

**BACHELOR OF COMMERCE
TAXATION AND FINANCE**

B. Com. (TF)

ONLINE PROGRAMME CURRICULUM

for 2020 admissions onwards

GENERAL INFORMATION

Code Numbering:

Each course is assigned an 8-character Code number. The first two digits indicate the year of curriculum revision. The next three letters indicate the Department offering the course. The last three digits are unique to the course – the first digit indicates the level of the course (100, 200, 300, 400 etc.); the second digit indicates the type of the course, viz. 0, 1 and 2 indicate the core courses; 3,4,5,6 and 7 indicate the Elective courses; 8 indicates the Lab. or practical-based courses and 9 indicates Projects.

ABBREVIATIONS USED IN THE CURRICULUM:

Cat - Category
Cr - Credits
ES - Exam Slot
L - Lecture
P - Practical
T - Tutorial

DISCIPLINES

AVP - Amrita Values Programmes
BUS - Business Management
CHY - Chemistry
CMJ - Communication and Journalism
COM -Commerce
CSA - Computer Science and Applications
CSN - Computer Systems and Network
CUL - Cultural Education
ECO - Economics
ELL - English Language and Literature
ENG - English
ENV - Environmental Sciences
FNA - Fine Arts
HIN - Hindi
KAN - Kannada
LAW - Law
MAL - Malayalam
MAT - Mathematics
MCJ - Mass Communication and Journalism
OEL - Open Elective
PHY - Physics
SAN - Sanskrit
SSK - Soft Skills
SWK - Social Work
TAM - Tamil

Code No	Course Title	L T P	Cr	ES	Code No	Course Title	L T P	Cr	
SEMESTER 1					SEMESTER 2				
18ENG101A	Communicative English	2 0 2	3	A	18ENG121A	Professional Communication	1 0 2	2	A
18COM101A	Accountancy	3 1 0	4	C	18COM111A	Advanced Accountancy	3 1 0	4	C
18ECO103A	Managerial Economics	3 0 0	3	E	18COM112A	Banking	3 0 0	3	D
18CSA106A	PC Software	2 1 0	3	D	18LAW201A	Indian Constitution	2 0 0	2	H
18MAT110A	Fundamentals of Business Mathematics	3 1 0	4	G	18COM114A	Income Tax Law and Practice – Basic Concepts	4 0 0	4	E
18CSA186A	PC Software Lab	0 0 3	1	L1	18MAT113A	Business Statistics and Operations Research	3 1 0	4	G
18CUL101A	Cultural Education I	2 0 0	2	F	18CUL111A	Cultural Education II	2 0 0	2	F
TOTAL			20		TOTAL			21	
SEMESTER 3					SEMESTER 4				
18COM201A	Corporate Accounting	3 1 0	4	A	18COM211A	Fundamentals of Costing	3 1 0	4	A
18COM202A	Insurance and Risk Management	2 1 0	3	B	18COM212A	Advanced Concepts of GST	3 0 2	4	B
18COM204A	Introduction to GST	3 0 0	3	C	18COM215A	Income Tax Law and Practice - Determination of Income	3 0 2	4	C
18COM205A	Income Tax Law and Practice - Heads of Income	3 0 2	4	E	18LAW211A	Company Law and Secretarial Practice	2 1 0	3	
18ENV300A	Environmental Science and Sustainability	3 0 0	3	D	18CSA218A	Accounting Packages - Tally	2 0 0	2	H
18LAW202A	Mercantile Laws	2 1 0	3	J	18CSA287A	Accounting Packages - Tally Lab.	0 0 3	1	L1
18AVP201A	Amrita Values Programme I	1 0 0	1	F					
					18AVP211A	Amrita Values Programme II	1 0 0	1	F
TOTAL			21		TOTAL			22	
SEMESTER 5					SEMESTER 6				
18COM301A	Management Accounting	3 1 0	4	A	18COM311A	Principles of Financial Management	3 1 0	4	A
18COM302A	GST – Procedures and Practices	3 0 0	3	B	18COM312A	Capital Markets and Financial Services	3 1 0	4	B
18COM214A	Introduction to Research Projects	2 1 0	3	C	18COM313A	Auditing – Principles and Practices	3 1 0	4	C
18COM304A	Investment Management	3 0 0	3	D	18COM314A	Customs Law - Practice and Procedure	3 0 2	4	D
	Elective	3 0 0	3	E	18COM399A	Project		6	P
18COM390A	Live-in-Lab.@ /Open Elective B*	3 0 0	3	J	TOTAL		22		
18COM305A	Income Tax Law and Practice - Assessment Procedures and Authorities	3 0 2	4	F	Total credits for the Programme = 129				
TOTAL			23						
ELECTIVES (Any one)									
18BUS341A	Advertising and Brand Management	3 0 0	3	E	18BUS344A	Hospital Management	3 0 0	3	E
18BUS343A	Enterprise Resource Planning	3 0 0	3	E	18BUS345A	Human Resource Management Concepts	3 0 0	3	E
LANGUAGES									
Paper I					Paper II				
18HIN101A	Hindi I	1 0 2	2	B	18HIN111A	Hindi II	1 0 2	2	B
18KAN101A	Kannada I	1 0 2	2	B	18KAN111A	Kannada II	1 0 2	2	B
18MAL101A	Malayalam I	1 0 2	2	B	18MAL111A	Malayalam II	1 0 2	2	B
18SAN101A	Sanskrit I	1 0 2	2	B	18SAN111A	Sanskrit II	1 0 2	2	B
18TAM101A	Tamil I	1 0 2	2	B	18TAM111A	Tamil II	1 0 2	2	B

OPEN ELECTIVES

Course Code	Course Title	L – T – P	Cr.	ES
18OEL231A	Advertising	3 0 0	3	J
18OEL232A	Basic Statistics	3 0 0	3	J
18OEL233A	Citizen Journalism	3 0 0	3	J
18OEL234A	Creative Writing for Beginners	3 0 0	3	J
18OEL235A	Desktop Support and Services	3 0 0	3	J
18OEL236A	Development Journalism	3 0 0	3	J
18OEL237A	Digital Photography	3 0 0	3	J
18OEL238A	Emotional Intelligence	3 0 0	3	J
18OEL239A	Essence of Spiritual Literature	3 0 0	3	J
18OEL240A	Film Theory	3 0 0	3	J
18OEL241A	Fundamentals of Network Administration	3 0 0	3	J
18OEL242A	Gender Studies	3 0 0	3	J
18OEL243A	Glimpses of Indian Economy and Polity	3 0 0	3	J
18OEL244A	Graphics and Web-designing Tools	3 0 0	3	J
18OEL245A	Green Marketing	3 0 0	3	J
18OEL246A	Healthcare and Technology	3 0 0	3	J
18OEL247A	History of English Literature	3 0 0	3	J
18OEL248A	Indian Writing in English	3 0 0	3	J
18OEL249A	Industrial Relations and Labour Welfare	3 0 0	3	J
18OEL250A	Introduction to Ancient Indian Yogic and Vedic Wisdom	3 0 0	3	J
18OEL251A	Introduction to Computer Hardware	3 0 0	3	J
18OEL252A	Introduction to Event Management	3 0 0	3	J
18OEL253A	Introduction to Media	3 0 0	3	J
18OEL254A	Introduction to Right to Information Act	3 0 0	3	J
18OEL255A	Introduction to Translation	3 0 0	3	J
18OEL256A	Linguistic Abilities	3 0 0	3	J
18OEL257A	Literary Criticism and Theory	3 0 0	3	J
18OEL258A	Macro Economics	3 0 0	3	J
18OEL259A	Managing Failure	3 0 0	3	J
18OEL260A	Media Management	3 0 0	3	J
18OEL261A	Micro Economics	3 0 0	3	J
18OEL262A	Micro Finance, Small Group Management and Cooperatives	3 0 0	3	J
18OEL263A	Negotiation and Counselling	3 0 0	3	J
18OEL264A	New Literatures	3 0 0	3	J
18OEL265A	Non-Profit Organization	3 0 0	3	J
18OEL266A	Personal Effectiveness	3 0 0	3	J
18OEL267A	Perspectives in Astrophysics and Cosmology	3 0 0	3	J
18OEL268A	Principles of Marketing	3 0 0	3	J
18OEL269A	Principles of Public Relations	3 0 0	3	J
18OEL270A	Science, Society and Culture	3 0 0	3	J
18OEL271A	Statistical Analysis	3 0 0	3	J
18OEL272A	Teamwork and Collaboration	3 0 0	3	J
18OEL273A	The Message of Bhagwad Gita	3 0 0	3	J
18OEL274A	Understanding Travel and Tourism	3 0 0	3	J
18OEL275A	Videography	3 0 0	3	J
18OEL276A	Vistas of English Literature	3 0 0	3	J
18OEL277A	Web-Designing Techniques	3 0 0	3	J
18OEL278A	Organic Farming	3 0 0	3	J
18OEL279A	Basic Legal Awareness on Protection of Women and Rights	3 0 0	3	J
18OEL280A	Ritual Performances of Kerala	3 0 0	3	J
18OEL281A	Documenting Social Issues	3 0 0	3	J
18OEL282A	Fabrication of Advanced Solar Cell	3 0 0	3	J
18OEL283A	Basic Concepts of X-ray Diffraction	3 0 0	3	J
18OEL284A	Introduction to FORTRAN and GNUPLOT	3 0 0	3	J
18OEL285A	Introduction to Porous Materials	3 0 0	3	J
18OEL286A	Forensic Science	3 0 0	3	J
18OEL287A	Introduction to solar Physics	3 0 0	3	J
18OEL288A	Recycling Recovery and Treatment Methods for Wastes	3 0 0	3	J
18OEL289A	Acting and Dramatic Presentation	2 0 2	3	J
18OEL290A	Computerized Accounting	2 0 2	3	J
18OEL291A	Kerala Mural Art and Painting	2 0 2	3	J
18OEL292A	Painting	2 0 2	3	J
18OEL293A	Reporting Rural Issues	3 0 0	3	J

* Two Open Elective courses are to be taken by each student, one each in the 4th and the 5th semesters, from the list of Open Electives offered by the School.

@ Students undertaking and registering for a Live-in-Lab project, can be exempted from registering for an Open Elective course in the fifth semester.

B. Com. (Taxation and Finance)
SYLLABUS

18AVP201A/ 18AVP211A	Amrita Values Programme I/ Amrita Values Programme II	1 0 0 1 1 0 0 1
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Amrita University's Amrita Values Programme (AVP) is a new initiative to give exposure to students about richness and beauty of Indian way of life. India is a country where history, culture, art, aesthetics, cuisine and nature exhibit more diversity than nearly anywhere else in the world.

Amrita Values Programmes emphasize on making students familiar with the rich tapestry of Indian life, culture, arts, science and heritage which has historically drawn people from all over the world.

Students shall have to register for any two of the following courses, one each in the third and the fourth semesters, which may be offered by the respective school during the concerned semester.

Courses offered under the framework of Amrita Values Programmes I and II

Message from Amma's Life for the Modern World

Amma's messages can be put to action in our life through pragmatism and attuning of our thought process in a positive and creative manner. Every single word Amma speaks and the guidance received in on matters which we consider as trivial are rich in content and touches the very inner being of our personality. Life gets enriched by Amma's guidance and She teaches us the art of exemplary life skills where we become witness to all the happenings around us still keeping the balance of the mind.

Lessons from the Ramayana

Introduction to Ramayana, the first Epic in the world – Influence of Ramayana on Indian values and culture – Storyline of Ramayana – Study of leading characters in Ramayana – Influence of Ramayana outside India – Relevance of Ramayana for modern times.

Lessons from the Mahabharata

Introduction to Mahabharata, the largest Epic in the world – Influence of Mahabharata on Indian values and culture – Storyline of Mahabharata – Study of leading characters in Mahabharata – Kurukshetra War and its significance - Relevance of Mahabharata for modern times.

Lessons from the Upanishads

Introduction to the Upanishads: Sruti versus Smrti - Overview of the four Vedas and the ten Principal Upanishads - The central problems of the Upanishads – The Upanishads and Indian Culture – Relevance of Upanishads for modern times – A few Upanishad Personalities: Nachiketas, SatyakamaJabala, Aruni, Shvetaketu.

Message of the Bhagavad Gita

Introduction to Bhagavad Gita – Brief storyline of Mahabharata - Context of Kurukshetra War – The anguish of Arjuna – Counsel by Sri. Krishna – Key teachings of the Bhagavad Gita – Karma Yoga, Jnana Yoga and Bhakti Yoga - Theory of Karma and Reincarnation – Concept of Dharma – Concept of Avatar - Relevance of Mahabharata for modern times.

Life and Message of Swami Vivekananda

Brief Sketch of Swami Vivekananda's Life – Meeting with Guru – Disciplining of Narendra - Travel across India - Inspiring Life incidents – Address at the Parliament of Religions – Travel in United States and Europe – Return and reception India – Message from Swamiji's life.

Life and Teachings of Spiritual Masters India

Sri Rama, Sri Krishna, Sri Buddha, Adi Shankaracharya, Sri Ramakrishna Paramahansa, Swami Vivekananda, Sri Ramana Maharshi, Mata Amritanandamayi Devi.

Insights into Indian Arts and Literature

The aim of this course is to present the rich literature and culture of Ancient India and help students appreciate their deep influence on Indian Life - Vedic culture, primary source of Indian Culture – Brief introduction and appreciation of a few of the art forms of India - Arts, Music, Dance, Theatre.

Yoga and Meditation

The objective of the course is to provide practical training in YOGA ASANAS with a sound theoretical base and theory classes on selected verses of Patanjali's Yoga Sutra and Ashtanga Yoga. The coverage also includes the effect of yoga on integrated personality development.

Kerala Mural Art and Painting

Mural painting is an offshoot of the devotional tradition of Kerala. A mural is any piece of artwork painted or applied directly on a wall, ceiling or other large permanent surface. In the contemporary scenario Mural painting is not restricted to the permanent structures and are being done even on canvas. Kerala mural paintings are the frescos depicting mythology and legends, which are drawn on the walls of temples and churches in South India, principally in Kerala. Ancient temples, churches and places in Kerala, South India, display an abounding tradition of mural paintings mostly dating back between the 9th to 12th centuries when this form of art enjoyed Royal patronage. Learning Mural painting through the theory and practice workshop is the objective of this course.

Course on Organic Farming and Sustainability

Organic farming is emerging as an important segment of human sustainability and healthy life. Haritamritam' is an attempt to empower the youth with basic skills in tradition of organic farming and to revive the culture of growing vegetables that one consumes, without using chemicals and pesticides. Growth of Agriculture through such positive initiatives will go a long way in nation development. In Amma's words "it is a big step in restoring the lost harmony of nature".

Benefits of Indian Medicinal Systems

Indian medicinal systems are one of the most ancient in the world. Even today society continues to derive enormous benefits from the wealth of knowledge in Ayurveda of which is recognized as a viable and sustainable medicinal tradition. This course will expose students to the fundamental principles and philosophy of Ayurveda and other Indian medicinal traditions.

Traditional Fine Arts of India

India is home to one of the most diverse Art forms world over. The underlying philosophy of Indian life is 'Unity in Diversity" and it has led to the most diverse expressions of culture in India. Most art forms of India are an expression of devotion by the devotee towards the Lord and its influence in Indian life is very pervasive. This course will introduce students to the deeper philosophical basis of Indian Art forms and attempt to provide a practical demonstration of the continuing relevance of the Art.

Science of Worship in India

Indian mode of worship is unique among the world civilizations. Nowhere in the world has the philosophical idea of reverence and worshipfulness for everything in this universe found universal acceptance as it in India. Indian religious life even today is a practical demonstration of the potential for realization of this profound truth. To see the all-pervading consciousness in everything, including animate and inanimate, and constituting society to realise this truth can be seen as the epitome of civilizational excellence. This course will discuss the principles and rationale behind different modes of worship prevalent in India.

