History of English literature*. Palgrave 2003

Thornley G C and Gwyneth Roberts.*An Outline of English Literature*.Pearson, 2011.

e- resources

<https://library.baypath.edu/english-and-literature-web-sites>

https://www.gutenberg.org/ebooks/search/?query=shakespeare&submit_search=Go%21

https://www.gutenberg.org/ebooks/search/?query=chaucer&submit_search=Go%21

<http://www.literature-study-online.com/resources/#historical>

<http://www.universalteacher.org.uk/lit/history.htm>

<https://www.britannica.com/art/English-literature/Elizabethan-poetry-and-prose>

<https://www.encyclopedia.com/humanities/culture-magazines/restoration-literature-england>

<https://chaucer.fas.harvard.edu/>

<https://chaucer.fas.harvard.edu/pages/Synopses-Prolegomena>

http://www.dartmouth.edu/~milton/reading_room/contents/text.shtml

<https://www.gutenberg.org/files/29854/29854-h/29854-h.htm>(Aphra Behn)

<http://www.mindfulteachers.org/2013/05/women-writers-at-time-of-shakespeare-e.html>

<https://internetshakespeare.uvic.ca/Library/SLT/literature/women%20writers/morewomen.html>

SEMESTER III
FIRST DEGREE PROGRAMME IN
BA ENGLISH LANGUAGE AND LITERATURE

Foundation Course 2: EN 1321 Evolution of the English Language

No. of Credits: 3

No. of instructional hours: 4 per week [Total: 72 Hours]

Aim: Study the historical development of the English Language.

Objectives

1. Demonstrate a thorough understanding of the diachronic development of the English language down the ages.
2. Sensitize students to the changes that have shaped English
3. Enable understanding of the growth of English into a global language

Course Outcome:

CO 1: Knowledge of the paradigm shifts in the development of English.

CO 2: Well aware of the historical paradigm shifts in the history of English Language

CO 3: Imbibe the plural socio cultural factors that went in to the shaping of the English Language.

CO 4: Place English language in a global context.

CO 5: Recognize the politics of many 'Englishes'

COURSE OUTLINE

Module I

Language families – Indo-European family – Germanic group – Consonant shift – Descent of English – Old English and its features- Grimm's law- Verner's law- Umlaut and Ablaut – Dialects of OE – Celtic, Latin and Scandinavian influences

Module II

Norman Conquest – French influence – Middle English – Decay of inflections – Loss of grammatical gender – Impact of Bible Translations – Contributions of Chaucer to English – Rise of Standard English

Module III

Modern English – Contributions of Spenser, Shakespeare and Milton to English –Changes in pronunciation (Great Vowel Shift) – Spelling reform – Dr. Johnson’s dictionary – Evolution of English as a Global Language

Module IV

Semantic changes in English -Word formation – Growth of vocabulary – Various Englishes- Digital English.

Recommended Reading:

Barber C.L. *The Story of Language*. Pan Books. 1972.

---, *The English Language, A Historical Introduction*. CUP, 1993.

Baugh, Albert C, Thomas Cable. *A History of the English Language*. Taylor and Francis, 1993.

Crystal, David. *The Stories of English*. Penguin, 2005.

Wood, Frederick T. *An Outline History of English Language*. Macmillan, 2000.

e- resources:

“English language” <https://www.britannica.com/topic/English-language>

“The History of English” <https://www.thehistoryofenglish.com/index.html>

“Studying the History of English” <http://www.uni-due.de/SHE/index.html>

“History of the English Language”
https://en.wikipedia.org/wiki/History_of_the_English_language

“History of English” <https://www.englishclub.com/history-of-english/>

SEMESTER III

FIRST DEGREE PROGRAMME IN

BA ENGLISH LANGUAGE AND LITERATURE (CBCS SYSTEM)

Complementary Course 5: EN 1331

Narratives of Resistance

Number of Credits: 3

No. of Instructional Hours: 3 [Total 54 Hours]

Aim Introduce the various narratives of resistance, literary and other wise.

Objectives

1. To understand the various modes of resistance needed to subvert oppressive socio-cultural structures.
2. To provide insight into the struggles of people from around the world for identity and rights and contribute proactively to social dynamics.
3. To understand how literature acts as a vehicle for voices of dissent and protest.

Course Outcome

CO 1: Be able to identify themes of resistance in different forms and genres of literature.

CO 2: Have a sense of the various kinds of injustice related to race, ethnicity, gender etc. prevalent in society.

CO 3: Develop an idea of literature as a form of resistance to all forms of totalitarian authority.

CO 4: Understand the inter connection between various genres in manifesting resistance

CO 5: How resistance is an undeniable presence in the everyday narratives of literary and other artistic expressions.

COURSE OUTLINE

Module I Narratives of Resistance

Nature and Function of Resistance- Heterogeneous forms of Resistance-Gender-Dalit-Race-Totalitarianism-Nation State-Holocaust- Slave Narratives-War-Resistance and Social Change

Module II Poetry/Documentary

1. Adrienne Rich- "What Kind of Times Are These"
<https://www.poetryfoundation.org/poems/51092/what-kind-of-times-are-these>
2. Denise Levertov- "Making Peace"
<https://www.poetryfoundation.org/poems/53900/making-peace>
3. Mahmoud Darwish-"ID Card"

- <https://www.wrmea.org/017-november-december/id-card-by-mahmoud-darwish-a-translation-and-commentary.html>
4. S. Joseph : “Between These Lines”
<https://www.poetryinternational.org/pi/poem/17768/auto/0/0/S-Joseph/Between-These-Lines/en/nocache>
 5. Tishani Doshi- “Girls are coming out of the Woods”
<https://www.poetryfoundation.org/poems/152744/girls-are-coming-out-of-the-woods>
 6. Taslima Nasreen : “Garment Girls”
<https://www.poemhunter.com/poem/garment-girls/>
 7. Lucille Clifton: “poem in praise of menstruation”
<https://www.poetryfoundation.org/poems/54584/poem-in-praise-of-menstruation>
 8. Peter Davis (Dir): *Nelson Mandela: Prisoner to President* (Apartheid Documentary 1994)
<https://www.youtube.com/watch?v=Rk-Lxgp9NWg>

Module III Prose and Fiction

1. Assange, Julian. “Conspiracy as Governance.” *State and Terrorist Conspiracies*. 7-12
<https://cryptome.org/0002/ja-conspiracies.pdf>(Article)
2. Sojourner Truth: “Ain't I A Woman?” (Speech)
<https://www.nps.gov/articles/sojourner-truth.htm>
3. Jacinta Kerketta And Nighat Sahiba “On The Power of Poetry And Politics of Language”. Huffpost article by Kavitha Muralidharan (Article)
https://www.huffingtonpost.in/entry/jacinta-kerketta-nighat-sahiba-kashmir-jharkhand-poems-language_in_5c41f480e4b027c3bbc14a3a?guccounter=
4. Alice Munro: “Boys and Girls” (Short Story)
http://www.giuliotortello.it/shortstories/boys_and_girls.pdf
5. K. Saraswathi Amma: “Life, In My View” (Memoir) (Translation J.Devika)
<https://swatantryavaadini.in/2020/08/30/life-in-my-view-k-saraswathi-amma/#more-982>
6. Nemat Sadat : *Carpet Weavers* (Novel) Penguin, 2019.

Recommended Reading

Brueck , Laura. *Writing Resistance: The Rhetorical Imagination of Hindi Dalit Literature*.

Columbia University Press, 2014.

Darwish, Mahmoud. *Unfortunately, It Was Paradise: Selected Poems*. University of California Press, 2013.

De Santis, Christopher C., et al. *The Collected Works of Langston Hughes: The poems, 1941-1950*. Italy, University of Missouri Press, 2001.

Doshi, Tishani. *Girls Are Coming Out of the Woods*. India, Harper Collins Publishers India, 2017.

Dutta, Mohan J. *Voices of Resistance: Communication and Social Change*. Purdue University Press. 2012.

Harlow, Barbara. *Resistance Literature*. New York, Methuen, 1987.

Hosseini, Khaled. *A Thousand Splendid Suns*. Bloomsbury Publishing, 2009.

Jo Glanville, ed. *Qissat: Short Stories by Palestinian Women*. London, Telegram, 2006. 90-94.

Levertov, Denise. *Selected Poems*. United States, New Directions, 2003.

Lewis, T. (2008). "Literature as Resistance". *The Hudson Review*, 60(4), 655–664.
www.jstor.org/stable/20464787

Manṭo, Sa'ādāt Ḥasan. *Manto: Selected Short Stories: Including 'Toba Tek Singh' and 'The Dog of Tithwal'*. India, Random House India, 2012

Munro, Alice. *Selected Stories*. United Kingdom, Random House, 2012.

Neruda, Pablo. *The Poetry of Pablo Neruda*. United States, Farrar, Straus and Giroux, 2015.

Nguyen, Viet Thanh. *Race and Resistance: Literature and Politics in Asian America Race and American Culture*. USA, Oxford University Press, 2002.

Rich, Adrienne. *Collected Poems: 1950-2012*. United States, W. W. Norton, 2016.

Stoltz, Pauline. *Gender, Resistance and Transnational Memories of Violent Conflicts*. Germany, Springer International Publishing, 2020.

Williams, Nerys. *Contemporary Poetry*. United Kingdom, Edinburgh University Press, 2011.

Zimmermann, Jérémie, et al. *Cypherpunks: Freedom and the Future of the Internet*. United Kingdom, OR Books, 2016.

e-resources

<https://swatantryavaadini.in/>

<https://www.thegoodtrade.com/features/inspiring-female-poets>

On Literature and Resistance <https://againstthecurrent.org/atc074/p1835/>

SEMESTER IV
FIRST DEGREE PROGRAMME IN
BA ENGLISH LANGUAGE AND LITERATURE (CBCS System)

Core Course 4:EN 1441 British Literature II

No. of Credits: 4

No. of instructional hours: 5 per week [Total: 90 Hours]

Aim: Introduce the historical and philosophical shifts in English literature since 17th century.

Objectives:

1. Familiarize the history of English literature from the 18th century to the Victorian age
2. Understand the socio-political, historical and cultural contexts
3. Be able to identify the changing trends in English literature in the 18th and 19th centuries

Course Outcome:

CO 1: Sensitize students to the changing trends in English literature in the 18th and 19th centuries and connect it with the sociocultural and political developments.

CO 2: Develop the critical thinking necessary to discern literary merit

CO 3: Be able to recognize paradigm shifts in literature

CO 4: Be able to identify techniques, themes and concerns

CO 5: Connect literature to the historical developments that shaped the English history.

COURSE OUTLINE

Module I

History: Age of prose and reason– Critical/literary essay – Sentimental Comedy - anti-sentimental comedy –heroic drama - Neoclassical poetry

1. John Dryden: “A Song for St. Cecilia's Day, 1687”
<https://www.poetryfoundation.org/poems/44185/a-song-for-st-ceciliass-day-1687>
2. Lady Mary Wortley Montagu: “The Lover, A Ballad”
<https://www.poetryfoundation.org/poems/44761/the-lover-a-ballad>
3. Oliver Goldsmith – *She Stoops to Conquer*
<https://www.gutenberg.org/files/383/383-h/383-h.htm>

Module II

Transitional Poets – Periodical essay – Rise of the English novel – Fielding, Richardson, Sterne and Smollett

1. Thomas Gray : “Elegy Written in a Country Churchyard”
<https://www.poetryfoundation.org/poems/44299/elegy-written-in-a-country-churchyard>
2. Elizabeth Carter: “Written Extempore on the Sea Shore”
<https://www.eighteenthcenturypoetry.org/works/o4984-w0350.shtml>
3. Richard Steele – “The Spectator Club”
<https://www.bartleby.com/27/7.html>

Module III

French Revolution – Romantic Revival – first and younger generations of Romantics - Lyrical Ballads – familiar/personal essay – Lamb, Hazlitt, De Quincey - fiction in the Romantic age– Walter Scott, Jane Austen

1. William Blake – “The Tyger”, “The Lamb”
<https://www.poetryfoundation.org/poems/43687/the-tyger>
<https://www.poetryfoundation.org/poems/43670/the-lamb-56d222765a3e1>
2. William Wordsworth – “The Kitten at Play”
<https://www.poetrynook.com/poem/kitten-play>
3. Mary Lamb: “Choosing a Profession”
<https://www.poetryfoundation.org/poems/51930/choosing-a-profession>
4. Charles Lamb – “Dream Children, a Reverie”
http://essays.quotidiana.org/lamb/dream_children_a_reverie/
5. Jane Austen – *Pride and Prejudice*

Module IV

Victorian poets – Pre-Raphaelite Poetry - Victorian prose writers – Victorian Compromise - Victorian novelists – Women novelists

1. Robert Browning – “My Last Duchess”
<https://www.poetryfoundation.org/poems/43768/my-last-duchess>
2. Charlotte Bronte: “On the Death of Anne Bronte”
<https://www.poetryfoundation.org/poems/43710/on-the-death-of-anne-bronte>
3. Christina Rossetti – “Goblin Market”
<https://www.poetryfoundation.org/poems/44996/goblin-market>
4. R. L. Stevenson – “Walking Tour”
<https://www.thoughtco.com/walking-tours-by-robert-louis-stevenson-1690301>
5. Charles Dickens – *A Tale of Two Cities*

Recommended Reading

Alexander, Michael. *A History of English Literature*. Macmillan. 2000

Armstrong, Isobel. *Victorian Poetry: Poetry, Poets and Politics* (Routledge Critical History of Victorian Poetry S). : Routledge. 1996

Baugh, A.C. *A History of English Literature*. Routledge. 2013.

Carter, Ronald, John McRay. *The Routledge History of Literature in English*.

Routledge, 2017

Daiches, David. *A Critical History of English Literature*, Vol. 3, Allied Publishers. 1979

FWH Myers, AC Bradley. *The Complete Works of William Wordsworth*. Imagination Books. 2018

McLane, M. (2008). *The Cambridge Companion to British Romantic Poetry* (Cambridge Companions to Literature) (J. Chandler, Ed.). Cambridge: Cambridge University Press.

Peck, John, Martin Coyle. *A Brief History of English literature*. Palgrave 2003

Poplawski, Paul. *English Literature in Context*. CUP. 1993

Quintana, Ricardo. *Oliver Goldsmith as a Critic of the Drama*. *Studies in English Literature, 1500-1900*. Vol. 5, No. 3, Restoration and Eighteenth Century (Summer, 1965), pp. 435-454 (20 pages) Published By: Rice University

Wordsworth, Jonathan. *The Penguin Book of Romantic Poetry* (Penguin Classics) Paperback .2005

e-resources

<http://www.victorianweb.org/previctorian/nc/ncintro.html>

<https://www.britannica.com/art/Romanticism>

<https://www.bl.uk/romantics-and-victorians/articles/the-romantics>

<https://www.gutenberg.org/files/36773/36773-h/36773-h.htm>

<https://www.gutenberg.org/files/9622/9622-h/9622-h.htm>

https://www.gutenberg.org/ebooks/search/?query=wordsworth&submit_search=Go%21

<https://library.unt.edu/rarebooks/exhibits/women/17th.htm>

SEMESTER IV
FIRST DEGREE PROGRAMME IN
B A ENGLISH LANGUAGE AND LITERATURE (CBCS System)

Core Course 5: EN 1442 Literature of the 20th Century

No. of Credits: 3

No. of instructional hours: 4 per week [Total: 72 Hours]

Aim Introduce the literary narratives of the 20th century in close connection with the historical time period.