Temple Mural Arts in Kerala

The traditional percussion ensembles in the Temples of Kerala have enthralled millions over the years. The splendor of our temples makes art enthusiast spellbound, warmth and grandeur of color combination sumptuousness of the outline, crowding of space by divine or heroic figures often with in vigorous movement are the characteristics of murals.

The mural painting specially area visual counterpart of myth, legend, gods, dirties, and demons of the theatrical world, Identical myths are popular the birth of Rama, the story of Bhīma and Hanuman, Shiva, as Kirata, and the

Jealousy of Uma and Ganga the mural painting in Kerala appear to be closely related to, and influenced by this theatrical activity. The art historians on temple planes, wood carving and painting the architectural plane of the Kerala temples are built largely on the pan-Indians almost universal model of the Vasthupurusha.

Organic Farming in Practice

Organic agriculture is the application of a set of cultural, biological, and mechanical practices that support the cycling of farm resources, promote ecological balance, and conserve biodiversity. These include maintaining and enhancing soil and water quality; conserving wetlands, woodlands, and wildlife; and avoiding use of synthetic fertilizers, sewage sludge, irradiation, and genetic engineering. This factsheet provides an overview of some common farming practices that ensure organic integrity and operation sustainability.

Ayurveda for Lifestyle Modification:

Ayurveda aims to integrate and balance the body, mind, and spirit which will ultimately lead to human happiness and health. Ayurveda offers methods for finding out early stages of diseases that are still undetectable by modern medical investigation. Ayurveda understands that health is a reflection of when a person is living in harmony with nature and disease arises when a person is out of harmony with the cycles of nature. All things in the universe (both living and nonliving) are joined together in Ayurveda. This leaflet endow with some practical knowledge to rediscover our pre-industrial herbal heritage.

Life Style and Therapy using Yoga

Yoga therapy is the adaptation of yogic principles, methods, and techniques to specific human ailments. In its ideal application, Yoga therapy is preventive in nature, as is Yoga itself, but it is also restorative in many instances, palliative in others, and curative in many others. The therapeutic effect comes to force when we practice daily and the body starts removing toxins and the rest is done by nature.

Insights into Indian Classical Music

The course introduces the students into the various terminologies used in Indian musicology and their explanations, like Nadam, Sruti, Svaram – svara nomenclature, Stayi, Graha, Nyasa, Amsa, Thala,- Saptatalas and their angas, Shadangas, Vadi, Samavadi, Anuvadi. The course takes the students through Carnatic as well as Hindustani classical styles.

Insights into Traditional Indian Painting

The course introduces traditional Indian paintings in the light of ancient Indian wisdom in the fields of aesthetics, the Shadanga (Six limbs of Indian paintings) and the contextual stories from ancient texts from where the paintings originated. The course introduces the painting styles such as Madhubani, Kerala Mural, Pahari, Cheriya, Rajput, Tanjore etc.

Insights into Indian Classical Dance

The course takes the students through the ancient Indian text on aesthetics the Natyasastra and its commentary the AbhinavaBharati. The course introduces various styles of Indian classical dance such as Bharatanatyan, Mohiniyattam, Kuchipudi, Odissi, Katak etc. The course takes the students through both contextual theory as well as practice time.

Indian Martial Arts and Self Defense

The course introduces the students to the ancient Indian system of self-defense and the combat through various martial art forms and focuses more on traditional Kerala's traditional KalariPayattu. The course introduces the various exercise technique to make the body supple and flexible before going into the steps and techniques of the martial art. The advanced level of this course introduces the technique of weaponry.

Social Awareness Campaign

The course introduces the students into the concept of public social awareness and how to transmit the messages of social awareness through various media, both traditional and modern. The course goes through the theoretical aspects of campaign planning and execution.

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18BUS341A

ADVERTISING AND BRAND MANAGEMENT

3 0 0 3

Unit 1 General Understanding about Advertising

Basic Concept of Marketing, Advertising - Nature, scope & classification - Role of advertising in Indian economic and social development. Ethics and truth in Indian advertising.

Unit 2 Marketing Communication Programme

Advertising Planning: Objectives and Budget. Advertising Research as a Supporting tool. Development of Concept, Selection of the Concept. Selection of the Advertising Message. Building an Advertising Copy. Factors Related with Copy Strategy.

Unit 3 Campaign Planning Process

Media Planning: Target and Media Research, Media Objectives, Media Mix Selection and Scheduling and Budgeting. Media Buying:- Media Tactics, Monitoring, Evaluation of Media Planning.

Unit 4 Media Strategy

Media Strategy: Delivering on Objectives, Target Audience Strategies and Media Vehicle Selection, Allocation of Media Budget. Advertising Effectiveness. Comparative Study with Different Promotion mix.

Unit 5 Advertising agency

Management and Survival. Reorganizing Agency. Global standards of Agency Functioning.

Brand building exercise: Concept, Strategy and Culture. Brand Personality and Positioning. Brand Life Cycle, Brand Identity. Branding for Commodities.

REFERENCE BOOKS:

1. *Advertising*, Sangeeta Sharma, Raghuvir Singh, PHI Learning Private Limited.
2. *Marc Gobe, Emotional Branding: The New Paradigm for Connecting Brands to People*
3. *Kevin lane Keller, Strategic Brand Management, PHI/ Pearson, New Delhi.*
4. *Kapferer, Strategic Brand Management, Kogan page, New Delhi.*
5. *Harsh Varma, Brand Management, EXcell Books, New Delhi.*
6. *Ramesh Kumar, Managing Indian Brands, Vikas*
7. *Chandrasekar, Product Management, Himalaya*

18BUS343A

ENTERPRISE RESOURCE PLANNING

3 0 0 3

Objectives: *To understand how different functional departments within an organization, can be integrated through the application of information technology. Also this course will take the students through different stages of ERP implementation, which will enable them to easily compact with a modern business environment, as soon as they are employed.*

Unit 1 Introduction to ERP and Building Business Cases for ERP Systems

Introduction to ERP: Definition, Evolution, Objective and overview, common ERP Myths, history of ERP, advantages, Why ERP packages now, Expectations of ERP, Successful implementation method of ERP. Need of ERP in companies: Importance of ERP in Companies, value of ERP, growth of ERP. Enterprise systems in large Organizations: Enterprise Systems overview, Benefit's and Challenges, ERP Applications. ERP Project Life Cycle.

Unit 2 ERP Implementation

ERP Implementation Basics: Introduction, why ERP? Reason for Implementation, Implementation Challenges. Success and failure factors while implementing ERP. Implementation Strategies: Introduction, Transition Approaches – Big Bang Approach, Skeleton or Phased approach, Parallel Approach, Process Line and Hybrid Approach. Implementation Methodology: Steps in Implementation Methodology, case using Accelerated SAP (ASAP). ERP Project Teams: People involved in ERP project, role of consultants, vendors and users in ERP implementation. Success and failure factors of an ERP implementation project.

Unit 3 ERP and Related Technologies

ERP and Management Information System, Decision Support System. Executive Information System, Business Process Reengineering, Supply Chain Management – Push and Pull approaches, Customer Relationship Management, ERP and E-Commerce. ERP and supply chain – a venue for transparent relations.

Unit 4 ERP – A Manufacturing Perspective

ERP and Inventory Management: Introduction to ERP Functional Module, Inventory Control Module and features. ERP Manufacturing Models: Manufacturing Strategy, Just-in-time manufacturing (JIT), Materials Requirement Planning-I (MRP-I), Materials Resources Planning–II (MRP-II). Data house Warehousing, Flexible manufacturing system (FMS), and Capacity Requirement Planning. Total Quality Management: Description, Quality Control, Cost of Quality.

Unit 5 Learning and Emerging Issues

Trends in ERP: Emerging Issues, Learning Issues, Data migration, Software customization. ERP New channels & new markets, Latest trends and its problems, Future of ERP. Cloud ERP Systems – merits. Comparing Cloud ERP with Traditional Legacy ERP Systems (with characteristics - accessibility, business cost, implementation time, mobility, scalability, upgradability, and usability)

Skill Development Activities:

- Familiarizing them through different ERP packages.
- Dividing the whole class into different groups and assuming each group as different functional departments in an organization, various live examples may be floated.
- Students should submit reports and suggestions on some of the ERP or similar systems, they are using or familiar with (such as AUMS).

TEXTBOOKS:

1. Alexis Leon – Enterprise Resource Planning, TMH.
2. Jaiswal – A textbook of Enterprise Resource Planning, Macmillan.

REFERENCES:

1. Mary Summer – Enterprise Resource Planning, Pearson.
2. C S V Murthy – Enterprise Resource Planning, Himalaya Publishing.
3. Pankaj Sharma - Enterprise Resource Planning, APH Publishing.

18BUS344A

HOSPITAL MANAGEMENT

3 0 0 3

Objectives: The students shall gain a comprehensive foundation knowledge about the different situations in the management of a modern hospital. Since the professional scenario involves varying degrees of organizational structure, size and complexity of all management domains depending on the healthcare objectives and settings, the course content will generate an interest in taking up higher focused learning in the subject domain as well as enter into a management area of service in healthcare.

Unit 1

Concept of Healthcare Delivery as a system - Different types of scenarios from Primary healthcare to Clinics, Small, Medium and Large Professional and Teaching Hospitals - Hospital as an Organisation for Healthcare delivery – Various systems of healthcare practices like traditional, indigenous and modern scenarios using private and government support - Structure, Behaviour and Complexity of Departmental Facilities in a hospital.

Unit 2

Administrative Service areas of the Hospital – General Management and Facilities - Human Resources (HR) Management and Staff Development - Quality Assurance Finance Management – Hospital Information Systems (HIS).

Unit 3

Ambulatory Care, Ancillary and Clinical Services Departments – Typical Organisational Structures and working of Out-patient and In-patient Management services – Emergency and Critical Care – Clinical departments – General Nursing and Specialty Nursing Services - Surgical Facilities and Operation Theatres (OT) – Intensive Care Units (ICU) - Laboratory Medicine and Clinical Labs – Radiology and Diagnostic Radiology – Medical Records (MR) department.

Unit 4

Supportive Services of the Hospital - Central Surgical Sterile Department (CSSD) – Pharmacy – Materials Management – Kitchen, Food and Dietary Department – Laundry - House Keeping Services. Engineering and Biomedical Equipments services - General Maintenance Services of the Hospital – Electrical, Water Supplies – Medical Gas - Security, Fire Alarm, Transport - General and Clinical Waste Treatment Procedures.

Unit 5

Integrated Marketing Communication (IMC), Public Relations (PR), Patient Education, Community and Social Outreach - Ethical and Legal aspects of Hospital Management - Visits to Hospitals offering different types of Healthcare delivery systems - Case Studies and Presentations.

Skill Development Activities:

- *Study of front office, housekeeping, pharmacy etc of any hospitals*
- *Submit a report on performance of the above activity,*

TEXTBOOKS:

1. HOSPITALS - Facilities Planning and Management, G. D. Kunders, Tata McGraw Hill, 1 e, 2006.
2. Principles of Hospital Administration and Planning, B. M. Sakharkar, Jaypee Brothers, 1e, 2008.

REFERENCES:

1. Hospital Administration and Human Resources Management, R. C. Goyal, Prentice Hall India, 4e, 2006.
2. Nursing Administration, B. T. Basavanthappa, Jaypee Brothers, 2e, 2009

18BUS345A

HUMAN RESOURCES MANAGEMENT CONCEPTS

3 0 0 3

Objective: *To enable the students to gain a basic level of knowledge about the concept of human resources management*

Unit 1

Human Resource Management – Concept – Evolution of HRM – Functions and Scope of HRM – importance of human resource management, Personnel management, functions, personnel manager, duties, responsibilities and qualities of personnel manager, role of personnel manager, objectives of personnel management.

Unit 2

Human resource, importance, need for human resource planning, process of man power planning, purposes and uses of job analysis, contents of job analysis, steps in job analysis, job evaluation, objectives and principles, procedure of job evaluation, advantages and disadvantages of job evaluation.

Unit 3

Recruitment, meaning and definition, purposes and importance, recruitment process, searching and screening, evaluation, selection, selection process, barriers to effective selection, Orientation and training Programmes, requisites of an effective Programme, problems of orientation, training and development.

Unit 4

Motivation – Meaning and concept – Theories of motivation.

Unit 5

Performance appraisal, objectives, appraisal process.

Skill Development Activities:

- *Prepare a Chart showing the functions of HRM and a brief explanation on the need for each function.*
- *Prepare an advertisement for recruitment / selection of candidates for any organization of your choice.*
- *Give observation report of industrial safety practices followed by any organization of your choice*
- *Develop a format for performance appraisal of an employee.*
- *Choose any MNC and present your observations on training programme.*

TEXTBOOKS:

1. Shashi K. Gupta, Rosy Joshi – Human Resource Management, Kalyani Publishers
2. Ved Prakash – Human Resource Management, Anmol Publishers

REFERENCE BOOKS:

1. K. Aswathappa – Human Resource Management, TMH
2. V. S. P. Rao – Human Resource Management, Excel Books
3. Indian Institute of Banking and Finance – Human Resources Management, Macmillan

Objective: To provide the students the knowledge and understanding of basic accounting principles and practices of various types of businesses other than partnerships and joint stock companies.

Unit 1

Trial Balance, Rectification of Errors, Final Accounts, meaning and purpose, users of financial statements, Trading and Profit and Loss Account, Balance Sheet, difference between Trial Balance and Balance Sheet, limitations of financial statements, Final Accounts with adjustments.

Unit 2

Bank Reconciliation Statement, Accounts from incomplete records, statement of affairs method and conversion methods.

Unit 3

Depreciation, meaning and causes, need for providing for depreciation, methods of depreciation, Tax aspect of depreciation.

Unit 4

Consignment accounts, entries in the books of consignor and consignee, treatment of stock, normal and abnormal losses, Joint venture.

Unit 5

Capital and Revenue, accounts of non – trading concerns, Receipts and Payments Account and Income and Expenditure Account, Treatment of special items, knowledge of Indian Accounting Standards 1 to 10.

Bridge Course

A Bridge Course will be offered prior to the commencement of regular classes, for the students from non-commerce streams, to familiarize the principles and fundamentals of accounting which includes the following topics:

Fundamentals of book-keeping, double entry system, important terms used in accounting, Accounting concepts, Account, types of accounts, rules for debit and credit, journal, compound journal entries, ledger, posting, balancing, trial balance, sub-divisions of journal, purchase and sales books, purchase returns and sales returns books, cash book, petty cash book, Final Accounts with simple adjustments.

TEXTBOOKS:

1. K M Vineeth, K R Shabu – Introduction to Accountancy, Kalyani Publishers
2. S. P. Jain and K. L. Narang, Advanced Accounting Vol. I, Kalyani Publishers
3. Tally Accounting Software User's Manual

REFERENCE TEXTS:

1. R. L. Gupta and M. Radhaswamy: Advanced Accountancy Vol. - 1, Sultan Chand and Sons
2. M. C. Shukla and T. S. Grewal: Advanced Accounts Vol. - 1, S. Chand and Co.
3. A. K. Nadhani and K. K. Nadhani: Implementing Tally, BPB Publications, 2001.

Objective: To provide the students the knowledge and understanding of basic accounting principles and practices of various types of businesses other than partnerships and joint stock companies.

Unit 1

Partnership Accounts: General principles, past adjustments and guarantee, Admission of a partner, valuation and treatment of Goodwill, revaluation account, distribution of past profits or losses.

Unit 2

Retirement and death of a partner, accounting treatment on retirement and death, calculation of the amount due to the retiring/ deceased partner, Dissolution of firm, Realisation Account, accounting entries in the books of the firm, Insolvency of partners, Garner vs. Murray, piecemeal distribution.

Unit 3

Hire purchase and instalment purchase system: Meaning of the terms, journal entries in the books of hire purchaser and hire vendor, Default and re-possession, Hire purchase trading account.

Unit 4

Branch Accounts: Meaning – Types of branches – Debtors system – Stock and debtors system – Final accounts system.

Unit 5

Department Accounts, Allocation of expenses, Inter-departmental transfers, Provision for unrealized profits.

TEXTBOOKS:

1. K. M. Vineeth and K. R. Shabu – *Advanced Financial Accounting*, Kalyani Publishers
2. S. P. Jain and K. L. Narang – *Advanced Accountancy Vol. 1*, Kalyani Publishers

REFERENCE BOOKS:

1. S. N. Maheshwari and S. K. Maheshwary: *Advanced Accountancy*, Vikas Publishers
2. R. L. Gupta and M. Radhaswamy: *Advanced Accountancy Vol. - 1*, Sultan Chand and Sons
3. M. C. Shukla and T. S. Grewal: *Advanced Accounts Vol. - 1*, S. Chand and Co.

18COM112A

BANKING

3 0 0 3

Objective: To enable the students to know the working of various types of banks and Indian banking system.

Unit 1

Banking, definition, origin and development of banking in India, types of banks, banking system, various banking systems, commercial banks, functions, credit creation by commercial banks, Nationalisation of commercial banks.

Unit 2

State Bank of India, Central banking, functions, central banking vs. commercial banking, central banking and credit control, Reserve Bank of India, RBI and agricultural finance.

Unit 3

Regional Rural Banks, capital structure and management, objectives of RRBs, difficulties faced by RRBs, Co-operative banking, co-operative banking in India, structure of co-operative banking in India.

Unit 4

Credit cards and debit cards, meaning and definition of credit cards, advantages and disadvantages of credit cards, Farmers' Credit Card, debit cards, Recent trends of Indian banking system, Core Banking, E-banking, meaning, functions of e-banking system, advantages and limitations, ATM, phone banking, deposit insurance scheme, High-tech Banks.

Unit 5

Opening and Operation of various accounts, closing of accounts, pass book, Negotiable Instruments, definitions of Bill of Exchange, Cheque and Promissory Note, requisites of a valid cheque, MICR cheques, crossing of cheques, endorsement, holder and holder in due course, dishonour of cheques, wrongful dishonour.

TEXTBOOKS:

1. Maheswary and Paul – *Banking Theory, Law and practice*, Kalyani Publishers
2. S. Natarajan, P Parameswaran – *Indian Banking*, S. Chand and Company Ltd.

REFERENCE TEXTS:

1. Shekhar and Shekhar – *Banking Theory and Practice*, Vikas Publications
2. Radhaswamy and Vasudev – *Banking Theory and Practice*, Sultan Chand and Sons
3. Muraleedharan – *Modern Banking: Theory and Practice*, PHI

Objective: To enable the students to understand the global scenario of tax law and familiarize them with the basic concepts of Income Tax Law in India

Unit 1

Introduction to tax laws - Tax Planning - Concept of tax, Direct and Indirect taxes, Main features of Tax system with special reference to the U.S.A, U.K and Europe - Indian Tax system – An overview of the Taxation System in India - Tax avoidance and Tax evasion.

Unit 2

Income Tax Law - Basic concepts - Assessment Year, Previous Year, Person, Assessee, Assessment, Income - What it includes, Concept of income, Diversion of income and Application of income - Heads of income, Gross Total income, Total income.

Unit 3

Capital and Revenue Receipts - Capital and Revenue Expenditures - Incomes exempted (u/s) 10. Basis of Charge - Residential status of assesseees - Individuals, HUFs, Firms and Association of Persons, Companies and Every other person. (Theory and Problems) - Incidence tax i.e. Scope of Total income (Theory and Problems).

Unit 4

Deductions to be made from computing total income.

Unit 5

Accounting standards issued by ICAI – AS1 to AS 32 (only the list and contents).

REFERENCE BOOKS:

1. Dr. H. C. Mehrotra, Dr. S. P. Goyal, *Income Tax Law and Practice*, Sahitya Bhawan Publications, Agra
2. Dr. Vinod K. Singhania, *Students Guide to Income Tax*. Taxmann Publications Pvt. Ltd, New Delhi.
3. Dr. Bhagwati Prasad *Direct Taxes law & Practice – Wishwa Prakashan, N. Delhi.*

Objective: To enable the students to develop awareness about corporate and other specialized accounting system in conformity with the provisions of The Companies Act.1956

Unit 1

Company Accounts: Share, Types of shares, Share capital, Classification of shares and share capital, Issue of shares, Issue at par, premium and discount, Over-subscription and under-subscription, Forfeiture and re-issue of shares, Redemption of preference shares, Redemption out of capital and out of profits, Capital Redemption Reserve, Bonus Issue, issue of debentures.

Unit 2

Final Accounts of joint stock companies, Preparation of Profit and Loss Account and Balance Sheet as per the format prescribed by the Companies (Amendment) Act 2013, Accounting Standards with focus on AS 1 - 15.

Unit 3

Acquisition of business, profit prior to incorporation.

Unit 4

Amalgamation as per AS14, absorption and external reconstruction, meaning of the terms, purchase consideration, entries in the books of purchasing and vendor companies, inter-company owings.

Unit 5

Reduction of capital, internal reconstruction, Capital Reduction Account, Accounts of Banking Companies, preparation of Profit and Loss Account and Balance Sheet in prescribed form, Rebate on Bills Discounted.

TEXTBOOKS:

1. S. P. Jain and K. L. Narang – *Advanced Accounting Vol. 2*, Kalyani Publishers
2. S. N. Maheshwari and S. K. Maheshwari – *Advanced Accountancy Vol. 2*, Vikas Publishers

REFERENCE BOOKS:

1. R. L. Gupta and M. Radhaswamy – *Advanced Accountancy Vol. - 2*, Sultan Chand and Sons
2. M. C. Shukla and T. S. Grewal – *Advanced Accounts Vol. - 2*, S. Chand and Co.
3. R S N Pillai and Bagavathi – *Fundamentals of Advanced Accounts (Volume II)*, S. Chand Publishers.

18COM202A

INSURANCE AND RISK MANAGEMENT

2 1 0 3

Objective: To understand various aspects of different types of insurance and risk management.

Unit 1

Risk Management and Introduction to insurance: Concept of risk, meaning, types of risk, methods of handling risk, risk management process. Meaning of Insurance, functions, nature of insurance, principles of insurance, essentials of valid contract, Insurance contract, and essentials of an insurance contract.

Unit 2

Life Insurance Contract: definition, features of life insurance contract, essentials of life insurance contract, insurable interest, utmost good faith, selection of risk, Annuities, classification of annuities, sources of risk information.

Unit 3

Marine Insurance Contract: definition, procedure to effect marine insurance, elements of marine insurance, different classes of policies, policy conditions, description of various clauses.

Unit 4

Fire Insurance: Definition, causes of fire, prevention of loss, private activities and public activities, fire insurance contract, elements of fire insurance contract, various types of policies in fire insurance, policy conditions.

Unit 5

Miscellaneous insurance: Employer's liability insurance, Employees State Insurance Act, Aviation insurance, Motor insurance, kinds of policies under motor insurance, procedures of motor insurance, general exceptions, extra benefits.

Skill Development Activities:

- Visit any insurance office and collect the details of its Organizational Structure.
- Collection of the Proposal Forms of insurance and filling the same, Collecting and filling of Insurance Claim Forms,
- Collect any one type of Policy Bond,
- Meet Development Officer and collect information about different Insurance Policies, and
- Documentation of the Procedure for Claims and their Settlement

TEXTBOOKS:

1. M. N. Mishra, S. B. Mishra - *Insurance Principles and Practice*, S. Chand & Company Ltd.
2. Mark S. Dorfman – *Introduction to Risk Management and Insurance*, Prentice-Hall of India

REFERENCE BOOKS:

1. George. E. Rejda – *Principles of Risk Management and Insurance*, Pearson Education.
2. M. N. Mishra – *Modern Concepts of Insurance*, S. Chand & Company Ltd.
3. Neelam C Gulati – *Principles of insurance Management - Excel Books*

Objective: To develop an understanding of the Premise and basic principles of GST Laws and develop the ability to comprehend the GST Law structure.

Unit 1

Meaning and Historical background of GST, Background of Erstwhile Service tax and VAT, Concept of Input Credit, Need for GST, Salient Features, Taxes subsumed under GST, Advantages of GST, Constitutional Amendment, GST Council, GST Network, Acts and Rules passed for Implementing GST and their Interlinking.

Unit 2

Types of GST – Meaning of CGST, SGST, UTGST, IGST, Practical Examples on how GST works (to get an overview of the system), Meaning of Supply – Elements that constitute supply, Types of Supply, Activities that are neither supply of goods nor supply of services, Composite and Mixed Supplies, Principal supply

Unit 3

Some important definitions – India, Turnover, Business, Business Vertical, Goods, Capital Goods, Inputs, Casual taxable person, consideration, Continuous supply, Exempt Supply, Job Work, Manufacture, Reverse Charge, Place of business, Input Service Distributor

Unit 4

Levy and Collection of GST, Tax payable under Reverse Charge, Kinds of supply on which tax is leviable under GST, GST on Intra state and Interstate supply, Zero rated supply

Unit 5

Exemption from GST, Goods and Services Exempt from GST, Power to grant exemption, Location of Supplier and Place of Supply of goods and services, Composition scheme under GST – Eligibility, Impact.

SUGGESTED READINGS:

1. Dr. H. C. Mehrotra, Dr. S. P. Goyal, *Income Tax Law and Practice*, Sahitya Bhawan Publications, Agra
2. Dr. Vinod K. Singhanian, *Students Guide to Income Tax*. Taxmann Publications Pvt. Ltd, New Delhi.
3. T. N. Manoharan *Income Tax, VAT & Service Tax*, Snow White Publication
4. Madhukar N. Hiregange, Rajesh Kumar T. R. & Sudhir V. S. *Practical Guide to Service Tax*, Bharath Law House Pvt. Ltd.

Objective: To enable students to understand the various heads of income and compute income under various heads.

Unit 1

Income from salary (government & non-government employees): Meaning of salary, Different forms of salary, Allowances, Perquisites, Profits in lieu of salary, Provident Fund, Deductions from Gross salary u/s 16.

Unit 2

Income from salary (on retirement): Retirement benefits - Gratuity, Pension and Commutation of Pension, Earned Leave salary, Retrenchment compensation, Computation of taxable salary – Tax Planning of Salary Income.

Unit 3

Income from House Property: Meaning, Exempted incomes from House Property, Annual Value - Gross Annual Value and Net Annual Value, Let out, Self-occupied, Deemed to be Let out House Property, Deductions u/s 24, Unrealized rent, Deemed ownership and Co-ownership, Computation of income from House Property – Tax Planning of House Property Income.

Unit 4

Capital Gains: Meaning of Capital Assets - Types of capital assets - Capital gains - Types of capital gains - Transfer of capital asset - Transactions not regarded as transfer - Method of computation of capital gains- Cost of acquisition - Cost of improvement - Indexed Cost of Acquisition - Indexed Cost of Improvement - Capital Gains Account Scheme - Exemptions in respect of capital gains - Treatment of capital loss (Section 74) - Tax on capital gains (Section 111 A) - Computation of capital gains – Capital Gains and Tax Planning.

Unit 5

Income from other sources: Incomes falling under the head income from other sources u/s 56(1), general incomes - u/s 56(2), Specified incomes - Dividends, Income from winnings from lotteries, cross word puzzles, races including horse races, card games, and other games of any sort, or from gambling or betting of any form or nature, amount deducted by employer, Gifts, income from letting of plant, machinery or furniture, income from composite letting of plant, machinery or furniture, any sum received under a Keyman Insurance Policy, Interest received on compensation or enhanced compensation, Interest on securities - Bond washing transactions - Computation of income from interest on securities - Deductions from income from other sources - Computation of income from other sources.

REFERENCE BOOKS:

1. Dr. H. C. Mehrotra, Dr. S. P. Goyal, *Income Tax Law and Practice*, Sahitya Bhawan Publications, Agra
2. Dr. Vinod K. Singhanian, *Students Guide to Income Tax*. Taxmann Publications Pvt. Ltd, New Delhi.
3. V. P. Gaur & D. B. Narang, *Income Tax Law and Practice*, Kalyani Publications.
4. T. S. Reddy & Y. Hari Prasad Reddy, *Income Tax Theory Law and Practice*, Margham Publication, Chennai.
5. Dr. Bhagwati Prasad - *Direct Taxes law & Practice – Vishwa Prakashan*, N. Delhi.
6. Dr. Girish Ahuja & Dr. Ravi Gupta - *Simplified Approach to income Tax – Sahitya Bhawan Publishes & Distributors*, Agra.
7. Dinker Pagare - *Income Tax Law and Practice*
8. T. N. Manoharan *Income Tax - VAT & Service Tax - Snow White Publication*

18COM211A

FUNDAMENTALS OF COSTING

3 1 0 4

Objective: To provide the students the knowledge of cost ascertainment, cost presentation and cost control and to understand different methods of costing adopted by various concerns and its utility.

Unit 1

Cost, costing, cost accountancy and cost accounting, objectives, advantages and disadvantages, cost accounting and financial accounting, cost accounting and management accounting, methods of costing, cost classification, cost center and cost unit, cost sheet, unit costing, expenses excluded from cost.

Unit 2

Materials, purchase procedure, centralized purchasing, stock levels, EOQ, issue of materials – pricing of material issues.

Unit 3

Labour, time-keeping and time booking, methods of wage payment, incentive systems (Halsey and Rowan), overtime, idle time.

Unit 4

Overheads, meaning and classification, allocation and apportionment of overheads, primary and secondary overhead distribution summary, absorption of overheads, methods of absorption, machine hour rate, concept of over and under absorption of overheads.

Unit 5

Operating Costing: Transport costing, calculation of cost per km., cost per passenger km. and cost per tonne km., Contract costing: recording of cost, profit on incomplete contracts, estimated profit. Process Costing: process accounts, normal loss, abnormal loss and abnormal gain. Reconciliation of cost and financial accounts.

TEXTBOOKS:

1. K. M. Vineeth and K. R. Shabu – *Cost Accounting*, Kalyani Publishers
2. S. P. Jain and K. L. Narang: *Cost Accounting*, Kalyani Publishers

REFERENCE BOOKS:

1. S. P. Iyengar: *Cost Accounting Principles*, Sultan Chand and Sons
2. Khanna Ahuja and Pandey – *Practical Costing*, S. Chand and Co.
3. B. S. Raman – *Cost Accounting*, United Publishers

18COM212A

ADVANCED CONCEPTS OF GST

3 0 2 4

Objective: To develop an understanding of GST and to acquire ability to apply such knowledge to make computations and address application oriented issues.