Objectives

1. Examine the ways in which political, cultural and social events in British and European history of the first half of the 20th century, esp. world wars and holocaust, shaped the literature of this period
2. Develop the ability to analyze literary texts of this period in their symbiotic relationship with non-literary developments of the times
3. Acquaint the learners with the significant historical, cultural and imaginative force in 20th century literature

Course Outcome

CO 1: Understand social, political, aesthetic and cultural transformations of early twentieth century in relation to literary texts with their specific formal features.

CO 2: Know the stylistic features of Modernism and its various literary and aesthetic movements

CO 3: Critically engage the ideas that characterise the period, especially the crisis of modernity

CO 4: Understand contemporary responses to the historical incidents that mark the period

CO 5: Understand and use critical strategies that emerged in the early twentieth century.

Module I 1900 – 1920

BACKGROUND:

Early Modernism – Suffragette Movement- World War I - the Irish Revolution - the Russian Revolution - War Poetry-the crisis of modernity—stream of consciousness—expressionism—imagism—science fiction

WRITERS ABOUT WHOM AN OVERVIEW IS TO BE GIVEN:

The War Poets (two types), John Galsworthy, Yeats, Joyce, Joseph Conrad, Rudyard Kipling, Arnold Bennett, G.K. Chesterton, E.M. Forster, Ford Maddox Ford, G B Shaw and the realists and those others whose texts are being taught.

Core Texts

1. Augusta Lady Gregory: *The Rising of the Moon* (play). Seven Short Plays, Project Gutenberg, 2012. Pp 75-91.
https://www.gutenberg.org/files/41653/41653-h/41653-h.htm#Page_93
2. H.G. Wells: *The War in the Air* (novel), Project Gutenberg, 2008.
<https://www.gutenberg.org/files/780/780-h/780-h.htm>
3. G.B. Shaw: *How He Lied to Her Husband* (play), Project Gutenberg, 2009.
<https://www.gutenberg.org/files/3544/3544-h/3544-h.htm>
4. Ezra Pound: "In a station of the metro" (poem), Poetry: A Magazine of Verse, 1913.
<https://www.poetryfoundation.org/poetrymagazine/browse?contentId=12675>
5. James Joyce: "The Dead" (short story), Dubliners, 1914, Project Gutenberg, 2009.
<https://www.gutenberg.org/files/2814/2814-h/2814-h.htm#chap15>
6. W.B. Yeats: "Easter 1916" (poem),
<https://www.poetryfoundation.org/poems/43289/easter-1916>
7. Wilfred Owen/ "Futility" (poem),
<https://www.poetryfoundation.org/poems/57283/futility-56d23aa2d4b57>

Module II 1920 - 1939

BACKGROUND:

Life between the two World Wars – The Great Depression—rise and spread of fascism—"High" Modernism –World War II – The Fall of the British Empire – Holocaust—revival of poetic drama

WRITERS ABOUT WHOM AN OVERVIEW IS TO BE GIVEN:

Eliot, Auden, Lawrence, Woolf, Graham Greene, Kafka, Aldous Huxley, George Orwell, C.S. Lewis, J.R.R. Tolkien, Sean O' Casey, Katherine Mansfield and those others whose texts are being taught

Core Texts:

1. Virginia Woolf: Chapter 3, A Room of One's Own, pp 35-48 (non-fictional text),
http://seas3.elte.hu/coursematerial/PikliNatalia/Virginia_Woolf_-_A_Room_of_Ones_Own.pdf
2. T.S. Eliot: "Marina" (poem), <https://www.poetrynook.com/poem/marina-0>
3. Franz Kafka: "The Bridge" (short story), The Great Wall of China, Trans. Edwin and Willa Muir, <https://genius.com/Franz-kafka-the-bridge-annotated>
4. W.H. Auden: "The Unknown Citizen" (poem), <https://poets.org/poem/unknown-citizen>

Module III 1946 - 1966

BACKGROUND:

Rise of New Literatures – Movement poetry—The Absurd—Confessional poetry—The transition to Postmodernism

WRITERS ABOUT WHOM AN OVERVIEW IS TO BE GIVEN:

Philip Larkin and the Movement Poets, Ted Hughes, George Orwell, Kingsley Amis, Samuel Beckett, Harold Pinter, Tom Stoppard and those others whose texts are being taught

Core Texts:

1. Wole Zoyinka / Lion and the Jewel
2. Dylan Thomas/ “Do not go gentle into that good night” (poem), <https://poets.org/poem/do-not-go-gentle-good-night>
3. Sylvia Plath/ “The Colossus” (poem), The Colossus and Other Poems, <https://www.poetryfoundation.org/poems/89119/the-colossus>
4. Elizabeth Jennings/ “One Flesh” (poem), http://famouspoetsandpoems.com/poets/elizabeth_jennings/poems/14189

Module IV Holocaust Literature

Background:

Antisemitism –Auschwitz - Genocide – Racism –banality of evil (Hannah Arendt)

Core Texts:

1. Anne Frank: *The Diary of a Young Girl*, http://www.rhetorik.ch/Aktuell/16/02_13/frank_diary.pdf
2. ImreKertesz/ *Fatelessness* (a.k.a. translated as *Fateless*; a novel)
3. Alexander Kimel/ “I Cannot Forget” (poem), <https://remember.org/witness/kimel2>

Recommended Reading

Bennet, Michael Y. *The Cambridge Introduction to Theatre and Literature of the Absurd*. Cambridge UP, 2015.

Bradbury, Malcolm and James Mcfarlane, editors. *Modernism: A Guide to European Literature 1890—1930*. Penguin, 1978.

Brooker, Peter, editor. *Modernism/Postmodernism*. Longman Critical Readers. Routledge, 2014. <https://www.ebooks.com/en-us/book/1798494/modernism-postmodernism/peter-brooker/>

Brooks, David. “Modernism.” *Encyclopedia of Literature and Criticism*. Edited by Martin Coyle et al. First Edition. Routledge, 1991. PP. 119-130.

Esslin, Martin. *The Theatre of the Absurd*. Pelican, 1980.

Ford, Boris. *The Modern Age*. The Pelican Guide to English Literature 7. Penguin, 1961.

Kirsh, Adam. *The Wounded Surgeon: Confession and Transformation in Six American Poets*. W.W. Norton, 2005

Morrison, Blake. *The Movement: English Poetry and Fiction of the 1950s*. Methuen, 1986.

Nicholls, Peter. *Modernisms: A Literary Guide*. Macmillan, 1995.

SEMESTER IV
FIRST DEGREE PROGRAMME IN
B A ENGLISH LANGUAGE AND LITERATURE (CBCS System)

Complementary Course 7: EN1431

Philosophy for Literature

No. of Credits: 2

No. of instructional hours: 3 per week [Total: 54 Hours]

Aim: Engage with the philosophy of literary representations.

Objectives

1. Give the students a historical overview of the major figures in philosophy
2. Introduce to them some of the significant schools of thought that has influenced human perception.
3. Inform students how an understanding of philosophy is vital to the reading of literature.

COURSE OUTCOMES

CO 1: Have a diachronic understanding of the evolution of philosophy from the time of Greek masters to 20th century

CO 2: Have an awareness of the major schools of thought in western philosophy.

CO 3: Have a healthy epistemological foundation at undergraduate level that ensures scholarship at advanced levels of learning.

CO 4: Talk about some of the key figures in Philosophy.

CO 5: Analyze and appreciate texts critically, from different philosophical perspectives

COURSE OUTLINE

Module 1: The World of Greeks

Heraclitus—Flux and the unity of opposites—Socrates—Nature of Poet and Rhapsode—Dialogue with Ion—Plato—Concept of Forms—Ideal vs Physical—Aristotle—Concept of Soul—Beauty—Art—Nature

1. Robert Frost. “West- Running Brook,” (the unity of opposites)
https://www.internal.org/Robert_Frost/West_Running_Brook
2. S T Coleridge. “Kubla Khan,” (Socratic idea of poet as light, winged, holy),
<https://www.poetryfoundation.org/poems/43991/kubla-khan>
3. P B Shelley. “Ozymandias,” (Plato’s idealism)
<https://www.poetryfoundation.org/poems/46565/ozymandias>
4. John Keats. “Endymion” (First 33 lines) (Aristotle’s idea of soul, beauty, art and nature)

<https://www.poetryfoundation.org/poems/44469/endymion-56d2239287ca5>

Module 2: Enlightenment and After

Rene Descartes—Rationalism—Dualism—Spinoza—idea of Nature and God—Pantheism—concept of substance and modes—Cartesian dualism vs Spinoza’s monism—John Locke—Liberalism—Empiricism—Immanuel Kant—Transcendental Idealism—Edmund Husserl—Phenomenology—Karl Marx—Critique of Capitalist Society—Base and Superstructure

1. Emily Dickinson. “The Brain—is wider than the Sky” (Debate the Cartesian mind body or material immaterial dualism)<https://www.poemhunter.com/poem/the-brain-is-wider-than-the-sky/>
2. Walt Whitman. “On the Beach at Night Alone.” (Spinoza’s pantheism), <https://www.poetryfoundation.org/poems/48856/on-the-beach-at-night-alone>
3. William Ross Wallace. “The Liberty Bell,” (Locke’s liberalism and the turn of humanity), <https://allpoetry.com/The-Liberty-Bell8>
4. D. H. Lawrence. “How Beastly the Bourgeois Is?” (Marx’s idea of social class), <https://poets.org/poem/how-beastly-bourgeois>

Module 3: Nihilism, Existentialism and Afterwards

Friedrich Nietzsche—Death of God—Nihilism—Martin Heidegger—Dasein and the question of Being—Sigmund Freud—Id—Ego—Super-ego—Libido—Jean-Paul Sartre—Ontology of Being and Nothing—Simone de Beauvoir—Social and Historical construction of Gender

1. Wallace Stevens. “Sad Strains of a Gay Waltz,” (Nietzsche’s idea of nihilism and the death of god), <https://poeticresolution.wordpress.com/2012/01/31/sad-strains-of-a-gay-waltz-by-wallace-stevens/>
2. W H Auden. “Who’s Who?” (Heidegger’s idea of Dasein and Geworfenheit, “Being-thrown-in-the-world”), <https://sonnetsatlagcc.wordpress.com/2016/10/30/whos-who-by-w-h-auden/>
3. Ted Hughes. “Hawk Roosting,” (ego that mediates the instinctual id and the critical super-ego), <https://allpoetry.com/Hawk-Roosting>
4. Maya Angelou. “When I think of myself,” (de Beauvoir’s concept of becoming), <https://allpoetry.com/poem/14326523-When-I-Think-About-Myself-by-Maya-Angelou>

Recommended Reading

Durrant, Will. *The Story of Philosophy*, Simon & Schuster, 1991.

Gaarder, Jostein. *Sophie’s World: 20th Anniversary Edition*. Orion, 2015.

Garvey, James and Jeremy Stangroom. *The Story of Philosophy: A History of Western Thought*. Quercus, 2013.

Gibson, John. *The Philosophy of Poetry*. Oxford UP, 2015.

Ghosh, Ranjan, Lutz Koepnick, et al. *Philosophy and Poetry: Continental Perspectives*. Columbia UP, 2019.

Russell, Bertrand. *History of Western Philosophy*. Routledge, 2016.

e-resources

Stanford Encyclopedia of Philosophy

https://plato.stanford.edu/?gclid=CjwKCAjwIID8BRAFEiwAnUoK1VLA5qiyuVNYZmNU8foMZGAfKurtC8Ve2xTbCGk_BEq6AB0KI_i3ChoCkwwQAvD_BwE

https://www.philosophybasics.com/general_what_is.html (What is Philosophy)

<http://www.rosenfels.org/Durant.pdf> (*The Story of Philosophy* – Will Durrant)

https://archive.org/details/SophiesWorld_989/page/n5/mode/2up (Sophie's World)

<http://www.ntslibrary.com/PDF%20Books/History%20of%20Western%20Philosophy.pdf>

(*History of Western Philosophy*)

SEMESTER V
FIRST DEGREE PROGRAMME IN
B A ENGLISH LANGUAGE AND LITERATURE (CBCS System)

Core Course 6: EN 1541 Literature of Late 20th Century and 21st Century
No. of Credits: 4 No. of instructional hours: 5 per week [Total: 90 Hours]

Aim: Engage with the diversity of forms and contexts of more recent literatures.

Objectives

1. Expose students to the literatures of this period in their relationship with historical (social, cultural and political) developments
2. Introduce them to the basics of Postmodern writing and the conditions of its emergence and development
3. Sensitize them to the plurality and diversity of the literature of this period reflecting the reality of a multi-cultural world and polyphonic cultural sphere

Course Outcome

CO 1: Identify the various socio-cultural changes that evolved in the late modernist period

CO 2: Relate to the diverse currents of postmodern literature and its reflections in the contemporary ethos

CO 3: Assimilate the inherent multiplicities and fluidity of societal perspectives

CO 4: Develop an innate sympathy for the tragedies of Holocaust and an awareness regarding the environmental impasses threatening the modern world

CO 5: Empathise with the marginalised and comprehend their predicament.