Unit 1

Impact of GST on society, Time of Supply – Goods and Services, Questions on computing Time of Supply

Unit 2

Value of Supply – Valuation Rules, Simple Questions on computation of Value of supply

Unit 3

Input tax credit – Eligibility, conditions, Utilisation of Input credit, Input credit availment, matching, Reversal and Reclaim

Unit 4

Tax Invoice, Credit and Debit Notes, Registration under GST – Compulsory, Voluntary, Exemption from Registration

Unit 5

Payment of tax, Interest, Penalty, Electronic credit ledger, Returns to be filed under GST- Due dates, Return Forms, Late fee, Contents of Various Returns

SUGGESTED READINGS:

1. Dr. H. C. Mehrota, *Indirect Taxes Law and Practice*, Sahitya Bhawan Publications, Hospital Road, Agra - 282003.
2. V. S. Datey, *Elements of Indirect Taxes* Taxmann's Publications Pvt. Ltd., New Rohtak Road, New Delhi – 110005.
3. V. S. Datey, *Indirect Taxes Law & Practice*, Taxmann's Publications Pvt. Ltd., New Rohtak Road, New Delhi – 110005.
4. Girish Ahija, Dr. Ravi Gupta, *Systematic Approach to Income Tax and CST*, Bharat Law House, Pvt. Ltd. New Delhi.
5. Dr. Sanjeev Kumar, *Systematic Approach to Indirect Taxes with Practical problems and solutions*, Bharat Law House Pvt. Ltd., New Delhi.
6. T. S. Reddy and Y. Hari Prasad Reddy, *Indirect Taxes*, Margham Publishers
7. *Central Sales Tax Act*.
8. Ahuja Girish, *Central sales tax (Problems and Solutions with Multiple choice questions)*; Bharat Law House Pvt. Ltd., New Delhi.
9. Ravi Gupta & Girish Ahuja , *Practical Approach to Income Tax, Service Tax, VAT and Wealth Tax: Problems & Solutions*, Bharat Law House

18COM214A

INTRODUCTION TO RESEARCH PROJECTS

2 1 0 3

Objective: To enable the students to get an insight of what is research methodology in order to prepare them for their work on the Project in the Sixth Semester.

Unit 1

Introduction: Meaning of Research – research problem – research design – stages of research – review of literature.

Unit 2

Collection of Data: Meaning of data – sample and census methods – method of observation – interview method – Schedules and Questionnaire.

Unit 3

Sampling Techniques: Non-probability methods – convenience sampling, judgement sampling and quota sampling – probability methods – random sampling, systematic sampling and stratified sampling – merits of sampling – superiority of sampling over census method.

Unit 4

Analysis and Tabulation: Meaning of analysis – types of analysis – meaning of tabulation – types of tables – inclusive and exclusive tables – open-end tables – diagram and graphs – construction of bar diagrams, histograms, frequency polygon and frequency curves - ogives.

Unit 5

Preparation of Project Report: Type of project reports – steps in writing reports – components of a report, Appendices and Bibliography.

Skill Development Activities:

- Illustrate different types of samples with examples
- Construct a questionnaire for collection of primary data keeping in mind the topic chosen for research
- Narrate your experience using observation technique
- Diagrammatically present the information collected through the questionnaire

TEXTBOOKS:

1. Kothari – *Research Methodology*, New Age Publishers
2. K. M. Vineeth and M. C. Dileep Kumar – *Research Methodology*, Kalyani Publishers

REFERENCE BOOKS:

1. Ranjit Kumar – *Research Methodology: A Step-by-Step Guide for Beginners*, Pearson
2. Anil Tandon – *Research Methodology: Methods and Techniques*, S. Chand Publication
3. Paneerselvam – *Research Methodology*, PHI

18COM215A

INCOME TAX LAW AND PRACTICE - DETERMINATION OF INCOME

3 0 2 4

(Profits and gains of business/ profession, Clubbing and Aggregation of Incomes and Assessment of Individuals, HUFs and Firms)

Objective: To make the students to be well versed with the provisions and procedure of Computation of professional/business income and tax assessment of individuals, Hindu-undivided families and firms.

Unit 1

Profits and Gains of Business or Profession - Chargeability, Deductions expressly allowed, Expenses expressly disallowed, Expenses not allowed to be deducted under certain circumstances, Deductions allowable on actual payment, Deductions allowed u/s 36 and 37, Deemed Profits u/s 41, Valuation of stock, Maintenance of accounts by certain persons carrying on profession or business (Sec. 44 AA) - Compulsory audit for the non-corporate assesses (Sec. 44 AB) - Special provisions for computations of income on estimated basis u/s 44 AD, 44 AE, and 44 AF- Computation of income from business or profession – Tax Planning of Business Income.

Depreciation - Charge of depreciation - Tangible and Intangible assets, Conditions for depreciation, Methods of depreciation - Block of assets, Depreciation on actual basis and on written down basis - Definition of actual cost of assets, Computation of depreciation, Unabsorbed depreciation, Set-off of unabsorbed depreciation.

Unit 2

Clubbing of Income and aggregation of income – Income of other persons to be included in assessee's total income, Benami transactions - Deemed incomes - Set off and carry forward of losses.

Unit 3

Assessment of individual assesseees - Deductions out of Gross Total Income under Sections 80C, 80CCC, 80CCD, 80CCE, 80CCF, 80D, 80DD, 80DDB, 80E, 80G, 80GG, 80GGA, 80GGC, 80QQB 80RRB, 80U - Rates of tax applicable to individual assesseees, Computation of Total income and Tax liability of individuals.

Unit 4

Assessment of Hindu Undivided Families - Incomes which are not treated as family incomes - Salary paid to any member of the family - Remuneration earned by a member/ Karta of HUF to be assessed as family income or individual income

- Deductions u/s 80 applicable to HUFs - Deductions out of Gross Total Income under Sections 80C, 80CCF, 80D, 80DD, 80DDB, 80G, 80GGA, 80GGC - Computation of Total income and Tax liability of HUF.

Unit 5

Assessment of Firms - Conditions of section 184 - Assessment of Firm u/s 184, Remuneration to working partner, Allowable remuneration to working partner in case of loss of a firm - Assessment of Firm u/s 185 (Assessment when Section 184 not complied with) - Deductions out of Gross Total Income under Sections 80G, 80GGA, 80GGC - Computation of Total income and tax liability of Firms - Treatment of share of income of firm - Treatment of income of a partner from the firm - Treatment of firm's losses.

REFERENCE BOOKS:

1. Dr. H. C. Mehrotra, Dr. S. P. Goyal, *Income Tax Law and Practice*, Sahitya Bhawan Publications, Agra
2. Dr. Vinod K. Singhania, *Students Guide to Income Tax - Taxmann Publications Pvt. Ltd, New Delhi.*
3. V. P. Gaur & D. B. Narang, *Income Tax Law and Practice*, Kalyani Publications.
4. T. S. Reddy & Y. Hari Prasad Reddy, *Income Tax Theory Law and Practice*, Margham Publication, Chennai.
5. Dr. Bhagwati Prasad *Direct Taxes law & Practice – Wishwa Prakashan, N. Delhi.*
6. Dr. Girish Ahuja & Dr. Ravi Gupta *Simplified Approach to income Tax – Sahitya Bhawan Publishes & Distributors, Agra.*
7. Dinker Pagare, *Income Tax Law and Practice*
8. T. N. Manoharan *Income Tax, VAT & Service Tax - Snow White Publication*

18COM301A

MANAGEMENT ACCOUNTING

3 1 0 4

Objective: *This course provides the students an understanding of the applications of various tools and techniques for management to help in decision-making.*

Unit 1

Management Accounting: Introduction, Meaning and definition, Advantages and disadvantages, Comparison with Financial and Cost Accounts, Management Audit, Objectives, Comparison with Financial Audit, Conducting Management Audit.

Unit 2

Marginal costing, marginal cost, advantages and disadvantages of marginal costing, contribution, P/V Ratio, Break Even Point (BEP), Margin of Safety, managerial applications of marginal costing.

Unit 3

Ratio analysis, Significance of ratios and long-term financial position, Uses and limitation of ratios, Classification and computation of various ratios, Preparation of financial statement from accounting ratios.

Unit 4

Fund flow statement, meaning and importance, fund from operation, statement of changes in working capital, Cash flow statement, cash from operation, preparation of fund flow statement and cash flow statement.

Unit 5

Budget and Budgetary Control, Forecast and budget, Objectives and advantages, Functional budgets and Master Budget, Flexible Budget, Zero Base Budgeting.

TEXTBOOKS:

1. K. M. Vineeth and K. R. Shabu – *Management Accounting*, Kalyani Publishers
2. S. N. Maheswary – *Principles of Management Accounting*, Sultan Chand

REFERENCE BOOKS:

1. R. S. N. Pillai and Bagavathi – *Management Accounting*, S. Chand
2. Jain and Narang – *Cost and Management Accounting*, Kalyani Publishers

18COM302A

GST – PROCEDURES AND PRACTICES

3 0 0 3

Objective: To acquire ability to analyse and interpret the provisions of GST and to be able to manage practical issues arising therein.

Unit 1

Current Applicability, Items covered under Central Excise after introduction of GST, Meaning of Manufacture, Taxable Event, Returns to be filed under Central Excise, SSI Exemption

Unit 2

Extent and commencement of IGST, Levy and Collection of IGST, OIDAR Services, Import of Goods and Services, Export of Goods and Services

Unit 3

Charge of GST, Exemptions, Place of Supply, Time and Value of Supply, Input credit, Registration, Tax Invoice, Accounts and Records, Payment and Refund of Tax

Unit 4

Job work, Provisions relating to TDS under GST, Electronic Commerce, Assessment and Audit, Inspection, Search and Seizure, Demand and Recovery of tax under GST

Unit 5

Liability of pay tax in certain cases, offences and Penalties, Appeals and Revisions, Advance Rulings, Miscellaneous provisions under GST

REFERENCE BOOKS:

1. R. K. Jain: *Central Excise Law Manual (Recent edition)*. CENTAX Publications, New Delhi.
2. R. K. Jain: *Central Excise Tariff of India*. CENTAX Publications, New Delhi.
3. H. C. Mehrota: *Indirect Taxes Law and Practice*, Sahitya Bhawan Publications, Hospital Road, Agra – 282003.
4. V. S. Datey: *Indirect Taxes Law and Practice*. Taxmann's Publications Pvt Ltd., New Rohtak Road, New Delhi – 110005.
5. Gupta and Ahuja: *Practical Approach to Income Tax, Wealth Tax, Central Sales Tax*. Bharat Law House Pvt. Ltd., New Delhi.
6. T. S. Reddy and Y Hari Prasad Reddy: *Indirect Taxes*. Margham Publishers.
7. Sanjeev Kumar: *Systematic Approach to Indirect Taxes with Practical problems and solutions*. Bharat Law House Pvt. Ltd., New Delhi.
8. Ravi Gupta and Girish Ahuja: *Practical Approach to Income Tax, Service Tax, VAT and Wealth Tax: Problems and Solutions*. Bharat Law House Pvt. Ltd., New Delhi.
9. R. K. Jain: *Central Customs Law Manual (Recent edition)*. CENTAX Publications, New Delhi.

18COM304A

INVESTMENT MANAGEMENT

3 0 0 3

Objectives: To familiarize the students with the world of investments; to provide a theoretical framework for the analysis and valuation of investments.

Unit 1

The concept of Investment: Introduction – types of investments – elements of investment – need for investment – investment principles – investment process – risk and return.

Unit 2

Investment Instruments: Capital market instruments – money market instruments – introduction to derivatives – investment alternatives.

Unit 3

Security Analysis: Introduction – economy analysis – industry analysis – technical analysis.

Unit 4

Credit Rating: Introduction – significance – credit rating process – credit rating in India – regulatory framework – SEBI.

Unit 5

Capital Market Reforms: Primary and Secondary Securities Market - recent capital market reforms – New Capital issues – Book Building – Depository System. Securities Contracts (Regulation) Amendment Act 2007 – IPO Grading – investment options for Navaratna and Miniratna. Global Security markets

TEXTBOOKS:

1. Yogesh Maheshwari – *Investment Management*, PHI
2. V. K. Bhalla – *Fundamentals of Investment Management*, S. Chand

REFERENCE BOOKS:

1. Gangadhar and Ramesh Babu – *Investment Management*, Anmol Publishers
2. Hiriappa – *Investment Management: Securities and Portfolio Management*, New Age
3. Prasanna Chandra – *Investment Analysis and Portfolio Management*, TMH

18COM305A INCOME TAX LAW AND PRACTICE - ASSESSMENT PROCEDURES AND AUTHORITIES

3 0 2 4

(Assessment of Companies, Cooperative Societies, Tax Management and Tax Authorities)

Objective: To enable the students to learn the assessment of corporate bodies, cooperative societies and tax management.

Unit 1

Assessment of Companies: Meaning of company, Types of companies, Computation of Gross Total Income of a Company, Deductions out of Gross Total Income under Sections 80G, 80GGA, 80GGB, 80 IA, 80-IAB, 80-IB, 80-IC, 80-ID, 80-IE, 80JJA, 8 JJAA, 80LA - Rates of Tax - In case of Domestic company and In case of non-domestic company (Foreign company) - Special Provisions for payment of income tax by certain companies or Minimum Alternate Tax (MAT) on companies (Section 115JB) - Book Profits – Calculation of book profits, Tax Credit in respect of MAT on certain companies (Section 115JAA) - Tax on Distributed Profits of Domestic Companies (Sections 115-O to 115-Q), Computation of Income under Tonnage Tax Scheme (Section 115VD). Computation of Total income and Tax liability of companies.

Unit 2

Assessment of Co-operative Societies: Co-operative society - Definition – Urban consumers' Cooperative society, Consumers' cooperative society - Deductions from GTI under sections 80G, 80GGA, 80GGC, 80-IA, 80-IB, 80-IC, 80-ID, 80IE, 80JJA and 80P. Computation of Total income and Tax Liability of Co-operative societies.

Assessment of Association of Persons or Body of Individuals - Deductions from GTI under sections 80G, 80GGA, 80GGC - Computation of Total Income and Tax Liability.

Unit 3

Advance payment of tax: When assessee becomes liable to pay advance tax - Due dates - Computation of advance tax - Interest for default in payment of advance tax - Deduction and collection of tax at source – Self-assessment tax - Regular assessment tax – Interest for delayed payment of taxes - Refund of tax.

Unit 4

Filing of Returns: Voluntary return of income - Exemption from filing a return of income - Return on behalf of a Charitable Trust etc - Return on behalf of a Political Party, Return of Loss - Belated return - Revised Return of income – Compulsory Return of income – Electronic Filing of Return Income - Permanent Account Number Procedure of Assessment - Self assessment, Enquiry before assessment, Assessment on the basis of return filed, Best judgment assessment, Income escaping assessment or Reassessment, Rectification of mistake.

Unit 5

Income Tax Authorities, Appeals and Revision, Penalties, Offences and Prosecutions.

REFERENCE BOOKS:

1. Dr. H. C. Mehrotra, Dr. S. P. Goyal, *Income Tax Law and Practice*, Sahitya Bhawan Publications, Agra
2. Dr. Vinod K. Singhania, *Students Guide to Income Tax*. Taxmann Publications Pvt. Ltd, New Delhi.
3. V. P. Gaur & D. B. Narang, *Income Tax Law and Practice*, Kalyani Publications.
4. T. S. Reddy & Y. Hari Prasad Reddy, *Income Tax Theory Law and Practice*, Margham Publication, Chennai.
5. Dr. Bhagwati Prasad *Direct Taxes law & Practice – Wishwa Prakashan, N. Delhi.*
6. Dr. Girish Ahuja & Dr. Ravi Gupta *Simplified Approach to income Tax – Sahitya Bhawan Publishes & Distributors, Agra.*
7. Dinker Pagare, *Income Tax Law and Practice*
8. T. N. Manoharan *Income Tax, VAT & Service Tax: Snow White Publication*

18COM311A

PRINCIPLES OF FINANCIAL MANAGEMENT

3 1 0 4

Objective: To help students to understand the techniques of analysis and conceptual framework of financial management.

Unit 1

Financial management: Introduction – Meaning and definition – Importance – Finance Function – Approaches to finance function – Scope of financial management – Objectives and Functions of financial management – Finance manager – Functions and role of finance manager.

Unit 2

Financial Decisions and Planning: Introduction – concept – Major decision areas – Investment decisions – Financing decisions – Dividend decisions – Factors influencing the decisions, Time Value of Money. Financial Planning – Concept – Objectives – Process – Significance – Considerations – Limitations.

Unit 3

Working capital: Meaning and concept – Objects – Constituents of working capital – Classification of working capital – Adequate and inadequate working capital – Factors determining working capital requirements – Working capital management – Significance – Principles of working capital management – Estimate of working capital requirements – Simple practical problems on estimate of working capital requirements.

Unit 4

Cost of capital and Leverage: Meaning, concept and significance of cost of capital – Classification of cost – Determination of cost of capital – Computation of cost of capital – Cost of debt – Cost of preference and equity capital – Cost of retained earnings – Marginal cost of capital. – Leverage – Types – Impact.

Unit 5

Capitalisation and Capital Structure: concept of capitalisation – Theories – Overcapitalisation and undercapitalisation - Causes, consequences and remedies – Concept and patterns of Capital structure – Criteria and factors influencing capital structure decision – Capital Budgeting – evaluation of investment projects – payback period, time factor, discounted cash flow methods.

Skill Development Activities:

- Draw the organization chart of Finance Function
- Illustrate operating cycle for at least 2 companies of your choice.
- Evaluate the NPV of an investment made in any one of the capital projects with imaginary figures for 5 years.
- Prepare an ageing schedule of debtors with imaginary figures.
- Capital structure analysis of companies in different industries

TEXTBOOKS:

1. Shashi K. Gupta, R. K. Sharma – *Financial Management Theory and Practice*, Kalyani Publishers, 2001.
2. IM Pandey – *Essentials of Financial Management*, 4th Edition, Vikas Publishing

3. P. C. Tulsian – *Financial Management*, S. Chand

REFERENCE BOOKS:

1. Prasanna Chandra – *Fundamentals of Financial Management*, 3rd Edition, TMH
2. S. C. Kuchhal – *Financial management - An Analytical and Conceptual Approach*, Chaitanya Publishing House, Allahabad, 2001.
3. R. M. Srivastava – *Financial Management*, Pragati Prakashan, 2002

18COM312A

CAPITAL MARKETS AND FINANCIAL SERVICES

3 1 0 4

Objective: To get a reasonable exposure in the matters relating to capital markets and financial services.

Unit 1

Introduction: Concept of capital market – importance and role – components of a capital market – Government Securities Market – foreign exchange market – derivatives market – concept of money market – distinction between capital market and money market – money market institutions.

Unit 2

Structure of Capital markets: Institutions in capital market – new issues market – instruments in capital market – role of new issues in raising finance – steps to be followed in floating a new issue – role of stockbrokers and underwriters.

Unit 3

Securities Market in India: Origin and emergence of the securities market – types of securities – history of stock exchange in India – trading in a stock exchange – procedure of listing shares – investment environment – sources of investment information for existing and new investors.

Unit 4

Regulation and Control of Stock Exchanges: Securities Contract Act, 1956 – SEBI Act, 1986 – Amendments to SEBI Act – guidelines relating to capital issues – steps to protect investors.

Unit 5

Mutual Funds: Importance and role of mutual funds – schemes – advantages and shortcomings – role of credit rating, Credit rating agencies of India – CRISIL – IICRA – CARE – Limitations of rating.

Skill Development Activities:

- Collection of Share certificate/ debenture certificate.
- Chart showing *modus operandi* of leasing – hire purchase procedures.
- Collect any specimen of new Financial Instruments and record the same.
- Select any Mutual Fund and examine the various closed and open-ended schemes offered.
- Visit any Housing Finance Companies and analyse the features of various financing schemes offered.

TEXTBOOKS:

1. Gordon and Natarajan – *Financial Markets and Services*, Himalaya Publishing House
2. Clifford Gomez – *Financial Markets, Institutions and Financial Services*, PHI

REFERENCE BOOKS:

1. Punithavathy Pandian – *Financial Services and Markets*, Vikas
2. Bharati V Pathak – *The Indian Financial System: Markets, Institutions and Services*, Pearson.
3. G. S. Batra – *Financial Services and Markets*, Deep and Deep Publication

18COM313A

AUDITING – PRINCIPLES AND PRACTICE

3 1 0 4

Objective: To provide the students the knowledge of principles of auditing and the procedure followed in India.

Unit 1

Origin and meaning of auditing – Definition – Objects, advantages and importance – Professional and personal qualities of an auditor – Classification of audit – Planning the audit - Arrangements with client – Audit Programme –

Audit note book and working papers – Division of work. Rights and powers of Auditors, Qualification and disqualification of Auditors.

Unit 2

Internal check – meaning and definition – Object - Features of good internal check system - Internal audit – Relationship between internal auditing and statutory auditing – Distinction between internal audit and internal check.

Unit 3

Vouching – Meaning – Objects of vouching – Vouching of cash transactions and trading transactions – Vouching of personal and impersonal ledger.

Unit 4

Verification and valuation - verification of assets and liabilities - valuation of assets – general principles of valuation - Auditor's duties.

Unit 5

Cost Audit– Definition – Difference between cost audit and financial audit – Appointment of cost auditor – Advantage of cost audit – Qualifications, rights and powers of cost auditor – Cost Audit Report, Management Audit – Meaning and Definition – Need for management audit – Management audit and statutory financial audit – approach of management audit - Advantages of management audit – Management audit programme - Conduct of management audit and reporting.

Skill Development Activities:

- *Collect the information about classification of audit conducted in different organizations.*
- *Formulating An Internal Check System for Cash Sales,*
- *Verification of an Ascended Fixed Assets and Valuation, and Preparation of a Qualified and Clean Audit report of a Company*

TEXTBOOKS:

1. *Jagdish Prakash – Auditing, Kalyani Publishers*
2. *Kamal Gupta – Contemporary Auditing, Tata McGraw Hill*

REFERENCE BOOKS:

1. *R. G. Saxena – Principles and Practice of Auditing, Himalaya Publishing House*
2. *B. N. Tandon – A Handbook of Practical Auditing, Sultan Chand & Sons*
3. *Tandon, Sudharsnam, Sundharabahu – A Handbook of Practical Auditing, S. Chand*

18COM314A

CUSTOMS LAW - PRACTICE AND PROCEDURE

3 0 2 4

Objective: *To develop an understanding of Customs Laws and acquire ability to analyze and interpret the related provisions and to develop a basic understanding of Foreign Trade Policy relevant to Indirect Taxation.*

Unit 1

Introduction to Customs Law – Need, Levy and Exemptions, Status after introduction of GST, Types of Duty

Unit 2

Classification of Import and Export goods, Valuation under Customs Act, Importation, Exportation and Transportation of Goods

Unit 3

Provisions relating to Warehousing and Duty Drawback, Demand and Recovery, Refund under Customs law

Unit 4

Provisions relating to Illegal Import, Illegal Export, Confiscation, Penalty, Search, Seizure and Arrest, Offences and Prosecutions

Unit 5

REFERENCE BOOKS:

1. Dr. H. C. Mehrota, *Indirect Taxes Law and Practice*, Sahitya Bhawan Publications, Hospital Road, Agra
2. V. S. Datey, *Elements of Indirect Taxes* Taxmann's Publications Pvt. Ltd., New Rohtak Road, New Delhi – 110005.
3. V. S. Datey, *Indirect Taxes Law & Practice*, Taxmann's Publications Pvt. Ltd., New Rohtak Road, New Delhi – 110005.
4. *Customs Act 1962*.
5. R. K. Jain: *Central Customs Law Manual (Recent edition)*. CENTAX Publications, New Delhi.
6. www.cbec.gov.in
7. *Customs Manual - 2013* vide www.cbec.gov.in

Guidelines for Practical:

A set of Guidelines for the reference of teachers to conduct the PRACTICALS during the practical session is designed unit-wise to reinforce the theoretical discourse in the class rooms and provide practical orientation for the textual understanding of the subject.

18COM390A

LIVE-IN-LAB

3 cr

This initiative is to provide opportunities for students to get involved in coming up with solutions for societal problems. The students shall visit villages or rural sites during the vacations (after second semester or fourth semester) and if they identify a worthwhile project, they shall register for a 3-credit Live-in-Lab project, in the fifth semester. The objectives and projected outcome of the project should be reviewed and approved by the Dept. Chairperson and a faculty assigned as the project guide. On completion of the project, the student shall submit a detailed project report. The report shall be evaluated and the students shall appear for a viva-voce test on the project.

18COM399A

PROJECT

6 Cr

Every student will have to do an assigned project work on a particular topic relevant to the area of their study. The project is meant to evaluate the concepts learnt by the student during all the semesters and the application of such concepts in a real life situation. The final project evaluation will be done at the end of the semester on the basis of the dissertation submitted by the student duly signed by the project supervisor.

18CSA106A

PC SOFTWARE

2 1 0 3

Objective: *IT is revolutionizing the way, in which we live and work. It is changing all aspect of our life and lifestyle. The digital revolution has given mankind the ability to treat information with mathematical precision, to transmit it at very high accuracy and to manipulate it at will; to survive in this information world one must keep pace with these changes.*

Unit 1

Introduction to computer systems - Types of computers, Characteristics of computers, What computers can do, What computers can't do, Classification of computers, Central Processing Unit, Control Unit, Arithmetic and Logic unit, Memory- Registers and Addresses - How CPU and memory works. Windows Basics -Creating Directories. Files, Shortcuts, Moving and copying Files, Task Bar Options, Control Panel – Display, Mouse, Keyboard, Regional Settings, Date & Time, and Man handled device.

Unit 2

Introduction to Computer Software - classifications-Operating systems, Utilities, Compilers and Interpreters, Word processors, Spread sheets, Presentation graphics, Database management systems, Image processors.

Unit 3

Word Processing Application – MS Word

Window parts – Menu Bar, Tool Bar, Status Bar, Scroll Bars. Understanding and arranging windows.

Creating simple word documents – Saving files, Opening existing files, creating copies of files, Page set up options - Exiting word. Text Editing – Selection, deletion, cut, copy, Find & Replace, Using Undo & Redo. Document Views, Customizing toolbars, Inserting header & Footer, Zoom options. Inserting Page number, date & time, Symbols, Comments, Auto texts, Footnotes, Picture, Files & Objects, Bookmarks, Hyperlink, Cross references. Formatting Texts – Font, Paragraph, Columns, Bullets & Numbering, Borders & shading, Drop Cap, Auto format options, creating styles, Table of contents. Language Utilities – Spelling & Grammar – Mailmerge Options- Creating Macros – Inserting tables, applying formula and sorting tables – Arranging windows and splitting windows.

Unit 4

Spread Sheet Application – MS Excel

Familiarizing with workbooks, work sheets and cells – Excel window – working with cells – moving around in excel – Using the Toolbars – Using Formula bar - Entering and editing data – Selecting ranges, copying and moving cells – Paste special options – Fill options – Clearing formats – Move, copy and delete sheets – finding and replacing texts – Inserting header and footer – Inserting cells, rows, columns and work sheet – Chart options - Inserting functions - Giving names to cell ranges – Manipulating hyperlink – Formatting cells, rows, columns and sheet – Practicing auto-formatting and conditional formatting – Creating & merging styles
– Spelling and Auto correct – Creating macros, protecting sheet - Sorting and filtering list - creating a form – validation - Creating subtotals - Manipulating pivot table - Consolidating data - arranging windows - Freeze panes - Hiding windows.

Unit 5

Presentations using Powerpoint– 2000 Inserting slides – new slide, existing slides, duplicate slide, slides from Auto layout. Slide show – start with first slide, current Slide, customized show. Slide views -normal, slide sorter. Slide Layouts, Design Templates. Deleting slides, Paste special.
Inserting Header & Footer, Date & Time, Hyperlink, Picture, Object, Symbols, Text, Table, Chart, Diagram. Paste as hyperlink, Format – Font, Bullets & Numbering.
Custom animation, Slide Transitions. Action Buttons. Simple business case studies using the software tools.

TEXTBOOK:

Alexis Leon & Mathews Leon: Fundamentals of Information Technology, Vikas Publishing

REFERENCE BOOKS:

1. *Microsoft Office 2000 Complete, BPB publications*
2. *Dennis P. Curtin, Kim Foley, Kunal Sen, Cathleen Morin: Information Technology The Breaking Wave, TATA McGraw-Hill Edition*

18CSA186A

PC SOFTWARE LAB.

0 0 3 1

Unit 1

Word Processing Application – MS Word

1. Open a new document and set page size to A4, margins to left (2 cm), right (2cm), top (2.5m), bottom (2.5cm)

a. Type the following text:

Through Her extra ordinary acts of love and self sacrifice, Amma has endeared Herself to millions. Tenderly caressing everyone who comes to Her, holding them close to Her heart in a loving embrace, Amma shares Her boundless love with all. Be they young or old, sick or poor everyone who comes to Her receives the same unconditional love.

Amma's compassion has given rise to a vast network of charitable and spiritual activities, which is drawing attention through out the world. At the root of these services lies Amma's teaching that the divine exists in everything-in every person, plant and animal. Perceiving this unity is the essence of spirituality and that means by which to end all suffering. It is through this simple, yet powerful message that Amma is transforming our world, one embrace at a time.

b. Make the document error free using Spelling and Grammar

c. Replace the word 'compassion' using Thesaurus utility.

d. Practice Cut, Copy and Paste.

- e. Apply Page Borders, Paragraph Borders and shade the paragraphs.
 - f. Give appropriate heading in the Header and Page number, date in the Footer.
 - g. Apply paragraph settings to the document.
 - h. Format the text and apply bullets and numbering using menu.
 - i. Insert a picture in the document (use OLE feature)
 - j. Change one paragraph of the document into newspaper layout.
 - k. Practice tab settings.
2. Insert a table containing 6 rows and 7 columns: Headings – Student No, name, Mark1, Mark2, Mark3, Total, and Average.
 - a. Enter the details of 5 students.
 - b. Calculate Total & Average using 'Formula' option.
 - c. Sort the details of students in the order of Average..
 3. Generate 10 copies of interview letters to candidates from different states informing the place and time of interview. (Mail Merge)

Unit 2

Spread Sheet Application – MS Excel

1. Open a new work book and enter the details:
Employee No Name Basic Pay DA HRA PF Net Pay
E001 Anu 6000
E002 Anju 8000
E003 Pavan 4500
E004 Jyothy 7600
E005 Manu 6500
Calculate DA as 7.5% of Basic Pay, HRA as 5% of Basic Pay PF as 6% of Basic Pay and Net Pay = Basic Pay + DA + HRA - PF .
2. Create a series using AutoFill handle.
3. Save the workbook & give suitable title in the Header and date in the Footer, Preview the file.
4. Create a name for a range of cells in the work sheet.
5. Practice Rows, columns, Cells and work sheet format options.
6. Clear the formats of 5 the row.
7. Delete the last sheet of the workbook
8. Make a copy of the first sheet and rename it.
9. Practice paste special options.

Unit 3

Spread Sheet Application – MS Excel

1. Find the Sum of Net Pay using function.
2. Write a function to find the count of employees in G20 cell.
3. Insert comments in different cells and practice hyperlinks.
4. Create your own style for worksheets.
5. Create a database having the headings Roll No, Name, Mark1, Mark2, Mark3 and Total. Before entering data give validation rules:
 - a. For roll no – Enter numbers between 1 and 50
 - b. For name – Enter names that have text length between 3 and 15.
 - c. For marks – Enter marks between 0 and 99
6. Insert records and Sort the records.
7. Create a chart for the above details.
8. Create a pie chart for the student with highest mark.
9. Practice Auto Filter and advanced Filter.

Unit 4

Presentations using PowerPoint - 2000

1. Open a new Presentation and insert a new slide.
2. Apply appropriate slide transition to it.
3. Insert a number 4 more slides and set up the show for all.