Module I: Postmodernism

Background:

Developments leading to Postmodernism – Metafiction – Intertextuality – Pastiche – magic realism – minimalism – hyperreality

Core Texts:

1. Denise Riley: "Pastoral." Selected Poems. Reality Street Editions, 2000. Pp. 64-65.
<https://docplayer.net/84625719-Denise-riley-selected-poems.html>
2. Harold Pinter. *Homecoming*. Faber, 1991

[http://shiraz.fars.pnu.ac.ir/portal/file/?970459/%20Pinter Harold%20 - Plays 3 Faber 1991 .pdf](http://shiraz.fars.pnu.ac.ir/portal/file/?970459/%20Pinter%20Harold%20-%20Plays%203%20Faber%201991.pdf)

3. E.L.Doctorow: *Ragtime*. Random House, 1975.

Module II: African-American Literature

Key Concepts:

Racism - Slavery - Civil rights – Mulatto- Harlem Renaissance—Afro-American feminism— 1968 riots

Core Texts:

1. Toni Morrison: “Recitatif” (short story).
https://www.cusd80.com/cms/lib/AZ01001175/Centricity/Domain/1073/Morrison_recitatifessay.doc.pdf
2. Gwendolyn Brooks: “The Mother” (poem).
<https://www.poetryfoundation.org/poems/43309/the-mother-56d2220767a02>
3. Maya Angelou: *I Know Why the Caged Bird Sing*, Chapters 33-34.
4. August Wilson. *Ma Rainey’s Black Bottom* (play).
<https://augustwilsonstudygroup.files.wordpress.com/2018/02/ma-rainey- 1 .pdf>

Module III: Digital Literature

Key Concepts:

Evolution of the reader – Electracy vs Literacy –E-books - Role playing games - interactive fiction–hypertexts – network fiction – locative narratives – non-linearity – animated poetry – insta poems- chatterbots – Twitterature - importance of connectivity

Core Texts:

1. Carpenter, J.R: “Along the Briny Beach.”
<https://collection.eliterature.org/3/works/along-the-briny-beach/index.html>
2. Wah, Fred, et al: “High Muck a Muck.” <https://collection.eliterature.org/3/works/high-muck-a-muck/index.html>
3. Bouchardon, Serge and Vincent Volckaert: “Loss of Grasp.”
<https://bouchard.pers.utc.fr/deprise/home>

Module IV: Climate Fiction

Key concepts:

Anthropocene - greenhouse effect - global warming - climate activists – dystopia

Core Texts:

1. Ian McEwan: *Solar*
<https://www.you-books.com/book/I-Mcewan/Solar>
2. Maja Lunde: *The History of Bees*. Translated by Diane Oatley. Touchstone, 2015.
<https://www.scribd.com/read/354121952/The-History-of-Bees-A-Novel#>

Recommended Reading

- Anderson, Gregera. *Climate Fiction and Cultural Analysis*. Taylor and Francis, 2019.
- Butler, Christopher. *Postmodernism: A Very Short Introduction*. OUP 2002.
- Docherty, Thomas. *Postmodernism, A Reader*. Taylor and Francis, 2016.
- Ellis Erle C, Erle Christopher Ellis. *Anthropocene A Very Short Introduction*. OUP, 2018.
- Graham, Maryemma, Jerry W. Ward, Jr. *The Cambridge history of African American Literature*.
- Gregson, Ian. *Postmodern Literature*. Bloomsbury Academic, 2004.
- Jameson, Fredric. *Postmodernism or the Cultural Logic of Late Capitalism*. Duke University Press, 1991.
- Len Platt, Sarah Upstone. *Postmodern Literature and Race*. CUP, 2015.
- MScHale, Brian. Len Platt. *The Cambridge History of Postmodern Literature*. CUP, 2016.
- Rettberg, Scott. *Electronic Literature*. Wiley, 2018.

SEMESTER V
FIRST DEGREE PROGRAMME IN
B A ENGLISH LANGUAGE AND LITERATURE (CBCS SYSTEM)

Core Course 7: EN 1542 Postcolonial Literatures

No. of Credits: 4

No. of Instructional Hours: 4[Total: 72 Hours]

Aim Introduce the varied narratives of decolonization

Objectives

1. Initiate critical thought on colonialism and after
2. Introduce the fundamental concepts in postcolonial theory
3. Understand the global effects of the colonial enterprise

Course Outcome

CO 1: Ability to critique colonial history

CO 2: Awareness of the socio-political contexts of colonialism and postcolonialism

CO 3: Understanding of the effects of colonialism in various nations

CO 4: Knowledge of the key terms in post-colonial thought

CO 5: Study of the race and gender dynamics in postcolonial literature

COURSE OUTLINE

Module I: Key Terms

Colonization-Orientalism-decolonisation-hybridity-appropriation-mimicry-negritude-othering, third world- aboriginality-transnationalism-multiculturalism-diaspora

Module II: Poetry

1. Andrew Suknaski: “Indian Site on the Edge of Tonita Pasture”
<https://www.tesisenred.net/bitstream/handle/10803/81113/TNBR17de17.pdf?sequence=17&isAllowed=y>
2. Derek Walcott: “A Far Cry from Africa”
<https://poets.org/poem/far-cry-africa>
3. Oodgeroo Noonuccal: “Gooboora, the Silent Pool”
<https://www.poetrylibrary.edu.au/poets/noonuccal-oodgeroo/poems/gooboora-the-silent-pool-0719052>
4. John Pepper Clark: “Night Rain”

- <https://allpoetry.com/poem/10602495-Night-Rain-by-John-Pepper-Clark>
5. Louise Bennett Coverley: "Colonisation in Reverse"
<https://www.poetrybyheart.org.uk/poems/colonization-in-reverse-2/>
 6. Alamgir Hashmi: "Pakistan Movement"
<https://englishsummary.com/pakistan-movement-hashmi-text/>
 7. Leslie Marmon Silko: "Toe'osh: A Laguna Coyote Story"
<http://english.fib.unpad.ac.id/wp-content/uploads/2012/04/Leslie-Marmon-Silko-Toe%E2%80%99osh-A-Laguna-Coyote-Story.pdf>
 8. Octavio Paz: "The Broken Water Jug"
<http://mexicobob.blogspot.com/2013/03/the-raina-broken-water-jar.html>

Module III: Prose

Non-fiction

1. Ngũgĩ wa Thiong'o – extract from "The Language of African Literature" (Thiong'o, Ngũgĩ wa. *Decolonising the Mind: The Politics of Language in African Literature*. Oxford Currey, 2011)
https://postcolonial.net/wp-content/uploads/2019/04/Ngugi_Excerpts_Language_of_African_Lit.pdf

Fiction

1. Doris Lessing : *No Witchcraft for Sale*
<https://www.polk.k12.ga.us/userfiles/826/Classes/182955/No%20Witchcraft%20for%20Sale.pdf>
2. Jean Rhys : *Wide Sargasso Sea*

Module IV: Drama and Visual Media

1. Jane Harrison – *Stolen*
<https://www.uibk.ac.at/anglistik/staff/davis/stolen-by-jane-harrison.pdf>
2. Chimamanda Ngozi Adichie – "The Danger of a Single Story" (Ted Talk)
<https://www.youtube.com/watch?v=D9Ihs241zeg>
3. Niki Caro (dir) – *Whale Rider* (Caro, Niki, and Witi Ihimaera. *Whale Rider*. Icon Home Entertainment, 2008)

Recommended Reading

Ashcroft, Bill, Gareth Griffiths and Helen Tiffin, *The Empire Writes Back: Theory and Practice in Post-Colonial Literatures* (London/New York: Routledge, 2002)

Ashcroft, Bill, Gareth Griffiths and Helen Tiffin, *Concepts in Postcolonial Studies* (London: Routledge, 1998)

Loomba, Ania, *Colonialism/Postcolonialism* (London: Routledge, 2005)

McLeod, John, *Beginning Postcolonialism* (Manchester: Manchester University Press, 2010)

Mohanty, Chandra T, 'Under Western Eyes: Feminist Scholarship and Colonial Discourses' (in Williams, Patrick, and Laura Chrisman. *Colonial Discourse and Post-Colonial Theory: A Reader*. London: Routledge. 2013)

Nayar, Pramod K, *Postcolonialism: A Guide for the Perplexed* (London: Continuum, 2010)

Spivak, Gayatri C, 'Can the Subaltern Speak?' ((in Williams, Patrick, and Laura Chrisman. *Colonial Discourse and Post-Colonial Theory: A Reader*. London: Routledge. 2013)

e-resources

<http://www.postcolonialweb.org/>

<https://scholarblogs.emory.edu/postcolonialstudies/>

<https://www3.dbu.edu/mitchell/postcold.htm>

SEMESTER V
FIRST DEGREE PROGRAMME IN
BA ENGLISH LANGUAGE AND LITERATURE (CBCS SYSTEM)

Core Course 8: EN 1543 20th Century Malayalam Literature in Translation

Number of Credits: 3

No. of Instructional Hours: 4 per week [Total: 72]

Aim Introduce literary narratives of 20th century Malayalam Literature

Objectives

1. Introduce the students to the historical and socio-cultural atmosphere in which Malayalam literature became enriched
2. Provide the students a basic understanding of Malayalam literature
3. Get an understanding of the gradual transformation of Malayalam literature from the early modern to the post modern

Course Outcome

CO 1: Generate knowledge about the varied milieu of the development and growth of Malayalam literature and be sensitive to its socio cultural and political implications.

CO 2: Get a basic knowledge of the literary and the non-literary works produced in Malayalam

CO 3: Discern the vibrancy of Malayalam literature

CO 4: Sense the distinctness of the socio-cultural arena in which Malayalam literature is produced

CO 5: Know the value of literature produced in regional languages and key role of translation in the growth of language and literature.

COURSE OUTLINE

Module I Poetry

Background to the growth of Malayalam poetry – beginning of modernism in Malayalam poetry
- the major poets – contemporary Malayalam poetry

1. Nalapat Balamani Amma: “The Housewife”
www.poetryfoundation.org
2. Edasseri Govindan Nair: “The Cooking Pot and the Sickie”
<https://www.edasseri.org/English/translations/PuthankalavumArivalum.htm>
3. D. Vinayachandran: “Advent”
4. Sugatha Kumari: “The Temple Bell”
5. K. G. Sankara Pillai: “Goorkha”

<https://www.poetryinternational.org/pi/poem/8733/auto/0/0/K-G-Sankara-Pillai/Goorkha/en/tile>

6. Anitha Thampi: “While Sweeping the Front Yard”
<https://www.poemhunter.com/poem/while-sweeping-the-front-yard/>
<https://www.poetryinternational.org/pi/poem/19138/auto/0/0/Anitha-Thampi/Sweeping-the-Front-Yard/en/tile>
7. Vipitha: “The Snakes have Hollows”
<http://www.modernliterature.org/2020/09/09/poems-by-vipitha/>

MODULE II Fiction

A brief history of Malayalam Fiction– Major writers - Emergence of Novel – major novelists – contemporary Malayalam fiction – major female writers --- transformation from modern to post – modern themes and techniques.

Short Story

1. O.V Vijayan: “ After the Hanging”
https://www.google.co.in/books/edition/Wind_Flowers/GHHX2QDHYxgC?hl=en&gbpv=1 (from *Wind Flowers* (Ed. R. E. Asher, V. Abdulla).Penguin. 2004
2. Sarah Joseph: “Inside Every Woman Writer” (from *Breaking the Silence: An Anthology of Women’s Literature*.(Ed. Dr. Shobhana Kurien, Bookmates Publishers, 2017.
3. N. S. Madhavan: “Higuita”
4. Maythil Radhakrishnan: “Pythagoras”
5. C. Ayyappan: “Spectral Speech”
6. Ashitha : “In the Moonlit Land”
7. Sithara S. : “Fire”

(Stories Sl.no: 3-7) from *The Oxford India Anthology of Malayalam Literature* (2- Volume Set) OUP, 2017)

Novel

1. Lalithambika Antharjanam: *Agnisakshi Fire, My Witness* OUP, 2015
2. Vaikkom Muhammed Basheer: *Pathumma’s Goat*.

MODULE III Non-Fiction

1. K. K. Kochu: “Writing the History of Kerala: Seeking a Dalit Space” K Satyanarayana, Susie J Tharu. *No Alphabet in Sight* Penguin, 2011
2. J Devika: “Imagining Women’s Social Space in Early Modern Keralam”, Section II Page no 9-16)
(opendocs.ids.ac.uk,2002)<https://opendocs.ids.ac.uk/opendocs/bitstream/handle/20.500.12413/2932/wp329.pdf;sequence=1>

MODULE IV Drama

Evolution of Drama – influence of colonialism in the emergence of drama – major dramatists.

1. Kavalam Narayana Panikkar: *The Lone Tusker. The Oxford India Anthology of Malayalam Literature* (2- Volume Set) OUP, 2017.

Recommended Reading

George, K.M. *A Survey of Malayalam Literature*, Asia Publishing House, 1968.

---, *Western Influence on Malayalam Language and Literature*, Sahitya Academy. 1972.

Paniker, K Ayyappa. *A Short History of Malayalam Literature*. Dept of Public Relations, Govt of Kerala, 1977.

Nair, Sreedevi. K. *Women Writers of Kerala*. SSS Publications, 2012.

e-resources

<https://www.edasseri.org/ListenToEdasseriPoems.htm>

https://www.poemhunter.com/i/ebooks/pdf/edasseri_govindan_nair_2012_9.pdf

<http://keralasahithi.synthasite.com/>

http://sahitya-akademi.gov.in/library/meettheauthor/kadammanitta_ramakrishnan.pdf

SEMESTER V
FIRST DEGREE PROGRAMME
BA ENGLISH LANGUAGE AND LITERATURE

Core Course 9: EN 1544 Linguistics and Structure of the English Language

No. of Credits: 4 No. of instructional hours: 4 per week (Total: 72 hours)

Aim Understand the language Structure of the English Language

Objectives

1. Give the students a preliminary idea regarding the nature, function and scope of languages, in general
2. Sensitize the students to the specificities of the oral and written dimensions of English.
3. Appreciate Linguistics as a branch of learning with its own defined material and methodology

Course Outcome

CO 1: Understand the phonological and grammatical structure of English Language

CO 2: Be able to analyse actual speech in terms of the principle of linguistics

CO 3: Improve the accent and pronunciation of the language

CO 4: Introduce the students to internationally accepted forms of speech and writing in English.

CO 5: Explore the ancient linguistic tradition of India

COURSE OUTLINE

Module I: Linguistics

Introduction - Nature and scope of Linguistics – Types of Linguistics – Historical Linguistics, Phonetics, Phonology, Morphology, Syntax, Semantics and Pragmatics, Lexicography
Approaches to the study of language – Diachronic and Synchronic – Prescriptive and Descriptive
Language as a system of signs – Sign, Signifier and Signified, Langue and Parole, Competence and Performance, Syntagmatic and Paradigmatic axes.

Varieties of Language – Dialect, Register, Pidgin and Creole.

Significance of Received Pronunciation (RP)

Module II Phonetics and Phonology

Phonetics – definition – types – Articulatory, Acoustic and Auditory.

Speech mechanism – Organs of speech – Speech sounds – classification - Vowels , Cardinal vowels, Consonants – three part labelling

Phonology – Phonemes – Allophones and their distribution

Syllable structure – Suprasegmental features - Stress – word stress and sentence stress – Strong and weak forms - Rhythm –Juncture –Intonation – Assimilation – Elision

Transcription (sentences and passages) – IPA

Module III Morphology and Syntax

Morphology – Morphemes – classification – Free and Bound – Roots and Affixes – Lexical and Grammatical – Inflectional and Derivational - Allomorphs and their distribution

Syntax – Word classes – Form class and Function class – Formal features

Traditional Grammar – Structural and Functional study of grammatical categories – Grammaticality and Acceptability

Structural grammar – Introduction to IC Analysis – Phrase Structure (PS) Grammar – Transformational Generative (TG) Grammar

Module IV Linguistics in Ancient India

Major practitioners – Panini - Ashtadhyayi – Karaka theory, Katyayana – Va:rttika , Patanjali – Mahabhasya, Bharthruhari – Vakyapadiya – Sphota theory

Influence on Modern Linguistics

Texts for Reference:

Balasubramanian, T. *A Textbook of English Phonetics for Indian Students*. Second Edition. Madras: Macmillan, 2013. Print.