4. Text and Word art into slides and apply custom animations.
5. Format the text and word art in the slides and apply design templates to slides.
6. Hyper link the slides (use text for link).
7. Use action buttons for hyperlink.
8. Create a PowerPoint presentation that contains News Headlines for a TV channel.
9. Create a presentation with minimum 5 slides regarding the programmes on Annual Day celebrations.
10. Create a presentation with minimum 5 slides regarding various products offered by a particular company.

Unit 5

Simple business case studies using the software tools.

TEXTBOOK:

Alexis Leon & Mathews Leon: Fundamentals of Information Technology, Vikas Publishing

REFERENCE BOOKS:

1. *Microsoft Office 2000 Complete, BPB publications*
2. *Dennis P.Curtin, Kim Foley, Kunal Sen, Cathleen Morin : Information Technology The Breaking*

18CSA218A

ACCOUNTING PACKAGES – TALLY

2 0 0 2

Objective: *To enable students understand the theory of accounting through the Accounting package – Tally.*

Unit 1

Introduction – Basic bookkeeping – importance – types of records – Getting started with Tally – Company information – Features and configuration.

Unit 2

Tally accounting - Chart of accounts – Ledgers – vouchers – financial and trading vouchers - advanced voucher entry.

Unit 3

Tally inventory – basics of inventory – inventory vouchers – purchase and sales orders – invoicing – bill of materials – price list.

Unit 4

Display and reporting – reporting and printing – bank reconciliation – budgeting – cash and funds flow.

Unit 5

Application of taxes – TDS – Goods and Service Tax (GST) Expert features – security controls – tally audit – export and import of data – splitting financial years.

TEXTBOOKS:

1. *Tally complete reference material*
2. *Nadhani – Tally ERP 9 Training Guide – BPB Publication*

REFERENCE BOOKS:

1. *Tally for everyone – Roopa, Add to Cart Publishing*
2. *Kogent Learning Solutions – Tally ERP 9 in Simple Steps, Dreamtech Publication*
3. *Dinesh Maidasani – Mastering Tally ERP 9, Firewall Media*

18CSA287A

ACCOUNTING PACKAGES – TALLY LAB

0 0 3 1

Unit 1

Getting started with Tally – Company information – Features and configuration.

Unit 2

Tally accounting - Chart of accounts – Ledgers – vouchers – financial and trading vouchers - advanced voucher entry.

Unit 3

Tally inventory – inventory vouchers – purchase and sales orders – invoicing – bill of materials – price list.

Unit 4

Display and reporting – reporting and printing – bank reconciliation – budgeting – cash and funds flow.

Unit 5

Application of taxes – TDS – Goods and Service Tax (GST). Expert features – security controls – tally audit – export and import of data – splitting financial years.

TEXTBOOKS:

1. *Tally complete reference material*
2. *Nadhani – Tally ERP 9 Training Guide – BPB Publication*

REFERENCE BOOKS:

1. *Tally for everyone – Roopa, Add to Cart Publishing*
2. *Kogent Learning Solutions – Tally ERP 9 in Simple Steps, Dreamtech Publication*
3. *Dinesh Maidasani – Mastering Tally ERP 9, Firewall Media*

18CUL101A

Cultural Education I

2 0 0 2

Unit 1

Introduction to Indian Culture - Introduction to Amma's life and Teachings – Symbols of Indian Culture.

Unit 2

Science and Technology in Ancient India - Education in Ancient India - Goals of Life – Purusharthas - Introduction to Vedanta and Bhagavad Gita.

Unit 3

Introduction to Yoga - Nature and Indian Culture - Values from Indian History – Life and work of Great Seers of India.

TEXTBOOKS:

1. *The Glory of India (in-house publication)*
2. *The Mother of Sweet Bliss, (Amma's Life & Teachings)*

18CUL111A

Cultural Education II

2 0 0 2

Unit 1

1. Relevance of Sri Rama and Sri Krishna in this Scientific Age
2. Lessons from the Epics of India
3. Ramayana & Mahabharata

Unit 2

4. Who is a Wise Man?
5. A Ruler's Dharma
6. The Story of King Shibi

Unit 3

7. Introduction to the Bhagavad Gita
8. Bhagavad Gita – Action without Desire

Unit 4

9. Role and Position of Women in India
10. The Awakening of Universal Motherhood

Unit 5

11. Patanjali's Astanga - Yoga System for Personality Refinement

12. Examples of Heroism and Patriotism in Modern India

TEXTBOOKS:

Common Resource Material II (in-house publication)

Sanatana Dharma - The Eternal Truth (A compilation of Amma's teachings on Indian Culture)

18ECO103A

MANAGERIAL ECONOMICS

3 0 0 3

Unit 1

Introduction to Managerial Economics: Definition of economics – wealth, welfare and scarcity – nature and scope of economics – micro- and macro-economics – methodology – inductive and deductive methods – economic models – distinction between economics and managerial economics, Exception to Law of Demand

Unit 2

Demand and Supply Analysis: Meaning and determinants of demand – law of demand – expansion and contraction of demand – increase and decrease – elasticity of demand – types – price, income, cross and advertisement elasticity – types of price elasticity – concept of utility – Cardinal approach of Marshall – law of diminishing marginal utility – equi-marginal utility – consumers' surplus – indifference curves – features.

Meaning of supply – determinants – law of supply – elasticity of supply – the supply curve of labour.

Unit 3

Production and Cost Analysis: Meaning of production – factors of production – production function – short run – law of variable proportion – long run – laws of return to scale – economies and diseconomies of scale – Isoquants – optimum input combination – input-output analysis – cost of production – types of cost – accounting cost and economic cost – total cost, average cost and marginal cost – long run cost curves – envelope curve.

Unit 4

Theory of Markets and Pricing: Meaning of market – classification of markets on the basis of time, area and degree of competition – equilibrium price – changes in demand and supply and their impact on price and quantity – concept of revenue – total revenue, average revenue and marginal revenue – role of elasticity of demand.

Unit 5

Different market forms: Perfect and imperfect competition – price determination under perfect competition, monopoly and monopolistic competition – price discrimination under monopoly – oligopoly – types of oligopoly pricing – kinked demand curve hypothesis.

TEXTBOOKS:

1. *G.S. Gupta – Managerial Economics, TMH*

2. *S. Shankaran – Economic Analysis, Margham Publications*

REFERENCE BOOKS:

1. *Suma Damodaran – Managerial Economics, Oxford University Press*

2. *H.L. Ahuja – Principles of Economics, S. Chand Publishers*

3. *D.M. Mithani – Managerial Economics: Theory and Applications, Himalaya Publishing*

18ENG101A

Communicative English

2-0-2-3

Objectives:

To help students obtain an ability to communicate fluently in English; to enable and enhance the students skills in reading, writing, listening and speaking; to impart an aesthetic sense and enhance creativity

Unit I

Kinds of sentences, usage of preposition, use of adjectives, adverbs for description, Tenses, Determiners- Agreement (Subject – Verb, Pronoun- Antecedent) collocation, Phrasal Verbs, Modifiers, Linkers/ Discourse Markers, Question Tags

Unit II

Paragraph writing – Cohesion - Development: definition, comparison, classification, contrast, cause and effect - Essay writing: Descriptive and Narrative

Unit III

Letter Writing - Personal (congratulation, invitation, felicitation, gratitude, condolence etc.) Official (Principal / Head of the department/ College authorities, Bank Manager, Editors of newspapers and magazines)

Unit IV

Reading Comprehension – Skimming and scanning- inference and deduction – Reading different kinds of material – Speaking: Narration of incidents / stories/ anecdotes- Current News Awareness

Unit V

Prose: John Halt's 'Three Kinds of Discipline' [**Detailed**]

Max Beerbohm's 'The Golden Drugget' [**Detailed**]

Poems: Ogden Nash- 'This is Going to Hurt Just a Little Bit' [**Detailed**]

Robert Kroetsch– 'I am Getting Old Now', Langston Hughes- 'I, Too' [**Detailed**]

Wole Soyinka- 'Telephone Conversation' [**Non- Detailed**]

Kamala Das- 'The Dance of the Eunuchs' [**Non-Detailed**]

Short Stories: Edgar Allan Poe's 'The Black Cat', Ruskin Bond's 'The Time Stops at Shamili' [**Non- Detailed**]

CORE READING:

1. *Ruskin Bond, Time Stops at Shamli and Other Stories, Penguin Books India Pvt Ltd, 1989*
2. *Syamala, V. Speak English in Four Easy Steps, Improve English Foundation Trivandrum: 2006*
3. *Beerbohm, Max, The Prince of Minor Writers: The Selected Essays of Max Beerbohm (NYRB Classics), Phillip Lopate (Introduction, Editor), The New York Review of Book Publishers.*
4. *Edger Allan Poe. The Selected Works of Edger Allan Poe. A Running Press, 2014.*
5. *Online sources*

References:

1. Ruskin Bond, Time Stops at Shamli and Other Stories, Penguin Books India Pvt Ltd, 1989
2. Martinet, Thomson, A Practical English Grammar, IV Ed. OUP, 1986.
3. Murphy, Raymond, Murphy's English Grammar, CUP, 2004
4. Online sources

18ENG121A

Professional Communication

1 0 2 2

Objectives:

To convey and document information in a formal environment; to acquire the skill of self projection in professional circles; to inculcate critical and analytical thinking.

Unit I

Vocabulary Building: Prefixes and Suffixes; One word substitutes, Modal auxiliaries, Error Analysis: Position of Adverbs, Redundancy, misplaced modifiers, Dangling modifiers – Reported Speech

Unit II

Instruction, Suggestion & Recommendation - Sounds of English: Stress, Intonation
- Essay writing: Analytical and Argumentative

Unit III

Circulars, Memos – Business Letters - e - mails

Unit IV

Reports: Trip report, incident report, event report - Situational Dialogue - Group Discussion

Unit V

Listening and Reading Practice - Book Review

References

1. FelixaEskey. *Tech Talk, University of Michigan. 2005*
2. Michael Swan. *Practical English Usage, Oxford University Press. 2005*
3. Anderson, Paul. *Technical Communication: A Reader Centered Approach, V Edition, Hercourt, 2003.*
4. Raymond V. Lesikar and Marie E. Flatley. *Basic Business Communication, Tata Mc Graw Hill Pub. Co. New Delhi. 2005. Tenth Edition.*
5. Thampi, G. Balamohan. *Meeting the World: Writings on Contemporary Issues. Pearson, 2013.*
6. Lynch, Tony. *Study Listening. New Delhi: CUP, 2008.*
7. Kenneth, Anderson, Tony Lynch, Joan Mac Lean. *Study Speaking. New Delhi: CUP, 2008.*
8. Marks, Jonathan. *English Pronunciation in Use. New Delhi: CUP, 2007.*
9. Syamala, V. *Effective English Communication For You (Functional Grammar, Oral and Written Communication): Emerald, 2002.*

18ENV300A

Environmental Science and Sustainability

3 0 0 3

Unit 1

State of Environment and Unsustainability, Need for Sustainable Development, Traditional conservation systems in India, People in Environment, Need for an attitudinal change and ethics, Need for Environmental Education, Overview of International Treaties and Conventions, Overview of Legal and Regulatory Frameworks.

Environment: Abiotic and biotic factors, Segments of the Environment, Biogeochemical Cycles, Ecosystems (associations, community adaptations, ecological succession, Food webs, Food chain, ecological pyramids), Types of Ecosystems – Terrestrial ecosystems, Ecosystem Services, Economic value of ecosystem services, Threats to ecosystems and conservation strategies.

Biodiversity: Species, Genetic & Ecosystem Diversity, Origin of life and significance of biodiversity, Value of Biodiversity, Biodiversity at Global, National and Local Levels, India as a Mega-Diversity Nation (Hotspots) & Protected Area Network, Community Biodiversity Registers. Threats to Biodiversity, Red Data book, Rare, Endangered and Endemic Species of India. Conservation of Biodiversity. People's action. Impacts, causes, effects, control measures, international, legal and regulatory frameworks of: Climate Change, Ozone depletion, Air pollution, Water pollution, Noise pollution, Soil/ land degradation/ pollution

Unit 2

Linear vs. cyclical resource management systems, need for systems thinking and design of cyclical systems, circular economy, industrial ecology, green technology. Specifically apply these concepts to: Water Resources, Energy Resources, Food Resources, Land & Forests, Waste management.

Discuss the interrelation of environmental issues with social issues such as: Population, Illiteracy, Poverty, Gender equality, Class discrimination, Social impacts of development on the poor and tribal communities, Conservation movements: people's movements and activism, Indigenous knowledge systems and traditions of conservation.

Unit 3

Common goods and public goods, natural capital/ tragedy of commons, Cost benefit analysis of development projects, Environment Impact Assessment (EIA), Environment Management Plan (EMP), Green business, Eco-labeling, Problems and solutions with case studies.

Global and national state of housing and shelter, Urbanization, Effects of unplanned development case studies, Impacts of the building and road construction industry on the environment, Eco-homes/ Green buildings, Sustainable communities, Sustainable Cities.

Ethical issues related to resource consumption, Intergenerational ethics, Need for investigation and resolution of the root cause of unsustainability, Traditional value systems of India, Significance of holistic value-based education for true sustainability.

TEXTBOOKS / REFERENCES:

1. R. Rajagopalan, *Environmental Studies: From Crisis to Cure*. Oxford University Press, 2011, 358 pages. ISBN: 9780198072089.
2. Daniel D. Chiras, *Environmental Science*. Jones & Bartlett Publishers, 01-Feb-2012, 669 pages. ISBN: 9781449645311.
3. Andy Jones, Michel Pimbert and Janice Jiggins, 2011. *Virtuous Circles: Values, Systems, Sustainability*. IIED and IUCN CEESP, London. URL:<http://pubs.iied.org/pdfs/G03177.pdf>
4. Annenberg Learner, *The Habitable Planet*, Annenberg Foundation 2015. URL: <http://www.learner.org/courses/envsci/unit/pdfs/textbook.pdf>.

18HIN101A**HINDI I****1 0 2****Unit-1**

- a) Introduction to Hindi Language, -other Indian Language's, Official Language, link Language Technical terminology..
- b) Hindi alphabet: ParibhashaAurBhed.
- c) Shabda: ParibhashaAurBhed, RoopantharkiDrishti se
- d) Sangya -ParibhashaAurBhed,SangyakeRoopanthar-ling, vachan, karak
- e) Sarvanaam- ParibhashaAurBhed.

Unit-2

- a) Common errors and error corrections in Parts of Speech –with emphasis on use of pronouns, Adjective and verb in different tenses –gender& number
- b) Conversations, Interviews, Short speeches.

Unit -3

- a) Letter writing –ParibhashaAurBhed, Avedanpatra (request letter) & Practice
- b) Translation-ParibhashaAurBhed, English to Hindi

Unit- 4

Peom :

- a) Maithilisharangupth: sakhivemujsekahakarjaate
- b) Suryakanthtripatinirala :Priyatam
- c) Mahadevvarma- adhikaar
- d) Shiyaramsharangupth:ekphoolkichah

Unit- 5

Kahani

- a) Kafan - Premchand ,
- b) Rajasthan ki Ek Gaav kee theerthyatra - Beeshmasahni
- c) Raychandrabhai :By Mahathma Gandhi - Sathya ke prayog
- d) Rajani - Mannu Bhandari

18HIN111A**HINDI II****1 0 2****Unit -1**

- a) Visheshan- Paribhasha Aur Bhed. special usage of adverbs, changing voice and conjunctions in sentences.
- b) kriya- ParibhashaAurBhed, rupantharkidrushti se-kaal
- c) padhparichay.
- d) Vigyapan Lekhan (Advertisement writing), Saar Lekhan (Precise writing).

Unit -2

Communicative Hindi – MoukhikAbhivyakthi –understanding proper pronunciation, Haptics ...etc in Interviews ,short speeches .

Unit -3

Film review,Audio –Visual-Media in Hindi – Movies appreciation and evaluation.News reading and presentations in Radio and Tv channels in Hindi, samvaadhlekhan,

Unit -4

- Harishankarparasaiyi- SadacharkaThavis
- Jayashankarprasadh – Mamata
- Mannubandari- Akeli
- Habibtanvir- Karthus

Unit -5

Kavya Tarang

- Himadri thung shrung se (poet- Jayasankar prasad)
- Dhabba (poet- kedarnath sing) ,
- Proxy (poet- Venugopal),
- Machis(poet –Suneeta Jain) ,
- Vakth. (poet – Arun kamal)
- Fasal (poet- Sarveshwar Dayal Saxena)

18KAN101A

KANNADA I

102

- To enable the students to acquire basic skills in functional language.
- To develop independent reading skills and reading for appreciating literary works.
- To analyse language in context to gain an understanding of vocabulary, spelling, punctuation and speech

UNIT – 1

- Railway Nildanadalli – K. S. Narasimha Swamy
- Amma, Aachara Mattu Naanu – K. S. Nisar Ahamad
- Kerege Haara – Janapada
- Simhaavalokana – H.S. Shivaprakash

UNIT – 2

- Dhanwantri Chikitse - Kuvempu
- Mouni - Sethuram
- Meenakshi Maneya Mestru - Kuvempu

UNIT – 3

- Sukha –H.G Sannaguddayya
- Mobile Thenkara Jen Nonagala Jhenkara – Nagesh Hegade
- Namma Yemmege Maatu Tiliyitu – Goruru Ramaswamy Iyengar

UNIT – 4

Language structure

- Usage of punctuation marks
- Introduction to words (right usage)
- Reading skills
- Sentence formation (simple & complex)
- Translation- English to Kannada

References:

- Kannada Samskruti Kosha – Dr. Chi. C Linganna
- Kannada Sanna Kathegalu – G H Nayak
- Lekhana Kale – N. Prahlad Rao
- Kannada Sahithya Charithre – R. Sri Mugali

18KAN111A

KANNADA II

102

Objectives:

- To enable the students to acquire basic skills in functional language.
- To develop independent reading skills and reading for appreciating literary works.

- To develop functional and creative skills in language.
- To enable the students to plan, draft, edit & present a piece of writing.

UNIT – 1

- Bettada Melondu Maneya Maadi – Akka Mahadevi
- Thallanisadiru Kandya – Kanakadasa
- Avva – P. Lankesh
- Neevallave – K. S. Narasimha Swamy

UNIT – 2

Gunamukha – Drama by P. Lankesh

UNIT – 3

Karvalo – Novel by Poornachandra Thejaswi

UNIT – 4

Letter Writing –

Personal (congratulation, invitation, condolence etc.)

- Official (To Principal, Officials of various departments, etc.,)
- Report writing
- Essay writing
- Precise writing

Prescribed text:

1. Gunamukha by P. Lankesh (Lankesh Prakashana)
2. Karvalo by Poornachandra Thejaswi (Mehtha publishing house)

Reference

1. Saamanyanige Sahithya Charitre (chapter 1 to 10) – Bangalore University Publication
2. Hosa Kannada Saahithya Charithre – L.S Sheshagiri Rao
3. Kacheri Kaipidi – Kannada Adhyayana Samsthe (Mysuru University)
4. Kannada Sahithya Charithre – R. Sri Mugali
5. H.S.Krishna Swami Iyengar – *Adalitha Kannada – Chetana Publication, Mysuru*

18LAW201A

INDIAN CONSTITUTION

2 0 0 2

Objective: *The preliminary objective is to ensure that every student has some knowledge about Indian Constitution.*

Unit 1

Meaning and Importance of Constitution, Preamble and Salient Features of the Constitution.

Unit 2

Fundamental Rights, Right to Equality, Right to Freedom, Right against exploitation, Right to freedom of religion, Cultural and Educational Rights, Right to Constitutional Remedies and Duties, Directive Principles of State Policy.

Unit 3

Union Government – Lok Sabha and Rajya Sabha Composition, Powers and functions: The President, The Prime Minister and Supreme Court: Role Position and Powers/ functions.

Unit 4

State Government - Legislative Assembly and Legislative Council: Composition, Powers and functions: The Governor, Chief Minister and High Court: Role, Position and Powers/ functions.

Unit 5

Local self Government, Panchayat Raj System in India; Election Commission; Public Service Commissions, Role, powers and function

Skill development Activities:

- Court Visit & Report Presentation
- Group discussion(Fundamental rights and duties)

REFERENCES:

1. Introduction to The constitution of India – M V Pylee, Vikas publishing house Pvt LTD
2. Introduction to The constitution of India – Dr. Durga das Basu, 19th edition Reprint 2007

18LAW202A

MERCANTILE LAWS

2 1 0 3

Objective: To provide general awareness about some important laws relating to trade and industry.

Unit 1

Law of contracts: Definition, essentials of a valid contract- offer and acceptance, consideration, Doctrine of Privity of contract, capacity to contract, Free consent, kinds of contracts, discharge and breach of contracts, remedies for breach of contract.

Unit 2

Specific Contracts: Indemnity and guarantee: Distinction between indemnity and guarantee, kinds of guarantee. Bailment and pledge: Requisites of bailment and pledge, law relating to lien, termination of bailment. Contract of agency: Definition and essentials of agent and principal, classification of agency, sub-agent, co-agent or substituted agent, termination of agency.

Unit 3

Negotiable Instruments Act: Definition and types, maturity and grace days, payment in due course, parties to negotiable instruments, holder and holder in due course, endorsement, dishonour of negotiable instruments, discharge of negotiable instruments.

Unit 4

Contract of Sale of Goods: Essentials of a contract of sale, contract of sale and agreement to sell, conditions and warranties, caveat emptor, exceptions, transfer of ownership, transfer of title by non-owner, performance of contract, Unpaid seller – meaning and rights.

Unit 5

Indian Partnership Act: Definition of partnership, formation of partnership, firm, partner and firm name, registration of firm, types of partnership, dissolution of firm, Main features LLP under the Limited Liability Partnership Act,2008; Difference between LLP and general Partnerships.

The Information Technology Act 2000: An overview- Digital signature, Electronic governance, Attribution, acknowledgement and dispatch of electronic records, Regulation of certifying authorities, Digital signatures certificates, Penalties and adjudication, Appellate Tribunal, Offences

Skill Development Activities:

- Write down the fact and underline the legal points involved in the following cases.
 - a. Carlil and Carbolic smoke ball company, b. Lalman Shukla v/s Gowridutt, c. Mohribibi v / Dharmadas Ghose, d. Abdul Aziz v/s Masum Ali, e. Rangnayakamma v/s Alwar shetty
- Collect a judgment copy on damages awarded by the court for breach of contract
- Drafting/ Collect and filling up the following: a. Affidavit, b. Vakalat form, c. Power of Attorney d. Gift deed e. Pledge.
- Visit a consumer court and record the nature of consumer disputes referred for redressal.
- Collect a specimen copy of M/A and A/A of a company.

TEXT BOOKS:

1. K. C. Garg ,V. K. Sareen, Mukesh Sharma and Chawla – Business Law, Kalyani Publishers
2. M.C. Kuchal – Mercantile Law, Sultan Chand and Sons

REFERENCE BOOKS:

1. Thulsian – Business Law, Tata McGraw Hill
2. M.C. Shukla – Mercantile Law, S. Chand and Co

Objective: To provide the basic knowledge of the various provisions of the Companies Act, 1956 and to understand the duties of a Company Secretary in a joint stock company.

Unit 1

Company, definition, characteristics, kinds of companies, private and public companies, privileges of a private company, deemed public company, promotion, promoter, functions, position and liabilities of promoters, incorporation, certificate of incorporation, preliminary contracts, commencement of business, duties of secretary before and after incorporation.

Unit 2

Memorandum of Association, Purpose and contents, Alteration of memorandum, Doctrine of Ultra Vires, Articles of Association, Contents, Alteration of articles of association, Distinction between memorandum and articles, Constructive notice of memorandum and articles, Doctrine of Indoor Management.

Unit 3

Raising of capital: Share, Types of shares, Share capital, Classification of share capital, Allotment of shares, Rules, Irregular allotment, Underwriting, Brokerage, Buy back of shares, Provisions, Issue of shares at a premium and at a discount, Calls on shares, Forfeiture and surrender of shares, Transfer and transmission of shares, Share certificates and share warrants.

Unit 4

Company meetings: Kinds of company meetings, Law of meetings, Secretaries duties relating to various meetings of the company. Company Secretary: Introduction, types, Definition, Appointment, Dismissal, Legal position, Scope, Statutory duties, Qualifications, Liabilities.

Unit 5

Winding up of companies, Modes of winding up, Compulsory winding up, Winding up under the supervision of the court, Voluntary winding up, secretary's duties in winding up of companies.

Skill Development Activities:

- Collect and Fill in the following Forms:
Demat Account opening Form and Prospectus-cum-Share application Form.
- Draft the following:
Notice to convene Annual General Meeting, and Resolutions as to the declaration of Dividend, Appointment of Auditor, Issue of Bonus Shares.
- Prepare Letter of Allotment/ Regret along with the basis of allotment,
- Draft a Memorandum of Association and mention different clauses, and
- Draft an Articles of Association and its important contents

TEXTBOOKS:

1. N.D. Kapoor – Corporate Laws and Secretarial Practice, Sultan Chand and Sons
2. Chawla and Garg – Secretarial Practice, Kalyani Publishers

REFERENCE BOOKS:

1. G.K. Kapoor – Corporate Laws and Secretarial Practice, Sultan Chand and Sons
- D.P. Jain – Company Law and Secretarial Practice, Dhanpat Rai and Sons

Objective: To understand basic concepts of business mathematics and apply results in real life problems.

Unit 1

Sets, functions, Solution of Linear Equations, solutions of quadratic equations – Arithmetic and geometric Series, Permutations and combinations.

Unit 2

Simple and compound interest – Sinking fund -- Annuities – Present value – Discounting of bills – True discount – Banker's gain.

Unit 3

Matrices and determinants, definition of a matrix, types of matrices, algebra of matrices, properties of determinants, calculation of values of determinants up to third order, adjoint of a matrix, finding inverse of a matrix through adjoint, Solution of a system of linear equation having unique solution and involving not more than three variables.

Unit 4

Variables, constants and functions. Limits of algebraic functions – simple differentiation of algebraic functions – meaning of derivatives, evaluation of first and second order derivatives – maxima and minima – application to business problem.

Unit 5

Elementary integral calculus – Determining indefinite integrals, integration of simple algebraic functions, integration by parts. Application of integration to business problems – Marginal cost, total cost, average cost, marginal revenue, total revenue and average revenue.

TEXTBOOKS:

1. Dr. P. R. Vittal - *Business Mathematics and Statistics*, Margham Publications, Chennai
2. V. K. Kapoor - *Business Mathematics*, Sultan Chand and Sons

REFERENCES:

1. P. N Arora and S. Arora - *Mathematics*, S. Chand Publishers.
2. Santi Narayan - *Differential Calculus*, S. Chand Publishers
3. Santi Narayan - *Integral Calculus*, S. Chand Publishers

Objective: To develop an understanding of problem solving methods, to understand the basic concepts of statistics and operations research and to apply the results to real life business problems.

Unit 1

Data representations and analysis: Meaning and scope of statistics, collection of data, primary and secondary methods of data collection, classification of data, presentation of data by diagrams, bar diagram and pie diagram.

Unit 2

Averages, arithmetic mean, median, mode, properties and uses, measures of dispersion, quartile deviation, standard deviation and co-efficient of variation.

Unit 3

Probability, Addition theorem, Multiplication theorem, independence of events, conditional probability.

Unit 4

Correlation, meaning and definition, scatter diagram, Pearson's correlation coefficient, computation and interpretation, Regression, the two regression equations. Time series, meaning and components, business forecasting, methods of estimating trend, graphic, and semi average, moving average method.

Unit 5

Linear programming problem, introduction, mathematical formulation of the problem, graphical solution, standard form of LPP, solution of LPP by simplex method. Network Scheduling by CPM, introduction, Activities and events, network diagram.

TEXTBOOKS:

1. *Statistical methods* - S. P. Gupta - Sultan Chand & Sons.
2. *Operations Research* - L. R Potti - Yamuna publications, Trivandrum

REFERENCES:

1. *Business mathematics & statistics* - P. R. Vittal - Margham Publications
1. 2. *Operations Research* - Kantiswaroop, P. K Gupta and Manmohan, Sultan chand and sons

18MAL101A

Malayalam I

Unit 1

Ancient poet trio: *Adhyatmaramayanam, LakshmanaSwanthanam* (Lines: *valsasoumitre... mungikidakayal*), *Ezhuthachan* -Medieval period classics – *Jnanappana*(Lines:201 to 298), *Poonthanam*.

Unit 2

Modern Poet trio: *EnteGurunathan*, *VallatholNarayanaMenon*- Critical analysis of the poem.

Unit 3

Short stories from period 1/2/3: *Poovanpazham*-*Vaikaom**MuhammedBasheer*-Literary & Cultural figures of Kerala and about their literary contributions.

Unit 4

Literary Criticism: *BharathaParyadanam*-*VyasanteChiri*–Ithihasa studies-*KuttikrishnaMararu*-Outline of literary Criticism in Malayalam Literature-Introduction to *KuttikrishnaMararu*& his outlook towards literature &life.

Unit 5

Error-freeMalayalam: **1.**Language; **2.**Clarity of expression; **3.**Punctuation-*Thettillatha* Malayalam – Writing-**a.** Expansion of ideas; **b.**PrecisWriting; **c.** Essay Writing; **d.**Letter writing; **e.**RadioSpeech;**f.**Script/Feature/Script Writing;**g.**NewsEditing;**h.**Advertising;**i.**Editing;**j.**EditorialWriting;**k.**Critical appreciation of literary works (Any one or two as an assignment).

18MAL111A

Malayalam II

Unit1

Ancient poet trio: *Kalayanasougandhikam*,(Lines: *kallum marangalum... namukkennarika vrikodara*),*KunjanNambiar* - Critical analysis of his poetry-Ancient Drama: *Kerala Sakunthalam* (Act 1), *Kalidasan* (Transilated by Attor Krishna Pisharody).

Unit 2

Modern/romantic/contemporary poetry: *Chandanakkattil* –G.Sankara kurupu-Romanticism – modernism.

Unit 3

Memoirs from Modern Poets: *Theppathi*, *Balachandran Chullikkadu*-literary contributions of his time.

Unit 4

Part of an autobiography/travelogue: *Kannerum Kinavum*, Chapter: *Valarnnu Varunnoratmavu*, *V.T.Bhattathirippadu*- Socio-cultural literature-historical importance.

Unit 5

Error-free Malayalam-1.Language; 2.Clarity of expression; 3.Punctuation-Thettillatha Malayalam-Writing-a.Expansion of ideas;b.PrécisWriting;c. Essay Writing; d.Letter writing;e.RadioSpeech;f.Script/Feature/ScriptWriting;g.NewsEditing;h.Advertising;i.Editing; j.EditorialWriting;k.Critical appreciation of literary works (Any one or two as an assignment).

18SAN101A

SANSKRIT I

1 0 2

To familiarize students with Sanskrit language and literature.

To read and understand Sanskrit verses and sentences.

Self-study of Sanskrit texts and to practice communication in Sanskrit.

To help the students imbibe values of life and Indian traditions propounded by the scriptures.

To be able to speak in Sanskrit.

Semester I

Module I

Introduction to Sanskrit language, Devanagari script - Vowels and consonants, pronunciation, classification of consonants, conjunct consonants, words – nouns and verbs, cases – introduction, numbers, Pronouns, communicating time in Sanskrit. Practical classes in spoken Sanskrit. (7 hours)

Module II

Verbs- Singular, Dual and plural — First person, Second person, Third person.