Chalker, Sylvia. *The Little Oxford Dictionary of English Grammar*. Oxford: OUP, 1995. Print.

Davidappleyard.com/English/pronunciation.htm. Web

Hockett, F. Charles. *A Course in Modern Linguistics*. New Delhi: Macmillan, 1958. Print.

Jones, Daniel. *English Pronouncing Dictionary*. Seventeenth Edition. Cambridge, CUP, 2006. Print.

Kapoor, Kapil. *Language Linguistics and Literature: The Indian Perspective*. Academic Foundation, 1994.

Lyons, John. *Language and Linguistics: An Introduction*. Cambridge, CUP, 1989. Print.

Marks, Jonathan. *English Pronunciation in Use: Elementary*. Cambridge, CUP, 2008. Print.

Rani, D. Sudha. *A Manual for English Language Laboratories*. New Delhi: Pearson, 2010. Print.

T. Eastwood, John. *Oxford Guide to English Grammar*. New Delhi: OUP, 1994. Print.

Trask, R. L. *Key Concepts in Language and Linguistics*. London, Routledge, 2004. Print.

SEMESTER V
FIRST DEGREE PROGRAMME IN
ENGLISH LANGUAGE AND LITERATURE (CBCS System)

Core Course 10: EN 1545

Criticism and Theory

No. of Credits: 4

No. of instructional hours: 5 [Total: 90 Hours]

Aim Provide a historical and critical over view of the origin and development of literary criticism

Objectives

1. Give the students a historical overview of the critical practices from classical period to the present.
2. Introduce to them some of the significant concepts that had a seminal influence on the development of critical thought.
3. To develop in them a critical perspective and capacity to relate and compare various critical practices and schools.

Course Outcome.

CO 1: Analyze and appreciate texts critically, from different perspectives.

CO 2: Appreciate Indian Aesthetics and find linkages between Western thought and Indian critical tradition.

CO 3: Show an appreciation of the relevance and value of multidisciplinary theoretical models in literary study.

CO 4: Demonstrate an understanding of important theoretical methodologies and develop an aptitude for critical analysis of literary works.

CO 5: Gain a critical and pluralistic understanding and perspective of life

COURSE OUTLINE

Module I Western Critical Thought

1. Classical:

Plato-Mimesis and the critique of poetry

Aristotle: Tragedy

Longinus: The Sublime

2. Neo Classical:

Dryden: Defense of Poetry

3. Romantic:

William Wordsworth: Definition of poetry

S.T. Coleridge: Fancy and Imagination

4. Victorian:

Matthew Arnold: Function of poetry, Touchstone method

5. Modernism:

T.S. Eliot: Theory of Impersonality, Dissociation of Sensibility, Objective Correlative, Tradition and Individual Talent

Module II Indian Aesthetics

The Evolution of Indian Poetics-Art and Aesthetics of Dramatic Experience-Bharatamuni-Natyasastra - Rasa Theory-Alamkara- Ritisiddhant- Dhvani Siddhant- Vakrokti- Auchitya- Thinai Poetics

(Mention the importance of the above schools of thought in Indian Criticism and their relation to Western Criticism like Rasa is equivalent to purgation or catharsis, Dhvani and symbolism, vibhavas and objective correlative, Alamkara and Rhetorics, Vakrokti and Ambiguity etc.)

Module III A Brief Introduction to Critical Theory

1. New Criticism - Russian Formalism
2. Structuralism(Langue/Parole, Sign-Signifier-Signified)
3. Deconstruction
4. Feminisms (Waves of Feminism, Womanism, Intersectionality, Gynocriticism)
5. Psychoanalytic Criticism: (Id, Ego, Super ego)
(The Real, the Imaginary, the Symbolic)
6. Postcolonial Criticism: (Orient/Occident, Eurocentrism, Othering, Negritude, Subaltern)
7. Gender and Sexuality: (Performativity)
8. Modernism, Postmodernism (Parody and Pastiche)

Module IV Practical Criticism

1. Literary Forms and Devices
2. Criticism of an unseen passage (Prose OR Poetry) using any of the theories prescribed.

Recommended Reading

Barry, Peter. *Beginning Theory - An Introduction to Literary and Cultural Theory*. Fourth Ed. Manchester UP, 2017.

Cuddon, J A and M A R Habeeb. *The Penguin Dictionary of Literary Terms and Literary Theory*: Fifth Edition. Penguin: 2015.

Das, B and J M Mohanty. *Literary Criticism: A Reading*. Oxford UP, 1997.

Habeeb, M A R. *Literary Criticism from Plato to the Present: An Introduction*. Wiley-Blackwell, 2011

Lodge, David and Nigel Wood. *Modern Criticism and Theory: A Reader*. Routledge, 2014.

Nagarajan, M S. *English Literary Criticism and Theory*. Hyderabad: Orient Blackswan, 2011.

Pollock, Sheldon. *A Rasa Reader: Classical Indian Aesthetics*. Columbia UP, 2016.

Seturaman, V S. *Indian Aesthetics*. Laxmi Publications, 2017.

Upadhyay, Ami. *A Handbook of The Indian Poetics and Aesthetics*. Bareilly: Prakash Book Depot, 2017.

e-resources

Classical Criticism <http://www.egyankosh.ac.in/bitstream/123456789/22610/1/Unit-1.pdf>

Classical Criticism

https://www.academia.edu/35408906/CLASSICAL_CRITICISM_A_CRITICAL_ENQUIRY

From Plato to the Present

http://elibrary.bsu.az/books_400/N_33.pdf

Longinus –On the Sublime <https://sites.google.com/site/zhmlit/literary-criticism/longinus-s-ideas-on-the-sublime>

John Dryden <https://literariness.org/2017/11/17/literary-criticism-of-john-dryden/>

Criticism of Dryden <http://www.eajournals.org/wp-content/uploads/Dryden-as-the-Father-of-English-Criticism.pdf>

Classical and Neo classical criticism https://ddceutkal.ac.in/Syllabus/MA_English/Paper_02.pdf

Dr Johnson as a Critic

<https://literariness.org/2017/12/05/literary-criticism-of-samuel-johnson/>

Romantic Criticism https://ddceutkal.ac.in/Syllabus/MA_English/Paper_07.pdf

Romantic Criticism

<http://studymaterial.unipune.ac.in:8080/jspui/bitstream/123456789/4853/1/Romantic%20Criticism.pdf>

Wordsworth's theory of poetry

[https://dducollegedu.ac.in/Datafiles/cms/ecourse%20content/B.A.%20\(Hons\)%20ENG%20PAPER%209%20WORDSWORTH_S_THEORY_OF_POETRY_IN_THE_LYR.pdf](https://dducollegedu.ac.in/Datafiles/cms/ecourse%20content/B.A.%20(Hons)%20ENG%20PAPER%209%20WORDSWORTH_S_THEORY_OF_POETRY_IN_THE_LYR.pdf)

Coleridge as critic

[https://dducollegedu.ac.in/Datafiles/cms/ecourse%20content/B.A.%20\(Hons\)%20ENG%20PAPER%209%20Coleridge_Biographia_Literaria_1817.pdf](https://dducollegedu.ac.in/Datafiles/cms/ecourse%20content/B.A.%20(Hons)%20ENG%20PAPER%209%20Coleridge_Biographia_Literaria_1817.pdf)

Matthew Arnold as critic <https://www.lsj.org/literature/essays/arnold>

Arnold and High culture <https://sites.udel.edu/britlitwiki/matthew-arnold/>

T S Eliot as critic <https://sites.google.com/site/nmeictproject/presentations/4-1-introduction-t-s-eliot-as-a-critic>

Indian Aesthetics <https://www.openart.in/general-topics/indian-aesthetics/>

A Student's Handbook of Indian Aesthetics

<https://www.cambridgescholars.com/download/sample/63790>

Rasa Theory

https://www.lkouniv.ac.in/site/writereaddata/siteContent/202004120632194631nishi_Rasa_Theory.pdf

The Rasa Theory https://sg.inflibnet.ac.in/bitstream/10603/126482/9/09_chapter%203.pdf

Rasa- Indian Aesthetic Theory <https://globalphilosophyresources.com/2017/08/10/rasa-indian-aesthetic-theory/>

Literary Theory <https://courses.lumenlearning.com/introliterature/chapter/introduction-to-critical-theory/>

Held, D. (1980). Introduction to critical theory: Horkheimer to Habermas. Berkeley: University of California Press.

Literary Theory http://ekldata.com/Tn8NJwPeVe21wsE0MuX7LyFQ6Gg/Literary-Theory_an-overview.pdf

Literary Theory http://elibrary.bsu.az/books_400/N_92.pdf

Literary theory https://mthoyibi.files.wordpress.com/2011/05/literary-theory_an-introduction_terry-eagleton.pdf

Practical criticism

https://www.danielxerri.com/uploads/4/5/3/0/4530212/teaching_practical_criticism.pdf

Practical criticism <http://egyankosh.ac.in/bitstream/123456789/22635/1/Unit-1.pdf>

<https://iep.utm.edu/literary/> (What is Literary Theory)

<https://courses.lumenlearning.com/suny-britlit1/chapter/literary-criticism/> (Literary Criticism)

http://site.iugaza.edu.ps/ahabeeb/files/2012/02/An_Introduction_to_Literature_Criticism_and_Theory.pdf (Introduction to Literary Theory and Criticism)

<https://ayushnanda.com/history-indian-aesthetics-brief-notes> (History of Indian Aesthetics)

<https://www.cambridgescholars.com/download/sample/63790> (A Student's Handbook of Indian Aesthetics)

https://www.slideshare.net/m_b2011/comparative-aesthetics (Comparison between Indian and Western Aesthetics)

SEMESTER V
FIRST DEGREE PROGRAMME IN
B A ENGLISH LANGUAGE AND LITERATURE (CBCS System)
Open Course: 1 EN 1551.1 Communicative Applications in English

No: of Credits: 2

No. of Instructional Hours 3[Total 54]

Aim To excel in communicative capabilities

Objectives

1. Help the students overcome their inhibitions about speaking in English about their day-to-day life and learning experiences within and outside college
2. Develop them into clear, unpretentious and effective communicators, both in speech and in writing
3. Give them the rudiments of grammar, with an emphasis on the correct usage of the language in various contexts

Course Outcome

CO 1: Learners majoring in some subject other than English will have a working knowledge of the type of English that is required in real life situations, especially the globalized workplace.

CO 2: Well trained to write clear, well-framed, polite but concise formal letters and e-mails for a variety of purposes

CO 3: Acquire some of the soft-skills that go hand in hand with English –namely, the ability to prepare for an interview and face it confidently, the ability to participate boldly a group discussion and contribute meaningfully to it, the ability to make a simple and interesting presentation of 5-10 minutes before a mixed audience on anything that they have learnt in the previous semesters of the UG programme

NOTE TO COURSE INSTRUCTORS AND QUESTION PAPER SETTERS

This course does not have any “Core” reading material. A list of useful reference books and other resources has been provided, but it must be emphasized that none of them should be used exclusively, in the manner of core books. Instead the teacher and students must exercise their discretion and take whatever is useful from them.

Module I Talking about Oneself

- One’s basic details –academic career from Plus 2 onwards
- One’s home village or locality

- Family members and what they do
- Interests/hobbies
- Abilities and strengths (with illustrative examples/anecdotes)
- Weaknesses (with illustrative examples/anecdotes)
- Brief narrative with a few “highlights” of things learnt during the first 2 years of the degree programme (this could include curricular and co-curricular things such as participation in NCC or NSS or some club)
- Aims and ambitions in life (both career and social aims)
- Any one person who inspires or (in the past) inspired/used to inspire the student and proved to be a role-model for her/him
- A memorable experience in the life of the student and why it is so memorable

BALL GAME FOR BREAKING DOWN INHIBITIONS

- This may be played as often as possible with a small basketball or volleyball.
- The teacher and all the students in class stand in a circle around a cleared space either indoors or outdoors.
- The teacher throws the ball to a student randomly loudly saying, “My name is (her name) I come from (her home village/locality).
- The student has to repeat those sentences substituting the teacher’s name and place with her own and throw the ball back at the teacher. If she gets it correctly, the teacher throws the ball to the next student. If not the teacher repeats the utterance with a stress on the word/part to be corrected and throws the ball back to the same person.
- This is to be repeated till the student gets it right and also speaks in a voice loud enough to be heard by everybody.

Writing about Oneself

1. Basic Grammar: Gender Agreement, Number Agreement, Subject-Verb Agreement, Use of Articles and Tenses
2. Exercises –Note: Students need not remember the names of the tense forms but they must know develop the ability to use them correctly. Teachers handling this course can take 3 or more items from Module I and make the students write about them in a simple, conversational style. This writing can then be checked for gender and number agreement as well as the proper use of articles and tense forms and feedback can be given with a view to reinforcing their ability to write grammatically.

Module II Communicating with Others

1. INTRODUCING OTHERS

- Introducing a classmate to an audience mentioning their basic details, good qualities, interests and achievements and also narrating some shared experience or something that one has found striking about them
- Researching a celebrity and introducing a classmate as if he/she were that person

NOTE: The number of classmates and “celebrities” introduced like this by each student can be fixed depending on the number of students in the class and the time available.

- Compeering a programme

2. ROLE PLAY

- Opening and concluding conversations with familiars and strangers
- A student talking to a bank manager enquiring about study loans
- A traveler asking for help at a railway enquiry counter
- A tourist asking for information at an enquiry counter about places to visit in a new state, hotel rates, how to get to those places, etc.
- A citizen journalist reports on some special event or untoward situation happening near him/ her in the background

3. GROUP DISCUSSION on one or more of the following:

- Some issue of common concern from the students’ lives
- A recent news item
- A recent film

Guidelines

The first 2 rounds of discussion may be on non-controversial topics and the discussion group may be given some preparation time; the next 2 should be spontaneous and on slightly more controversial topics. The class may be split into 2 (or 4) groups. While one group is carrying on the discussion, another group of people may be posted to observe them. Each participant should have a watcher unknown to him/her, who will make notes on that person and give them to the teacher for a feedback. Points to be watched shall be –the student’s level of participation, body language, voice, manner, confidence level and overall contribution to the discussion. Through this method the principles of healthy group discussion can be “derived” and taught. Observer students should be required to take notes during discussion and the teacher should guide them in refining their notes.

4. INTERVIEW

- A brief recapitulation of how to prepare a CV or resume (since the students would have done this in their 1st semester)
- How to write an application letter to go with it
- Preparation for an interview: researching the subject/organization, the responsibilities on the job one is seeking –things to do on the previous day
- Non-Verbal factors: Dress, punctuality, body language, eye contact, sitting posture
- Types of interview questions: fact seeking, searching or opinion seeking, confirmatory, open and closed questions
- Ways of disagreeing politely with the panelists, refusing to take provocations, asking for clarifications
- What to do before and during a telephonic interview

Module III Letters, Mails and Notices

1. Drawing up brief notices for various events
2. Basic elements of an email and some points of netiquette
3. Formal letters and emails for the following purposes:
 - Applying for a job
 - Seeking information
 - Ordering a product
 - Making enquiries and bookings
 - Making a complaint
 - Giving negative feedback tactfully
 - Asking for help
 - Apologizing for mistakes made
 - Thanking people for services/help received
 - Writing a proposal for a grant/ project/ scholarship (basic structure)

Fine Tuning One's English

1. What is Mother-tongue Interference and why does it happen? –Speech sounds in English that are NOT found in Malayalam –some English sounds/words commonly mispronounced by Malayalis
2. 2-3 sessions of listening to British speech –2 -3 sessions of listening to American speech
3. Getting the most out of a dictionary –how to look for a word –some common words with multiple meanings (all widely used) –meaning of ‘connotation’, ‘pejorative’, ‘dialect’, ‘slang’, ‘expletive’ and ‘profanity’ with an example each
4. Making a 5-10 minute presentation on any topic chosen by the student and approved by the teacher
5. Writing for Social Media platforms and creating content for various purposes targeted at Social Media readers/ viewers
6. Personal blog writing

Recommended Reading

Basic Communication Skills (book with CD). P. Kiranmai Dutt and Geetha Rajeevan. Foundation Books, CUP, 2011: Part I and III. Price: 150/

Essential English Grammar: A self-study reference and practice book for elementary students of English (with answers) 2nd Edition. Raymond Murphy. CUP, 2010.

The Craft of Business Letter Writing. Matthew M. Monippally. Tata McGraw Hill, 2006: Especially Part I and II (Chapters 1-6), Chapter 9 and 10 in Part III and the Appendix, “Rogues’ Gallery”.

E-Mailing (book with CD). Louise Pile. Viva Books, 2009.

Communication for Business: A Practical Approach (4th Edition). Shirley Taylor. Pearson Education, 2006: Relevant Chapters in Units 3, 4, 5, 6, 8 and 18.

A Dictionary of Contemporary English (New Edition with DVD ROM). Pearson Longman, 2009.

e-resources:

1. www.grammar-monster.com
2. Powerpoint Presentation in www.wikipedia.org on English spelling
3. BBC World resources on learning English

SEMESTER V
FIRST DEGREE PROGRAMME IN
BA ENGLISH LANGUAGE AND LITERATURE (CBCS System)

Open Course1: EN 1551.2 Theatre Studies

No. of credits: 2 No. of instructional hours: 3 per week (Total: 54 hours)

Aim: Introduce and Equip dramatic methods and production

Objectives

1. Give an introduction to the world of drama and its techniques
2. Provide exposure to different experimental theatres
3. Develop the skills among students to create and perform drama

Course Outcome

CO 1: Understand the various theatres, techniques and practices

CO 2: Appreciate the medium of drama

CO 3: Initiate collaborative performances.

CO 4: Attempt production of plays

CO 5: Equip learners to choose a career in theatre.

COURSE OUTLINE

Module I Origin and Growth of Theatre

Greek Stage – Sophocles, Aeschylus, Euripides, Aristophanes – The Chorus

Tragedy, Comedy – Comedy of Humours – Comedy of Manners – Problem Play – One-Act Plays – Flash drama.

Aristotle’s definition of Tragedy – Six components of Tragedy – The Roman Stage – The Medieval Stage – Elizabethan Stage – Marlowe, Shakespeare – Jacobean Theatre – Restoration Theatre – 19th Century Theatre – Modern Theatre – Epic Theatre, Theatre of the Absurd.

Module II Indian Theatre

Indian classical drama – Kalidasa – Major contributors of Indian English drama – Girish Karnad – Mahasweta Devi.

Origin of Theatre in Kerala – Theatre movements in Kerala –KPAC - Discuss the major plays including Edasseri Govindan Nair’s Koottukrishi and Thoppil Bhasi’s plays – An overview of Thanathu Nataka Vedi and Radio plays – Contemporary stage.

Module III Praxis

Preparation of a script – writing a one-act play – various techniques – plot, characterisation, etc. – activities to be organised by dividing the students into groups.

Assignment (5 marks): To write the script from a novel or short story.

Recommended Reading:

Banks, R.A. *Drama and Theatre Arts*. Hodder Arnold H&S, 1985.

Bhatia, Nandi (ed.). *Modern Indian Theatre: A Reader*. Oxford University Press, 2009.

Butcher, Samuel Henry. *The Poetics of Aristotle*. Create Space Independent Publishing Platform, 2017.

Esslin, Martin. “Introduction”. *Theatre of the Absurd*. Bloomsbury Academic, 2015.

Keith, Berriedale. *The Sanskrit Drama in its Origin, Development Theory and Practice*. Motilal, 1992.

Menon, A. Sreedhara. *Social and Cultural History of Kerala*. Sterling Publishers, 1979.

Storey, Ian C. and Arlene Allan. *A Guide to Ancient Greek Drama*. Wiley Publishers, 2014.

SEMESTER V
FIRST DEGREE PROGRAMME IN
B A ENGLISH LANGUAGE AND LITERATURE (CBCS System)

Open Course1: EN 1551.3 Film Appreciation

No. of credits: 2 No. of instructional hours: 3 per week [Total 54 hours]

Aim Introduce the world of movies and sensitize its representative politics

Objectives

1. Enable the students from various disciplines to decipher the meaning of a movie
2. Familiarize students with the emerging area of film studies
3. Make them aware of the evolution of the filmic medium.

Course Outcome

CO 1: Decipher the meaning of a movie

CO 2: Watch, understand and analyze films from a critical perspective

CO 3: Connect movies to its multidisciplinary scope of appreciation and learning.

CO 4: Equip them to write critically about film.

CO 5: Equip them to be resourceful to find a career in areas related to film

COURSE OUTLINE

Module I Evolution and Key concepts

Defining film – A brief history(Lumiere brothers and the beginning) - Language of Cinema – Types of Shots, Angles – Camera Movements –180 degree Rule – 30 degree rule- Focus – Use of colour and lighting, sound- music- Editing – Different styles of Editing - Mise-en-Scene, Auteur theory- Major film genres–Famous Adaptations - Different stages of Production – Censorship.

Module II Major Movements and the Masters (Discuss only the basics and the major film makers)

- Soviet Cinema and Montage
- German Expressionism
- Italian Neo Realism

- French Poetic Realism and French New Wave
- Third World cinema
- Documentary films
- Short films
- The Digital world
- OTT platforms

Famous Directors: Alfred Hitchcock, Charlie Chaplin, Ingmar Bergman, Andrei Tarkovsky, Luis Buñuel, Akira Kurosawa, Satyajit Ray.

Module III Indian and Malayalam Cinema

Beginning of Indian cinema – Dada SahebPhalke – Golden age of Indian cinema – Satyajit Ray – popular Bollywood cinema – beginning and growth of Malayalam cinema – parallel cinema in Malayalam – AdoorGopalakrishnan – contemporary Malayalam cinema.

Practical Sessions: Script Analysis and Writing Reviews

Writing about film – the basics of film review – analyse the films based on the theoretical approaches in the above modules.

Case studies – Script Analysis and Review

The Titanic

Mother India

Manichithrathazhu

Recommended Reading:

Alex Clayton and Andrew Klevan – *The Language and Style of Film Criticism* 2011.

Amy Villarejo. *Film Studies: The Basics*. Routledge, 2013.

Andrew Dix. *Beginning Film Studies*. Manchester University Press, 2013.

Geoffrey Nowell-Smith: *The Oxford History of World Cinema*. OUP, 1997.

James Monaco – *How to Read a Film*. Harbor Electronic Publishing, 2013.

Jill Nelmes: *Introduction to Film Studies*. Routledge, 2011.

Madhu Muttam: *Manichithrathazhu Screenplay*. DC Books, 2010.

Renu Saran. *History of Indian Cinema*. Diamond Books, 2012

Robert Stam. *Literature through Film*. Taylor & Francis, 2011.

Robert Stam and Alessandra Raengo (ed.). *Literature and Film*. Wiley-Blackwell, 2004.

Steve Katz. *Film Directing Shot by Shot: Visualizing from Concept to Screen*. Focal Press, 1991.

Steven Ascher. *The Filmmaker's Handbook*. Penguin, 2012.

Susan Hayward. *Cinema Studies: The Key Concepts*. Taylor & Francis Ltd/Routledge, 2000.

e-resources:

<https://www.cs.ubc.ca/~udls/slides/udls-sampoorna-biswas-film-appreciation-1.pdf>

<https://nofilmschool.com/Film-theory-basic-terms>

<http://www.jccsskc.edu.hk/newweb/modules/cjaycontent/content/1112prefectPhoto/Act06/FilmAppreciation.pdf>

<https://plato.stanford.edu/entries/film/>

SEMESTER VI
FIRST DEGREE PROGRAMME IN
BA ENGLISH LANGUAGE AND LITERATURE (CBCS System)

Core Course 11: EN 1641 Gender Studies

No: of Credits: 4

No of Instructional Hours: 5 [Total: 90hours]

Aim: Introduce and problematize gender constructs.

Objectives

1. Explore the historical variables that have contributed towards the social norms of gender and sexuality
2. Understand the significance of making gender an integral concept of social analysis
3. Develop a conceptual understanding of the field of gender studies

Course Outcome

CO 1: Recognize the patriarchal bias in the formation of history and knowledge.

CO 2: Analyse the ways in which gender, race, ethnicity class, caste and sexuality construct the social, cultural and biological experience of both men and women in all societies.

CO 3: Recognize and use the major theoretical frames of analysis in gender studies

CO 4: CO 5: Interrogate the social constructions of gender and the limiting of the same in to the male-female binary in its intersections with culture, power, sexualities and nationalities

CO 5: Examine gender issues in relation to the sustainable goals of development

COURSE OUTLINE

Module I Introduction to Gender Studies

Gender, Patriarchy- Family- Identities- Essentialism- Difference- Ideology- Intersectionality- Feminisms-Womanism-Dalit Feminism-Islamic Feminism

1. bell hooks. "Feminist Politics:Where we Stand" *Feminism is for Everybody: Passionate Politics*. London: Pluto, 2000: pp.1-6.
https://excoradfeminisms.files.wordpress.com/2010/03/bell_hooks-feminism_is_for_everybody.pdf
2. Judith Lorber. "The Social Construction of Gender."
https://ieas.unideb.hu/admin/file_9695.pdf
3. Vijila Chirappad: "Wasteland" (poem)
<https://feminisminindia.com/2018/01/11/5-dalit-women-poets/>

Module II Gender and Sexuality

Body-Sexualities-Performativity-Heterosexuality-Sexual Orientation-Non-normative Sexualities-Desire-Heteronormativity-Homosexuality-LGBTQI-Queer-Transgender-Pride Parade-Posthuman Orientation.

1. A. Revathi. *The Truth about Me: A Hijra Life Story* (Life Narrative)
2. Margaret Atwood: “Helen of Troy Does Countertaps” Dancing (poem)
<https://apoemaday.tumblr.com/post/181494581744/helen-of-troy-does-countertop-dancing>
3. Kalki Subramaniam: “Breaking Binaries, Establishing Identity” TEDxDumas
<https://www.youtube.com/watch?v=j1NzEGMNdo>

Module III Gender and Culture

Culture, Modernity, Consumption, Sexual Economies, Commodity Culture

1. Nivedita Menon: “India: Section 377: How Natural is Normal?”
<http://www.sacw.net/SexualityMinorities/nivedita01Jan2004.html>
2. Maya Angelou: “Phenomenal Woman” (poem)
<https://www.poetryfoundation.org/poems/48985/phenomenal-woman>
3. Meena Kandasamy: “Mascara” (poem)
<https://www.poemhunter.com/poem/mascara-4/>

Module IV: Gender, Power and Human Rights

Power, Sexual Politics, Discourse, Sexual Citizenship, Discrimination, Human Rights, Gender Justice

1. Alice Walker: *Meridian* (Novel)
2. Mahaswetha Devi: *Draupadi* (Short Fiction)
3. Mayilamma: Chapter 13. “Protest: The First Year” (Pages 55 – 59) Jyothibai Pariyadathu *Mayilamma: The Life of a Tribal Eco-warrior*. Orient Blackswan, 2018.

Recommended Reading

Butler, Judith. *Gender Trouble: Feminism and the Subversion of Identity*. New York: Routledge, 1990.

Cranny-Francis, Anne. Wendy Waring, Pam Stavropoulos, Joan Kirkby. *Gender Studies Terms and Debates*. Macmillan, 2017.

Delap, Lucy. *Feminisms: A Global History*. Penguin, 2020.

Foucault, Michel. *History of Sexuality*. Penguin Books: 1977

Kate, Millet. *Sexual Politics*. New York: Doubleday. 1969.

Kumar, A. *The History of Doing*, New Delhi: Kali for Women, 1998.

Marao, Lori, J. *Fifty-One Key Feminist Thinkers*. Taylor and Francis, 2016.

Naples, Nancy A. *Companion to Women's and Gender Studies*. Wiley, 2020.

Roth, Benita. *Separate Roads to Feminism*. CUP, 2004.

Sullivan, Nikki. *A Critical Introduction to Queer Theory*. NYU, 2003.

e- resources

<https://kalkisubramaniam.com/>

<https://www.e-ir.info/2017/02/06/online-resources-feminism/>

[https://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(19\)30239-9/fulltext](https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(19)30239-9/fulltext)

<https://plato.stanford.edu/entries/feminist-philosophy/>

http://www.gender.cawater-info.net/knowledge_base/rubricator/feminism_e.htm

<https://guides.lib.purdue.edu/c.php?g=352219&p=2375079>

SEMESTER VI
FIRST DEGREE PROGRAMME IN
B A ENGLISH LANGUAGE AND LITERATURE (CBCS System)

Core Course 12: EN 1642 Indian Writing in English

No. of Credits: 4

No. of Instructional Hours: 5 per week [Total 90 hours]

Aim: Trace the growth and development of Indian English Writing

Objectives

1. Familiarize the students with the genesis of Indian Writing in English.
2. Acquaint them with the major movements in Indian Writing in English and their historical connections.
3. Introduce them to the stalwarts of Indian Literature in English through the study of selected literary texts

Course Outcome

CO 1: Make students aware of different aspects of colonization like cultural colonization.

CO 2: Trace the historical and literary genesis and development of Indian Writing in English

CO 3: Acquaint them with the major movements in Indian Writing in English across varied period and genres

CO 4: Address the plurality of literary and socio-cultural representations within Indian life as well as letters.

CO 5: Enhance the literary and linguistic competence of students by making them aware of how language works through literature written in the subcontinent.

COURSE OUTLINE

Module I Introduction

Colonialism- Macaulay's Minutes- historical context for the rise of Indian writing in English

1. K. Satchidanandan: "The Plural and the Singular The Making of Indian Literature"
Positions: Essays on Indian Literature. New Delhi: Niyogi Books, 2019.

Module II Poetry

Impact of Romanticism- Impact of Nationalism on Indian English Poetry- Aurobindo Ghose- Rabindranath Tagore- Sarojini Naidu- Nissim Ezekiel- A. K. Ramanujan- Jayantha Mahapatra-

R. Parthasarathy- GIVE Patel- Vikram Seth- Meena Alexander- Mamang Dai- Mamata Kaliya- Eunice De Souza- Karthika Nair- Vivek Narayan- Jeet Thayil- Meena Kandasamy

1. Michael Madhusudan Dutt: "I Sigh for Albion's Distant Shore"<http://archive.thedailystar.net/2004/11/13/d41113210292.htm>
2. Toru Dutt: "A Tree of Life"
<https://www.poetrycat.com/toru-dutt/the-tree-of-life>
3. Rabindranath Tagore: "Where the Mind is Without Fear"
<https://allpoetry.com/where-the-mind-is-without-fear>
4. Arvind Krishna Mehrotra: "Aligarh"
<https://www.poetryfoundation.org/poetrymagazine/poems/150263/aligarh>
5. Kamala Das : "An Introduction"
<https://www.poemhunter.com/poem/an-introduction-2/>
6. Eunice de Souza: "Advice to Women"
<https://www.poemhunter.com/poem/advice-to-women-2/>
7. Arundhati Subramaniam: "When Landscape Becomes Woman"
<https://www.usawa.in/poetry/three-poems-by-arundhati-subramaniam.html>
8. Shalim M. Hussain :
"Golluckgonj"
<https://www.nezine.com/info/ZWFybmZL0htZk95SVRQeWNtcHEXZz09/a-few-poems-by-shalim-m-hussain.html>

Module III Fiction and Non Fiction

Pre independence fiction-partition fiction- Raja Rao- Mulk Raj Anand- Fiction of the Diaspora- V.S. Naipaul- Salman Rushdie- Chitra Divakaruni- Kiran Desai- Shashi Deshpande- Gita Hariharan- Arundhati Roy- Shashi Tharoor- Mukul Kesavan-Manu Joseph- Anees Salim

Short stories

1. R.K. Narayan: "Father's Help"
2. Anita Desai: "Games at Twilight"
3. Jhumpa Lahiri : "A Temporary Matter"

Novel

1. Amitav Ghosh: *The Glass Palace*
2. Easterine Kire: *A Terrible Matriarchy: A Novel*

Essays

1. Salman Rushdie: "Imaginary Homelands"
<https://www.terrain.org/wp-content/uploads/2015/11/Rushdie1992ImaginaryHomelands.pdf>

Module IV Drama

Indian Classical Drama- Modern Drama- Social Drama- Amateur Theatre- Street Theatre- Indigenous Theatre- Vijay Tendulkar- Badal Sircar- Safdar Hashmi-Mahasweta Devi- Mahesh Dattani- Manjula Padmanabhan

1. Girish Karnad: *Nagamandala*

Recommended Reading

Chaudhuri, Rosinka. A History of Indian Poetry in English. Cambridge, Cambridge University Press, 2016

Desai, Anita. Games at Twilight. Random House, 2011.

De, Souza, Eunice. Ed. These my Words The Penguin Book of Indian Poetry. Penguin Books, 2012.

Dodiya, Jaydising. Indian English Poetry Critical Perspective.

Iyengar .R.Srinivasa. Indian Writing in English. Sterling Publishers Private Limited. 1983.

Lahiri, Jumpa. Interpreter of Maladies. Houghton Mifflin Harcourt, 2000

Mehrotra, Arvind Krishna (ed). A History of Indian Literature in English. New York: Columbia University Press, 2003

Mukherjee, Meenakshi. The Perishable Empire. OUP. 2000.

Naik, M.K, ed. Aspects of Indian Writing in English. Macmillan India Limited. 1982.

---. A History of Indian English Literature. Sahitya Akademi. 2009.

Narayan, R.K Malgudi Days. Penguin Publishing Group. 2006

Roy, Arundhati. The God of Small Things. Penguin Random House Private Limited, 2017

Singh, Kushwanth. Train to Pakistan. Ravi Dayal Publisher, 2013

Rushdie, Salman. Imaginary Homelands. Random House, 2012

Tayil, Jeet. 60 Indian Poets. Penguin Books Limited, 2008.

e- resources

<https://www.tagoreweb.in/>

<https://www.bookgeeks.in/best-indian-authors-and-their-novels-in-english/>

<https://poetsindia.com/>

SEMESTER VI
FIRST DEGREE PROGRAMME IN
B A ENGLISH LANGUAGE AND LITERATURE (CBCS System)

Core Course 13: EN 1643

Film Studies

No. of credits: 4

No. of instructional hours: 5 per week (Total: 90 hours)

Aim: Introduce the theoretical study of films

Objectives

1. Familiarize students with the emerging area of film studies and make them equipped to decipher the meaning of a movie.
2. Enable the students to understand the medium of cinema with an ample knowledge of the basic terminologies
3. Help them trace the evolution of the different movements in the film history

Course Outcome

CO 1: Recognize the language of films and use it creatively.

CO 2: Analyze films from both technical and non-technical perspectives

CO 3: Engage questions of social justice and gender justice by critiquing representations of culture.

CO 4: Use film as a medium of communication

CO 5: Derive an interest in various careers related to film

Module I The Basics

The basic understanding of the word 'film'- film as art, business and technology – three aspects of a movie: literary, dramatic, cinematic— a brief history – optical illusion – series photography – motion picture – projection – the evolution of narratives- studios.

Language of Cinema- Types of Shots, Angles –Camera Movements –Focus – Use of colour and lighting, Sound- Editing – Different styles of Editing -30 degree rule and 180 degree rule- Mise-en-Scene, Auteur theory- Major film genres: Western, Romance, Musical, Horror, Buddy etc.

Different stages of Production: Preproduction, Production, Postproduction – Censorship – Remakes - films in the new era - - the Digital Era – OTT platforms.

Suggested Viewing: *Arrival of a Train at a Station* (Lumiere), *A Trip to Moon* (Méliès), *The Great Train Robbery* (Edwin S Porter), *The Birth of a Nation* (D W Griffith).

Module II Major Movements in Film history

The Silent Era – Soviet Cinema – Eisenstein and Montage– German Expressionism – The New German Cinema (Fassbinder, Herzog, Wenders)- Italian Neo Realism -Beyond Neo Realism (Fellini)- French poetic realism and French New Wave – Scandinavian Cinema(Ingmar Bergman)- Spanish cinema (Luis Buñuel)- The Polish School – Japanese cinema-Third World Cinema- Classical Hollywood Cinema and after- Documentary films- Nanook of the North- Dogme 95

Suggested Viewing: *Battleship Potemkin* (Eisenstein), *Cabinet of Dr. Caligari* (Robert Wiene), *Bicycle Thieves* (De Sica), *The Jazz Singer*, *Man with a Movie Camera*, *Citizen Kane*, *The Seventh Seal*.

Module III Film Studies in Context: Indian cinema

A brief history – Phalke- Indian Cinema from 30s to 60s – The golden 50s – Indian parallel cinema – the Indian masters– contemporary Indian Cinema.

History of Malayalam cinema –the beginning - New wave – Contemporary trends- Film Society movements- Remakes in Malayalam Cinema.

Suggested Viewing: *Raja Harishchandra* (Phalke), *Pather Panchali* (Satyajit Ray), *Mother India*, *Elipathayam*, *Chemmeen*.

Module IV Adaptation

Adaptation- Intersemiotic Transposition – literature and film – three types of adaptation – narration and point of view in film and novel - Fidelity criticism-Intertextuality- Famous adaptations.

Writing about film – A few case studies.

Films for close viewing:

1. *Rashomon*
2. *Psycho*
3. *Chidambaram*

Recommended Reading:

Andreu Dix.*Beginning Film Studies*.Manchester UP. 2008.

Ascher, Steven. *The Filmmaker's Handbook*.Penguin, 2012.

Birdwell, David and Kristin Thomson.*Film Art: An Introduction*. MacGraw Hill, 2012.

Clayton, Alex and Andrew Klevan.*The Language and Style of Film Criticism*

Cook, David A. *A History of Narrative Film*. W W Norton, 1996.

Dix, Andrew. *Beginning Film Studies*. Manchester University Press, 2013.

Gokulsing, K. Moti and Wimal Dissanayake. *Routledge Handbook of Indian Cinema*. Routledge, 2018.

HaHayes, Susan. *Cinema Studies: The Key Concepts*. Taylor & Francis Ltd/Routledge, 2000.

Katz, Steve. *Film Directing Shot by Shot: Visualizing from Concept to Screen*. Focal Press, 1991.

Kristeva, Julia. *Intertextuality: Theories and Practices*

Monaco, James. *How to Read a Film*. Harbor Electronic Publishing, 2013.

Muttam, Madhu. *Manichithrathazhu Screenplay*. DC Books, 2010.

Nelmes, Jill. *Introduction to Film Studies*. Routledge, 2011.

Nowell-Smith, Geoffrey. *The Oxford History of World Cinema*. OUP, 1997.

Ray, Satyajit. *Our Films, Their Films*. Orient Blackswan, 2001.

Stam, Robert and Alessandra Raengo (ed.). *Literature and Film*. Wiley-Blackwell, 2004.

Stam, Robert. *Literature through Film*. Taylor & Francis, 2011.

Saran, Renu. *History of Indian Cinema*. Diamond Books, 2012.

Villarejo, Amy. *Film Studies: The Basics*. Routledge, 2013.

e-resources:

<https://www.cs.ubc.ca/~udls/slides/udls-sampoorna-biswas-film-appreciation-1.pdf>

<https://nofilmschool.com/Film-theory-basic-terms>

<http://www.jccsskc.edu.hk/newweb/modules/cjaycontent/content/1112prefectPhoto/Act06/FilmAppreciation.pdf>

<https://plato.stanford.edu/entries/film/>

<https://youtu.be/gNoKDkGlgjw>

<https://cpb-ap-se2.wpmucdn.com/thinkspace.csu.edu.au/dist/5/1410/files/2015/10/Cinema-Studies-Key-Concepts-1-289afca.pdf>

SEMESTER VI
FIRST DEGREE PROGRAMME IN
ENGLISH LANGUAGE AND LITERATURE (CBCS System)

Core Course 14: EN 1644 World Classics

No: of Credits: 3

No: of Instructional Hours: 4 [Total: 72 hours]

Aim: Introduce the timeless classics of world literature

Objectives:

1. The course will aid the learner to have a comprehensive study of the historical evolution of classical works from the classical age to the present postmodern age.
2. Enable the learner to imbibe the significance of Classics as a major cultural influence in literatures around the world
3. Understand major Western and non-western literary forms of written and oral traditions.

Course Outcome

CO 1: Understand the study of Classics as a means of discovery and enquiry into the formations of great literary works and how the rich imagery of these classical works continues beyond the twentieth century.

CO 2: Recognize the diversity of cultures and the commonalities of human experience reflected in the literature of the world.

CO 3: Imbibe a fair knowledge in the various Classical works from different parts of the world, at different time periods, across cultures.

CO 4: Examine oneself and one's culture through multiple frames of reference, including the perception of others from around the world.

CO 5: Develop and aesthetic sense to appreciate and understand the various literary works with a strong foundation in the World Classics.

COURSE OUTLINE

Module I Prose

Course Description:

Literary classics: definitions – critical concepts – the emergence of classics – a brief survey –

Greek and Roman: Homer, Virgil, Aeschylus, Sophocles – Euripides – Aristophanes – Nikos Kazantzakis

Italian: Dante, Boccaccio – Tasso- Ariosto – Machiavelli

Sanskrit: Vyasa- Valmiki – Kalidasa – Sudraka – Bhasa – Shriharsha – Jayadeva

German: Goethe – Hermann Hesse

Russian: Dostoevsky – Tolstoy – Gorky – Solzhenitsyn

British: Aphra Behn – Mary Shelley – James Joyce

Core Reading:

1. T S Eliot's "What is a Classic?" Online Source:
<http://bracchiumforte.com/PDFs/tseliot.pdf>

Module II: Poetry

1. Ovid's *Metamorphoses, Selections* - 'Bacchus' (Book III), lines from 512-733, (Plautus. The Pot of Gold, Tr. E F Watling. Harmondsworth: Penguin, 1965.
<https://johnstoniatexts.x10host.com//ovid3html.html>

Module III: Drama

1. Kalidasa's *Abhijñāna Śākuntalam*. (Ed. Ramesh Chandra. Tr. A H Edgren. New Delhi: Global Vision, 2004).
<http://www.gutenberg.org/files/16659/16659-h/16659-h.htm>

Module IV: Fiction

1. Dostoevsky's *Notes from the Underground*. (Penguin Classics)
<https://www.planetebook.com/free-ebooks/notes-from-the-underground.pdf>
2. Gabriel Garcia Marquez: *One Hundred Years of Solitude*. Harper Collins. 2004

Recommended Reading

Abrams. M H, Geoffrey Harpham. *A Glossary of Literary Terms*. Cengage Learning, 2012

Beard Mary, and John Henderson. *Classics: A Very Short Introduction*. Indian Edition, OUP, 2006.

Nicoll, Allardyce. *World Drama from Aeschylus to Anouilh*. New York: Harcourt Brace, 1950.

e-resources

Homer's Odyssey. <http://www.gutenberg.org/files/1727/1727-h/1727-h.htm>

Virgil's Aeneid. <http://www.gutenberg.org/files/228/228-h/228-h.htm>

Du Fu' Poems. <http://www.chinese-poems.com/du.html>

Jayadeva. Gita Govinda. http://www.ocasopress.com/pdf/jayadeva_gita_govinda_translation.pdf

Sophocles. Oedipus Rex.

<https://www.slps.org/site/handlers/filedownload.ashx?moduleinstanceid=22453&dataid=25126&FileName=Sophocles-Oedipus.pdf>

Shri Harsha .Nagananda . http://www.yorku.ca/inpar/nagananda_boyd.pdf

Johann Wolfgang von Goethe. Faust. <http://www.gutenberg.org/files/14591/14591-h/14591-h.htm>

Samuel Butler. Waiting for

Godot. <http://srgm.org.in/English%20121%20Samuel%20%20Beckett%20Waiting%20for%20Godot.pdf>

Nathaniel Hawthorn. Scarlet Letter. <https://www.gutenberg.org/files/25344/25344-h/25344-h.htm>

Mary Shelley. Frankenstein. <https://www.planetebook.com/free-ebooks/frankenstein.pdf>

Charlotte Bronte. Jane Eyre. <https://www.planetebook.com/free-ebooks/jane-eyre.pdf>

James Joyce's Ulysses. https://planetpdf.com/planetpdf/pdfs/free_ebooks/Ulysses_NT.pdf

SEMESTER VI
FIRST DEGREE PROGRAMME IN
B A ENGLISH LANGUAGE AND LITERATURE (CBCS System)

Elective Course1: EN 1661.1 Translation Studies

No. of credits 2

No. of instructional hours: 3 per week [Total: 54]

Aim Equip learners with a professional skill

Objectives

- 1 Familiarize the students with the basics and nuances of translation.
- 2 Understand the theory and practice of translation and get well versed in the uniqueness of language structures.
- 3 Prepare students to take up translation as a profession.

Course Outcome

CO 1: Comprehend and practise the skills required to become a professional translator

CO 2: Help learners recognize the art involved in translation and encourage translation as a profession

CO 3: Acquire clarity regarding problems of translation

CO 4: Procure and improve language and vocabulary skills

CO 5: undertake an independent translation project.

COURSE OUTLINE

Module I Fundamentals of translation

Definitions-a brief history of translation in Malayalam-Theories of translation-linguistic-literary-cultural-communicative-Types of translation-Literary-Non-Literary-Technology aided translation. Source language-Target language-Afterlife-Linguistic and cultural systems-fidelity-untranslatability- confusions-equivalence- Principles of Translation- Types of Translation

Module II Case Studies

1. Analysis of a translated Text:

a. From Malayalam to English

i. A story

- ii. A poem
- b. From English to Malayalam
 - 1. A story
 - 2. Problems of translations

Module III: Translation Practice

- a. Non-Literary(Equivalent technical terms-idioms, phrases, proverbs in English and Malayalam-Translation of sentences and passages from English to Malayalam and vice-versa)
- b. Literary(Translation of short literary prose pieces including fiction from English to Malayalam and vice-versa)

COURSE MATERIAL

Core reading

Harishankar, V. Bharathi, Mini Krishnan and G.S. Jayasree.*Word Worlds: Translation and Communication*. OUP, 2013.

Recommended Reading

Abdulla, V. and R.E.Asher,Ed.Wind Flowers, New Delhi: Penguin,2004.

Ashly, C,N O. Henryude Theranjedutha Kathakal Papion,Kozhikodu.

Basheer, Vaikom Muhammed. Poovan Banana and Other Stories. Abdulla,V.tr. Hyderabad: Orient Black Swan,2009.

Hatim, Basil and Jeremy Munday, *Translation: An Advanced ResourceBook*.London: Routledge,2004.

Palumbo, Giuseppe. *Key Terms in Translation Studies*. Continuum,2009.

Ramakrishnan, Malayattoor. Roots. Abdulla, V.tr.Hyderabad: Orient Black Swan,2009.

Vasudevan Nair, M.T. *Kuttiedathi and Other Stories*. Abdulla,V.tr. Hyderabad:Orient Black Swan,2009.

‘Vanampadiyodu’ by Vyloppilly Sreedhara Menon.(Translation of Keats’ Ode to a Nightingale)

SEMESTER VI
FIRST DEGREE PROGRAMME IN
B A ENGLISH LANGUAGE AND LITERATURE (CBCS System)

Elective Course 2: EN 1661.2 American Literature

No. of credits 2

No. of instructional hours: 3 per week [Total: 54 hours]

Aim: Introduce the uniqueness and diversity of American Literature

Objectives

1. Provide knowledge of the writers who have steered the course of American literature
2. Provide insight into the techniques and stylistic peculiarities of American literature
3. Equip students to identify ideas and themes typical of American literature

Course Outcome

1. Instill a sense of the “Americanness” that characterizes American literature
2. Enable the students to place American literature within the corpus of world literature even while identifying its uniqueness.
3. Identify the themes and narratives particular to American literary expressions
4. Generate interest in a field of specialization
5. Enquire about the recent and more popular forms of literature.

COURSE OUTLINE

Module I: Poetry

1. Walt Whitman – “O Captain! My Captain!”
2. Anne Sexton: “Her Kind”
3. Wallace Stevens – “The Snowman”
4. Charles Bukowski: “So You Want To Be A Writer”
5. Denise Levertov: “What Were They Like?”
6. Archibald MacLeish: “Ars Poetica”

Module II: Drama

1. Tennessee Williams – *Lord Byron’s Love Letter*
2. Saul Bellow – *The Wrecker*

Module III: Prose

1. Martin Luther king Jr. – “Letter from Birmingham Jail”
2. Alice Walker – “Saving the Life That Is Your Own: The Importance of Models in the Artist’s Life”

Module IV: Fiction

1. Mark Twain – “The Celebrated Jumping Frog of Calaveras Country”
<https://www.gutenberg.org/files/10947/10947-h/10947-h.htm>
2. Bret Harte “The Outcasts of Poker Flat”
<https://www.gutenberg.org/files/1312/1312-h/1312-h.htm>
3. Toni Morrison: *Beloved*

Recommended Reading

Burt, Daniel S. *The Chronology of American Literature*. Houghton Mifflin, 2004.

Harper, Michael, S, Antony Walton. *The Vintage book of African American Poetry*
New York, Knopf Doubleday Publishing Group, 2012.

Hart, Stephen, M. *The Cambridge Companion to Latin American Poetry*, Cambridge, Cmbridge University Press, 2008.

Tropes and Figures – Style and Register – Formal/Informal Usage – Varieties of English – Language and Gender – Word Power – Grammar and Word Order – Tense and Time

Module II: Creative Writing across Genres

- Poetry

Definition – Beginning to write poems – Shape, Form, Technique – Rhyme and Reason – Fixed forms and Free Verse – Modes of Poetry (Lyrical, Narrative, and Dramatic) – Voices – Indian English poets/works – Problems with writing poetry – Beginning to write

Individual Creative Activity

Poems

- Fiction

Fiction – Literary and Popular Fiction – Short Story – Analysis of a short story – A Conversation with a creative writer – Beginning to write

Individual Creative Activity

Short Stories

- Drama

Concepts and characterization of drama – Verbal/non-verbal elements – Different styles of contemporary theatre in Indian English – Developing a situation – Creating a sequence of events – Transforming it into a scene for a play

Individual Creative Activity

One Act Play

- Writing for Children

Children's literature – writing verse – fiction – scripting for children's theatre

Individual Creative Activity

Poems/Short Stories/Plays for children

Module III: Creative Writing in Other Forms

Reviews

Book reviews, Film reviews

Travel Writing

Travelogues

Life Writings

Memoirs, Diary Entry, Biography, Autobiography

Blogs

Personal/Social/Cultural/Instagram poem/blogs

Creative Writing in Commercial Sphere

Forms

Advertisements, Tourist brochure, Recipe Writing

Individual Creative Activity

Book/film reviews, Travelogues, Memoirs, Diary Entry, Biography (Max. 300 words), Autobiography (Max. 300 words), Personal/Social/Cultural/Instagram poems/blogs

Course Material

Modules I & II

Creative Writing: A Beginner's Manual by Dev, Anjana Neira et al. Pearson Longman, 2009.

Reference

Modules III

Book Review

www.writingcenter.unc.edu/tips-and-tools/book-reviews/

www.writingcenter.unc.edu/esl/resources/writing-critique/

Film Review

www.wikihow.com

“How to Write a Movie Review (With Sample Reviews)”

Travelogues

www.researchgate.net/publication/274640565_TRAVELOGUES_AN_INNOVATIVE_AND CREATIVE_GENRE_OF_LITERATURE

www.academichelp.net/create-writing/write-travelogue.html

Memoir

www.selfpublishingschool.com/how_to_write_a_memoir/

“How to Fast Draft Your Memoir with Rachael Herron”

www.youtube.com

Diary Entry

www.reliving.co.uk/write-a-diary-entry-expressing-your-feelings/

Biography

www.masterclass.com/articles/how-to-write-a-biography#6-tips-on-how-to-write-a-biography/

Autobiography

www.theclassroom.com/write-autobiography-university-4581.html/

“How to Write an Autobiography: The Ultimate Guide with Pro Tips”

www.essaypro.com/blog/autobiography

Blogs

“How to Write a Blog Post: A Step-by-Step Guide”

blog.hubspot.com

www.wordstream.com>blog>2015/02/09>how-to-write-a-blog-post

Instagram Poems/Blogs

www.writersxp.com>how-to-become-an-instagram-poet

www.business2community.com>instagram>14-blogging...>02308043

Advertisements

“Creativity in Advertising-Harvard Business Review by Werner Reinartz and Peter Saffert

www.hbr.org>2013/06>creativity-in-advertising-when-it-w.../

Tourist Brochure

www.library.uncg.edu>nclitmap>TravelBrochureInclusion

www.wikihow.com>...>ArtMedia>Brochures>

Recipe Writing

www.sharonpalmer.com>rules-for-good-recipe-writing

www.thekitchn.com>how-to-write-a-recipe-58522

“How to write a recipe” by Jessica Focht 1 Nov. 2019

www.grammarly.com/blog/how-to-recipe/

Reviews - Commercial

Product

www.impactbnd.com/blog/how-to-write-product-reviews/

General Reference

Abrams, M. H., Geoffrey Galt Harpham. A Glossary of Literary Terms Eleventh Edition. Cengage Learning

Cheney, Theodore A. Rees. Writing Creative Nonfiction: Fiction Techniques for Crafting Great Non-Fiction Writing and Journalism. Ten Speed Press

Cuddon, J. A., Dictionary of Literary Terms & Literary Theory. Penguin.

Earnshaw, Steven. Ed. The Handbook of Creative Writing. Edinburgh University Press.

Mills, Paul. The Routledge Creating Writing Coursebook. Routledge.

Morley, David. The Cambridge Introduction to Creative Writing. Cambridge University Press.

Prasad B. A Background to the Study of English Literature. Macmillan

Roney, Lisa. Serious Daring: Creative Writing in Four Genres. Oxford University Press.

Zinsser, William. On Writing Well: The Classic Guide to Writing Non-Fiction. HarperCollins.

https://www.scribendi.com/advice/best_book_blogs_2015.en.html

Note: How to implement this course

Students should be exposed to the above as far as possible in the classroom sessions. Since there are many forms listed, group work and division of work along with self-teaching activities may be resorted to. Keeping this in view, certain items in the syllabus have been listed for individual/team writing. Writing workshops should also be conducted.

SEMESTER VI
FIRST DEGREE PROGRAMME IN
B A ENGLISH LANGUAGE AND LITERATURE (CBCS System)

Elective Course 4: EN 1661.4 English for the Media

No. of credits: 2

No. of instructional hours: 3per week [Total: 54 hours]

Aim: To introduce the essential requirements of writing for the media.

Objectives

1. To familiarize students with the process of writing for the media
2. To make them familiar with the specific use of English in the field of media
3. To generate interest in various aspects of media and thereby to equip them with the basic writing skills required for the same.

Course Outcome

CO 1: Generate interest in various aspects of media and thereby to equip them with the basic writing skills required for the same.

CO 2: Enable the students to take up jobs in the media industry- both in the print, broadcast and the new media.

CO 3: Equip the students with the necessary writing procedures so that they can initiate themselves into the media industry even without doing a specialized programme on the topic.

CO 4: Promote their writings with the help of the new media

CO 5: Instill confidence in learners to choose a profession in media.

Module I Writing for the print media

Newspaper: Writing headlines – Analysing newspaper articles - Practising interview skills – Planning and writing a newspaper article

Magazine: Composing magazine covers – Planning the contents of a magazine – Giving instructions for a photo shoot – Planning and writing a true life story.

Module II Writing for Radio, Television and Film

Radio: Understanding the language of radio presenters – Understanding the production process – Planning a newlist – Giving post production feedback.

Television: Understanding the pre-production process – Organising a filming schedule – Filming on location – Editing a TV documentary

Film: Writing a screenplay – Pitching successfully – Organising a shoot – Writing a film review.

Module III Writing for advertisements and New media

Advertisement and Marketing: Selling your services to a potential client – Creating a print advert – Creating a screen advert – Presenting a finished advert – Analysing market trends and taking action – Setting up a marketing communication strategy – Organising the relaunch of a product – Evaluating the success of a relaunch.

New Media: Briefing a website designer – Analysing problems and providing solutions – Planning and writing a blog – Creating a podcast.

Core Reading:

Ceramella, Nick and Elizabeth Lee. Cambridge English for the Media. Cambridge UP, 2008.

Recommended Reading

Allen, Victoria, Karl Davis et al. Cambridge Technicals Level 3 Digital Media. Hodder, 2016.

Axford, Barrie and Richard Huggins. New Media and Politics. Sage, 2001.

Hayward, Susan. Cinema studies: The Key Concepts. Routledge, 1996.

Manovich, Lev. The Language of New Media. Cambridge: MIT P, 2002.

Ogilvy, David. Ogilvy on Advertising. Welbeck. 2007.

Ouellette, Laurie. The Media Studies Reader. Routledge, 2012.

Parthasarathy, Rangaswami. Here is the News! Reporting for the Media. Sterling Publications. 1998.

Raman, Usha. Writing for the Media. OUP, 2009.

Ryan, Michael and James W Tankard. Writing for Print and Digital Media. McGraw-Hill, 2005.

e-resources

https://www.google.co.in/books/edition/Designing_New_Media/

https://www.google.co.in/books/edition/AS_Media_Studies

https://www.google.co.in/books/edition/Social_Media_and_Democracy

https://www.google.co.in/books/edition/Writing_Feature_Articles

https://www.google.co.in/books/edition/Writing_Space

<http://downloads.bbc.co.uk/writersroom/scripts/bbcradioscene.pdf>

<https://indiegroundfilms.files.wordpress.com/2014/01/titanic-numbered.pdf>

<https://podcasts.google.com/>

SEMESTER VI
FIRST DEGREE PROGRAMME IN
B A ENGLISH LANGUAGE AND LITERATURE (CBCS System)

Elective Course 5: EN 1661.5 20th Century Regional Literatures in English Translation

No. of credits: 2

No. of instructional hours: 3per week [Total: 54 hours]

Aim : Introduce and broaden the knowledge about the richness of regional literatures.

Objectives

1. Introduce the diversity of the nature and features of literary productions within the country and to synthesis ideas that connect them
2. Equip to analyze and defend a plurality of paradigms that will enable a greater understanding of the complex and interdisciplinary nature of translation.
3. Enhance the competence and skill development in the area of translation studies.

Course Outcome

CO 1: Think creatively and critically within and beyond the singularity of regional literature

CO 2: Overcome language barrier in the appreciation of literature

CO 3: Equip to identify the uniqueness as well as the shared history of the regional literatures

CO 4: Engage in translating regional texts into English

CO 5: Be able to evaluate their own competences in translation and will be capable of selecting specialized translation courses for higher studies and also as profession.

COURSE OUTLINE

Module I: Poetry

1. Amrita Pritam (Punjabi) “ Oedipus”
<http://apnaorg.com/books/english/selected-poems-amrita-pritam/selected-poems-amrita-pritam.pdf>
2. Ka. Naa. Subramanyam (Tamil)”Experience” Sachidananda,K. ed. Signature: *One Hundred Indian Poets*. NBT 2006.
3. Navakanta Baruna (Asamiya) “Tete-a-tete”
<https://www.poemhunter.com/poem/tete-a-tete-4/>
4. Sitakant Mahapatra (Oriya) ‘Death of Krishna” (*Death Of Krishna And Other Poems* by Sitakant Mahapatra Calcutta : Rupa & Co., 1992.
5. K.Ayappa Paniker “Bhagavathykunjamma's Bharatanatyam”

<https://www.poemhunter.com/ayyappa-paniker/poems/>

Module II:

Fiction/ Non-Fiction

1. Perumal Murgan : *Poonachi: or the Story of a Black Goat* Pushkin Press, 2020.
2. U R Ananthamurthy : *Samskara: A Rite for A Dead Man* New Delhi Oxford University Press 2013

Short Story:

1. Ismat Chughtai ‘The Quilt’ https://archive.org/stream/LihaafTheQuiltIsmatChughtai/Lihaaf%20%5BThe%20Quilt%5D%20-%20Ismat%20Chughtai_djvu.txt.
2. Fakir Mohan Senapati “Rebati” <https://www.scoop.it/topic/tghpnpv/p/4099690484/2018/07/24/rebati-by-fakir-mohan-senapati-pdf995>
3. Amin Kamil: “Cock Fight” <http://kamil.neabinternational.org/cockfight.htm>

Module III: Drama

1. Vijay Tendulkar : *His Fifth Woman* (*THE CYCLIST and HIS FIFTH WOMAN*) Oxford University Press, 2006.
2. Salish Alekar: *The Dread Departure* (Collected Plays of Satish Alekar by Satish Alekar New Delhi ; Oxford : Oxford University Press, 2010)

Recommended Reading

Abdulla, V. and R.E. Asher, Ed. *Wind Flowers*. New Delhi: Penguin, 2004.

Adil Jussawalla (ed) *New Writing in India* Harmondsworth: Penguin. 1974.

Ashly C N .tr. *O Hendriyude Theranjedutha Kathakal* by. Papion, Kozhikodu.

Bhattacharya, Bhabani (ed.) *Contemporary Indian short stories Volume II* Sahitya Akademi, 2006

Catford, J. C. 1965. *A Linguistic Theory of Translation*. London: Oxford University Press.

Gokak V.K. (ed). *Literatures in Modern Delhi*: The Publication Indian Languages Division, 1957

Hatim, Basil and Jeremy Munday. *Translation: An Advanced Resource Book*. London: Routledge, 2004.

Mukherjee, Meenakshi and Nissim Ezekiel. (ed) *Another India*, New Delhi: Penguin, 1990.

Nandi, Pritish ed. *Selected Poems of Amrita Pritam Dialogue* Calcutta Publication, 2001.

Sachidananda, K. ed *Signature: One Hundred Indian Poets* . NET India New Delhi 2000

Palumbo, Giuseppe. *Key Terms in Translation Studies*. Continuum, 2009.

Vasudevan Nair, M.T. *Kuttiedathi and Other Stories*. Abdulla, V. tr. Hyderabad: Orient Black Swan, 2009.

Ramakrishnan, Malayattoor. *Roots*. Abdulla, V. tr. Hyderabad: Orient Black Swan, 2009.

.Basheer, Vaikom Muhammed. *Poovan Banana and Other Stories*. Abdulla, V. tr. Hyderabad: Orient Black Swan, 2009.

Sreedhara Menon ,Vyloppilly .Vanampadiyodu' (Translation of Keats' Ode to a Nightingale)

e-resources:

(<http://kamil.neabinternational.org/cockfight.htm>)

(<https://www.scoop.it/topic/tghpnpv/p/4099690484/2018/07/24/rebati-by-fakir-mohan-senapati-pdf995>)

https://archive.org/stream/LihaafTheQuiltIsmatChughtai/Lihaaf%20%5BThe%20Quilt%5D%20-%20Ismat%20Chughtai_djvu.txt

<https://www.poemhunter.com/ayyappa-paniker/poems/>

<https://www.epw.in/engage/article/case-collaborative-translation-literary-texts-south-asia>

<https://www.poetrytranslation.org/poems/from/india>

<https://kitaab.org/2018/01/19/100-great-indian-poems-editors-note-and-8-poems/>

<http://indianpoetrytranslations.blogspot.com>

<https://www.worldliteraturetoday.org/blog/poetry/three-poems-india-kedarnath-singh>

<https://zubaanbooks.com/found-in-translation-stories-from-india/>

<http://osou.ac.in/eresources/CIT-01-Unit-01-Meaning,%20Nature%20and%20Scope%20of%20Translation.pdf>

SEMESTER VI
FIRST DEGREE PROGRAMME IN
B A ENGLISH LANGUAGE AND LITERATURE (CBCS System)

Elective Course 6: EN 1661.6 Copy Editing

No. of credits: 2

No. of instructional hours: 3per week [Total: 54 hours]

Aim: Introduce a skill and career oriented course

Objectives

1. Familiarize students with the concepts of copy- editing and impart basic copy-editing skills.
2. Give exposure to the practice of copy editing
3. Open up areas of further possibilities regarding choice of career.

Course Outcome

CO 1: Gain Through knowledge og the theoretical and practical knowledge of copy editing

CO 2: Copy-edit non–technical materials of moderate difficulty.

CO 3: Produce consistently well-organized written discourse.

CO 4: Find employment in the editing field as copy-editors, sub-editors and webeditors.

CO 5: Help them find employment in the publishing field

COURSE OUTLINE

Module I

What is copy-editing - scope and need - various typescripts - electronic - conversion of manuscripts - copy-editing - preliminary steps.

Module II

Preparing the text - the quantity of copyediting needed - interacting with the author - creation of selfcontained, well-edited copies and books - coherence and consistency - the question of copyrights - acknowledgements and other legal issues - incorporating illustrations - copy-editing blurbs and titles and cover descriptions - dealing with multiauthorship - proof-reading - repeated proofs.

Module III

The problem of style - the concept of in-house style - in-house style manuals - the question of grammar – abbreviations – concord – nouns - proper nouns – punctuation – spelling – ambiguity – dates – money measurements - a brief understanding of the make-up of a standard book - preliminary pages - indexing a book - bibliographical references - special books like scientific and technological books - On-screen copy editing – definition - scope - different types - technical issues involved - legal and safety concerns - software tools.

Module IV

Practice session On grammatical trouble points - use of MLA Handbook as an in-house style manual – basic copyediting using materials such as assignments and projects from students - use of electronic versions of these materials for onscreen copy- editing practice.

Recommended Reading

Butcher, Judith, et al. Butcher's Copy-editing, Fourth Edition. New Delhi:

Chicago Manual of Style, 15th Edition of Manual of Style. University of Chicago, 2003.

Greenbaum, Sidney and Janet Whitcut, Longman Guide to English Usage. Harmondsworth: Penguin, 1996.

Huddleston, R and Geoffrey K. Pulia, A Student's Introduction to English Grammar. CUP, 2005.

New Hart's Rules; The Handbook of Style for Writers and Editors. Oxford University Press, 2005.

New Oxford Dictionary for Writers and Editors: The Essential A to Z Guide to the Written Word. OUP, 2005.

Suttcliffe, Andrea J, Ed., The New York Public Library Writer's Guide to Style and Usage. Macmillan, 2000.

Turto, ND and Heaton, JB. Dictionary of Common Errors. Longman, 1998.

SEMESTER VI

FIRST DEGREE PROGRAMME (CBCS System)

Common guidelines for Project/Dissertation

B.A. ENGLISH LANGUAGE AND LITERATURE: EN 1645

Credits: 4

Total Instructional hours: 3 per week [Total: 54 hours]

A. Guidelines for Teachers:

1. The Project/Dissertation should be done under the direct supervision of a teacher of the department, preferably the Faculty Advisor for the sixth semester. However the work of supervising the Projects should be distributed equally among all the faculty members of the department.
2. The teaching hours allotted in the sixth semester for the Project/Dissertation [i.e., 3 hours/week] is to be used to make the students familiar with Research Methodology and Project writing.
3. A maximum of five students will work as a group and submit their project as a [single] copy for the group. The members of a group shall be identified by the supervising teacher. Subsequently each group will submit a project/dissertation and face the viva individually/separately.
4. The list containing the groups and its members should be finalized at the beginning of the sixth semester.
5. Students should identify their topics from the list provided in consultation with the supervising teacher or the Faculty Advisor of the class [Semester 6] as the case may be. The group will then collectively work on the topic selected.
6. Credit will be given to original contributions. So students should not copy from other projects.
7. There will be an external evaluation of the project by an External examiner appointed by the University. This will be followed by a viva voce, which will be conducted at the respective college jointly by the external examiner who valued the projects/dissertations and an internal examiner. All the members within the group will have to be present for the viva voce. The grades obtained [for external evaluation and viva voce] will be the grade for the project/dissertation for each student within that group.
8. The Project/Dissertation must be between 20 and 25 pages. The maximum and minimum limits are to be strictly observed.
9. A Works Cited page must be submitted at the end of the Project/Dissertation.
10. There should be a one-page Preface consisting of the significance of the topic, objectives and the chapter summaries.

11. Two copies have to be submitted at the department by each group. One copy will be forwarded to the University for valuation and the second copy is to be retained at the department.

B. General guidelines for the preparation of the Project:

- Paper must of A4 size only.
- One side Laser Printing.
- Line Spacing: double.
- Printing Margin: 1.5 inch left margin and 1 inch margin on the remaining three sides.

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- Font: Times New Roman only.
- Font size: Main title -14/15 BOLD & matter - 12 normal.
- The project need be spiral-bound only.
- Paragraphs and line spacing: double space between lines [MLA format].
- Double space between paragraphs. No additional space between paragraphs.
- Start new Chapter on a new page.
- Chapter headings (bold/centred) must be identical as shown:

Chapter One

Introduction

- Sequence of pages in the Project/Dissertation:
 - i. Cover Page.
 - ii. First Page.
 - iii. Acknowledgement, with name & signature of student.
 - iv. Certificate (to be signed by the Head of the Dept and the Supervising Teacher).
 - v. Contents page with details of Chapter Number, Chapter Heading & Page Numbers.
- Specimen copies for (i), (ii), (iv) and (v) will be sent to the colleges.
- Chapter divisions: Total three chapters.

Preface

Chapter One: Introduction - 5 pages

Chapter Two: Core chapter - 15 pages

Chapter Three: Conclusion - 5 pages.

Works Cited

[Numbering of pages to be done continuously from Chapter One onwards, on the top right hand corner]

C. Specific guidelines for preparation of Project:

1. Only the Title of the Project Report, Year and Programme/Subject should be furnished on the cover page of the University copy of the Project. The identity of the College should not be mentioned on the cover page.
2. Details like Names of the Candidates, Candidates' Codes, Course Code, Title of Programme, Name of College, Title of Dissertation, etc. should be furnished only on the first page.
3. Identity of the Candidate/College should not be revealed in any of the inner pages.
4. The pages containing the Certificate, Declaration and Acknowledgement are not to be included in the copy forwarded to the University.
5. The Preface should come immediately before the Introductory Chapter and must be included in all the copies.

D. Selection of Topics:

Students are permitted to choose from any one of the following areas/topics. Selection of topics/areas has to be finalized in the course of the first week of the final semester itself with the prior concurrence of the Faculty Advisor / Supervisor:

1. Post-1945 literature. This must not include the prescribed work/film coming under Core study. [Works/films other than the prescribed ones can be taken for study]
2. Analysis of a film script.
3. Analysis of advertisement writing [limited to print ads]. Study should focus on the language aspect or be analyzed from a theoretical perspective [up to a maximum of 10 numbers].
4. Analysis of news from any of these news stations/channels: AIR, Doordarshan, NDTV, Headlines Today, Times Now, BBC, and CNN. [News from 5 consecutive days highlighting local, regional, national, international, sports, etc]
5. Celebrity Interview: from film, politics, sports and writers [Only one area or one personality to be selected].
6. Studies on individual celebrities in the fields of arts and literature. Example: a Nobel Prize winner, a dancer/singer/musician/film star, etc, of repute [Only one personality to be selected].
7. Studies based on any 5 newspaper editorials or articles by leading international or national columnists like Thomas Friedman, Paul Krugman, Anees Jung, etc.

8. Compilation and translation of any 5 folk stories of the region.
9. Analysis of the language used in email and sms. The study should focus on the language aspect used in such modes of messaging, limiting to 10 pieces of email/sms. [Reference: David Crystal Txtng: the GR8 Dbt. OUP, 2008]
10. Studies on popular folk art forms like Koodiyattam, Theyyam, Pulikali, Chakyar Koothu, Nangyar Koothu, Kalaripayattu, Kathakali, Mohiniyattam, Maargamkali, Oppanna, etc. [Only one art form to be selected].
11. Study on any 5 popular songs in English. Songs of popular bands like the ABBA, Boney M, Backstreet Boys, Beatles, Pink Floyd, Rolling Stones, Westlife, Boyzone, etc can be selected.
12. Study based on the life and works of one Nobel Prize winner in literature.

E. Details of Course Contents:

(1) Academic writing: The following areas are to be made familiar to the students during the course of the 3 instructional hours/week set aside for the same in the sixth semester:

- (a) Selecting a Topic
- (b) Compiling a Working Bibliography
- (c) Writing Drafts
- (d) Plagiarism and Academic Integrity
- (e) Mechanics of Writing
- (f) Methods of quoting texts:
- (g) Format of the Research Paper

Reference text: *M.L.A. Handbook* 8th Edition.

(2) Documentation of sources in the works cited page(s): Samples of different types of sources will be provided.

Question Paper Pattern

No questions should be asked from Additional/ Suggested/ Recommended Reading.

Max. Marks: 80

Time: 3 hours

Part One

10 questions to be answered, each in a word or sentence. **(10 x 1=10marks)**

Part Two

Eight questions to be answered from a total of 12 and to be written in not more than 50 words.

(8 x 2= 16marks)

Part Three

Six questions to be answered from a total of 9 and to be written in around 100words.

(6 x 4 = 24marks)

Part Four

Two questions to be answered out of four and to be written in not less than 300 words.

(2 x 15= 30marks)