Tenses – Past, Present and future – Atmanepadi and parasmaipadi-karthariprayoga. (8hrs)

Module III

Words for communication and moral stories. (4 hrs)

Module IV

Chanakya Neethi first chapter (first 15 Shlokas) (6 hrs)

Module V

Translation of simple sentences from Sanskrit to English and vice versa.(5hs)

18SAN111A

SANSKRIT II

1 0 2

Module I

Seven cases, Avyayas, sentence making with Avyayas, Saptha kakaras. (5hrs)

Module II

Kthavathu' Prathyayam, Upasargas, Kthvatha,Thumunnantha, Lyabantha Prathyayam. Three Lakaras – brief introduction, Lot lakara (5hrs)

Module III

New words and sentences for the communication, Slokas, moral stories(panchathantra) Subhashithas, riddles (Selected from the Pravesha Book) (5hrs)

Module IV

Introduction to classical literature, classification of Kavyas, classification of Dramas - Important five Maha kavyas (5hrs)

Module V

Translation of paragraphs from Sanskrit to English and vice versa (5hrs)

Module VI

Bhagavad - Geeta fourteenth chapter (all 27 Shlokas) (5hrs)

Essential Reading:

1, Pravesaha; Publisher : Samskrita bharti, Aksharam, 8th cross, 2nd phase, girinagar, Bangalore -560 085

- 2, Sanskrit Reader I, II and III, R.S. Vadhyar and Sons, Kalpathi, Palakkad
- 3, PrakriyaBhashyamwritten and published by Fr. John Kunnappally
- 4, Sanskrit Primer by Edward Delavan Perry, published by Ginn and Company Boston
- 5, Sabdamanjari, R.S. Vadyar and Sons, Kalpathi, Palakkad
- 6, Namalinganusasanam by Amarasimha published by Travancore Sanskrit series
- 7, SubhashitaRatnaBhandakara by Kashinath Sharma, published by Nirnayagarpress

18SSK201A

LIFE SKILLS I

1 0 2 2

Soft skills and its importance: Pleasure and pains of transition from an academic environment to work-environment. Need for change. Fears, stress and competition in the professional world. Importance of positive attitude, self-motivation and continuous knowledge up gradation.

Self Confidence: Characteristics of the person perceived, characteristics of the situation, Characteristics of the Perceiver. Attitude, Values, Motivation, Emotion Management, Steps to like yourself, Positive Mental Attitude, Assertiveness.

Presentations: Preparations, Outlining, Hints for efficient practice, Last minute tasks, means of effective presentation, language, Gestures, Posture, Facial expressions, Professional attire.

Vocabulary building: A brief introduction into the methods and practices of learning vocabulary. Learning how to face questions on antonyms, synonyms, spelling error, analogy etc. Faulty comparison, wrong form of words and confused words like understanding the nuances of spelling changes and wrong use of words.

Listening Skills: The importance of listening in communication and how to listen actively.

Prepositions and Articles: A experiential method of learning the uses of articles and prepositions in sentences is provided.

Problem solving; Number System; LCM &HCF; Divisibility Test; Surds and Indices; Logarithms; Ratio, Proportions and Variations; Partnership; Time speed and distance; work time problems;

Data Interpretation: Numerical Data Tables; Line Graphs; Bar Charts and Pie charts; Caselet Forms; Mix Diagrams; Geometrical Diagrams and other forms of Data Representation.

Logical Reasoning: Family Tree; Linear Arrangements; Circular and Complex Arrangement; Conditionalities and Grouping; Sequencing and Scheduling; Selections; Networks; Codes; Cubes; Venn Diagram in Logical Reasoning.

TEXTBOOKS:

1. *A Communicative Grammar of English: Geoffrey Leech and Jan Svartvik. Longman, London.*
2. *Adair J (1986) - "Effective Team Building: How to make a winning team", London, U.K: Pan Books.*
3. *Gulati S (2006) - "Corporate Soft Skills", New Delhi, India: Rupa & Co.*
4. *The Hard Truth about Soft Skills, by Amazone Publication.*

REFERENCES:

1. *Quantitative Aptitude, by R S Aggarwal, S Chand Publ.*
2. *Verbal and Non-verbal Reasoning, R S Aggarwal, S Chand Publ.*
3. *Data Interpretation, R S Aggarwal, S Chand Publ.*
4. *Nova GRE, KAPAL GRE, Barrons GRE books;*
5. *Quantitative Aptitude, The Institute of Chartered Accountants of India.*
6. *More Games Teams Play, by Leslie Bendaly, McGraw-Hill Ryerson.*
7. *The BBC and British Council online resources*
8. *Owl Purdue University online teaching resources*
9. *www.thegrammarbook.com online teaching resources*
10. *www.englishpage.com online teaching resources and other useful websites.*

Professional Grooming and Practices: Basics of Corporate culture, Key pillars of Business Etiquette. Basics of Etiquette: Etiquette – Socially acceptable ways of behaviour, Personal hygiene, Professional attire, Cultural Adaptability. Introductions and Greetings: Rules of the handshake, Earning respect, Business manners. Telephone Etiquette: activities during the conversation, Conclude the call, To take a message. Body Language: Components, Undesirable body language, Desirable body language. Adapting to Corporate life: Dealing with people.

Group Discussions: Advantages of Group Discussions, Structured GD – Roles, Negative roles to be avoided, Personality traits to do well in a GD, Initiation techniques, How to perform in a group discussion, Summarization techniques.

Listening Comprehension advanced: Exercise on improving listening skills, Grammar basics: Topics like clauses, punctuation, capitalization, number agreement, pronouns, tenses etc.

Reading Comprehension advanced: A course on how to approach middle level reading comprehension passages.

Problem solving – Money Related problems; Mixtures; Symbol Based problems; Clocks and Calendars; Simple, Linear, Quadratic and Polynomial Equations; Special Equations; Inequalities; Functions and Graphs; Sequence and Series; Set Theory; Permutations and Combinations; Probability; Statistics.

Data Sufficiency: Concepts and Problem Solving.

Non-Verbal Reasoning and Simple Engineering Aptitude: Mirror Image; Water Image; Paper Folding; Paper Cutting; Grouping Of Figures; Figure Formation and Analysis; Completion of Incomplete Pattern; Figure Matrix; Miscellaneous. Special Aptitude: Cloth, Leather, 2D and 3D Objects, Coin, Match Sticks, Stubs, Chalk, Chess Board, Land and geodesic problems etc., Related Problems

TEXTBOOKS:

1. *A Communicative Grammar of English: Geoffrey Leech and Jan Svartvik. Longman, London.*
2. *Adair J (1986) - "Effective Team Building: How to make a winning team", London, U.K: Pan Books.*
3. *Gulati S (2006) - "Corporate Soft Skills", New Delhi, India: Rupa & Co.*
4. *The Hard Truth about Soft Skills, by Amazone Publication.*

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1. *Quantitative Aptitude, by R S Aggarwal, S Chand Publ.*
2. *Verbal and Non-verbal Reasoning, R S Aggarwal, S Chand Publ.*
3. *Quantitative Aptitude by Abjith Guha, Tata McGraw hill Publ.*
4. *More Games Teams Play, by Leslie Bendaly, McGraw-Hill Ryerson.*
5. *The BBC and British Council online resources*
6. *Owl Purdue University online teaching resources*
7. *www.thesgrammarbook.com online teaching resources*
8. *www.englishpage.com online teaching resources and other useful websites.*

Team Work: Value of Team work in organisations, Definition of a Team, Why Team, Elements of leadership, Disadvantages of a team, Stages of Team formation. Group Development Activities: Orientation, Internal Problem Solving, Growth and Productivity, Evaluation and Control. Effective Team Building: Basics of Team Building, Teamwork Parameters, Roles, Empowerment, Communication, Effective Team working, Team Effectiveness Criteria, Common characteristics of Effective Teams, Factors affecting Team Effectiveness, Personal characteristics of members, Team Structure, Team Process, Team Outcomes.

Facing an Interview: Foundation in core subject, Industry Orientation/ Knowledge about the company, Professional Personality, Communication Skills, activities before interview, upon entering interview room, during the interview and at the end. Mock interviews.

Advanced Grammar: Topics like parallel construction, dangling modifiers, active and passive voices, etc.

Syllogisms, Critical reasoning: A course on verbal reasoning. Listening Comprehension advanced: An exercise on improving listening skills.

Reading Comprehension advanced: A course on how to approach advanced level of reading, comprehension passages. Exercises on competitive exam questions.

Specific Training: Solving campus recruitment papers, National level and state level competitive examination papers; Speed mathematics; Tackling aptitude problems asked in interview; Techniques to remember (In Mathematics). Lateral Thinking problems. Quick checking of answers techniques; Techniques on elimination of options, Estimating and predicting correct answer; Time management in aptitude tests; Test taking strategies.

TEXTBOOKS:

1. *A Communicative Grammar of English: Geoffrey Leech and Jan Svartvik. Longman, London.*
2. *Adair J (1986) - "Effective Team Building: How to make a winning team", London, U.K: Pan Books.*
3. *Gulati S (2006) - "Corporate Soft Skills", New Delhi, India: Rupa & Co.*
4. *The Hard Truth about Soft Skills, by Amazon Publication.*

REFERENCES:

1. *Speed Mathematics, Secrets of Lightning Mental Calculations, by Bill Handley, Master Mind books;*
2. *The Trachtenberg Speed System of Basic Mathematics, Rupa & Co., Publishers;*
3. *Vedic Mathematics, by Jagadguru Swami Sri BharatiKrsnaTirthayi Maharaja, MotilalBanarsidass Publ.;*
4. *How to Ace the Brainteaser Interview, by John Kador, Mc Graw Hill Publishers.*
5. *Quick Arithmetics, by Ashish Agarwal, S Chand Publ.;*
6. *Quicker Maths, by M tyra & K Kundan, BSC Publishing Co. Pvt. Ltd., Delhi;*
7. *More Games Teams Play, by Leslie Bendaly, McGraw-Hill Ryerson.*
8. *The BBC and British Council online resources*
9. *Owl Purdue University online teaching resources*
10. *www.thegrammarbook.com online teaching resources*
11. *www.englishpage.com online teaching resources and other useful websites.*

Open Electives

18OEL231A

Advertising

3 0 0 3

Unit 1

Evolution of advertising; Social and economic effects of advertising; Advertising agency system; advertising budget; Legal and ethical aspects of advertising;

Unit 2

Marketing; Market segmentation; Social marketing; Consumer behaviour; Factors influencing consumer behaviour, buying behaviour, buying decision process;

Unit 3

Planning advertising campaigns; Advertising copy, visualization, illustration, layout, headline, body, colour, trademarks, slogans; Television and Radio commercials; Media selection, newspaper, magazines, radio, television, Internet, outdoor, direct mail;

Unit 4

Industrial advertising; Retail advertising; corporate advertising; Public service advertising;

Unit 5

Evaluation of advertising effectiveness, methods of measurement. Pre-testing and post – testing methods.

BOOKS RECOMMENDED:

1. *B.S. Rathor; Advertising management*
2. *Chunnawala: Advertising theory and Practice*
3. *Sandage and others: Advertising: Theory and Practice*
4. *Thomas Russell and Glenn Verrill: Otto cleppner's advertising Procedure*
5. *Manendra Mohan: Advertising Management: Concepts and cases*
6. *Philip Kotler: Marketing Management*
7. *David Aaker and George day: Marketing Research*
8. *Mahendra Mohan: Advertising Management; Concepts and Cases*
9. *Frank Jefkins: Advertising Made Simple*

18OEL232A

Basic Statistics

3 0 0 3

Objectives: *To develop an understanding of problem solving methods, to understand the basic concepts of statistics and to apply the results to real life problems.*

Unit 1

Introduction to Statistics: Meaning and scope of statistics, limitations of statistics, purpose and scope of inquiry.

Unit 2

Methods of collecting data - primary and secondary data, classification of data, tabulation of data, frequency table.

Unit 3

Presenting data by diagrams and graphs - bar diagram - simple, multiple, component and percentage bar diagram, pie diagram, histogram, frequency polygon and frequency curve, less than ogive and greater than ogive.

Unit 4

Measures of central tendency: Arithmetic mean, median, mode.

Unit 5

Dispersion: Quartile deviation, standard deviation, coefficient of variation.

REFERENCES:

- \endash *P.R Vittal - Business mathematics and statistics, Margham Publications, Chennai.*
- \endash *Dr.C Satyadevi - Quantitative Techniques, S. Chand & Company Pvt. Ltd., New Delhi.*
- \endash *Dr. S.P Gupta - Statistical Methods, Sultan Chand & Sons, New Delhi.*

18OEL233A

Citizen Journalism

1 0 2 3

Objective: *The course is aimed at encouraging young educated rural men and women to highlight local issues and imparting the required skills to articulate them in the media.*

Unit 1

Introduction: Highlighting development problems of rural areas; pathetic condition of infrastructure in rural areas.

Unit 2

Lack of connectivity – bad roads or lack of roads.

Unit 3

Lack of potable water – women having to trek distances to fetch drinking water for the family.

Unit 4

The story of electrification of villages – Official claims and reality, Schools without teachers, primary health centres without doctors.

Unit 5

Farmers caught in between labour shortage, high wages, rising cost of inputs and indebtedness due to crop failure and middlemen taking the profit from farm products.

REFERENCES:

1. Allan, S. (2009). *Citizen journalism: Global perspectives (Vol. 1)*. Peter Lang.
2. Thorsen, E., & Allan, S. (2014). *Citizen Journalism: Global Perspectives - Volume 2*. Peter Lang International Academic Publishers.
3. Wall, M. (2012). *Citizen Journalism: Valuable, Useless, Or Dangerous?* International Debate Education Association.
4. Allan, S. (2013). *Citizen witnessing: Revisioning journalism in times of crisis*. John Wiley & Sons.

18OEL234A

Creative Writing For Beginners

1 0 2 3

Overview of the Course: *The course focuses on those elements of writing that enhances the vivid and effective writing skill among students across genres like fiction, poetry, essay and drama drawing their attention to significant details, lyrical language and memorable images; inventive metaphor and simile; authentic voice, dialogue and characterization.*

Objectives: *To develop students talent for creative writing in English in order to enable them touse language effectively; to introduce the concept of creative writing; to acquaint students with the basic principles and techniques involved in writing poetry, fiction and drama.*

Unit 1

Introduction to Creative Writing – meaning and context of using creative writing, Difference between creative writing and functional writing.

Importance of reading – Reading practice for closer observation of the elements of creative writing.

Unit 2

Imaginative writing – idiomatic expression, use of imagery, figurative language, playing with words.

Reading from poetry and short stories – illustration of the use of imagery, allusion, figures of speech, allegory and fables.

Unit 3

Narrating anecdotes, blog writing, and discussion through SMS / Whats App.

Unit 4

Short story writing – Narration and description – setting the plot, rising action, climax, falling action, resolution.

Unit 5

Poetry writing – rhythm and rhyme, Types of poems – Narrative, Dramatic, Lyric.

REFERENCE BOOKS:

1. Janet Burroway, *Imaginative Writing: The Elements of Craft*, Longman, 1st Ed. ISBN: 0321081919
2. Anjana Neira Dev, Anuradha Marwah Swati Pal, *Creative writing : A Beginner's Manual*, Delhi, Pearson Longman, 2009
3. Robert Scholes, Nancy R Comely, Carl H. Klaus, Michael Silverman, *Elements of Literature : Essay, Fiction, Poetry, Drama Film*, Delhi, OUP, 2007
4. *Write from the Heart: Unkenling the power of your creativity*, Hal Zina Bennet, California Wew World Library, 2001

18OEL235A

Desktop Support and Services

1 0 2 3

Objectives: *To create an awareness in Non Computer science background students to enable them; to generate the Computer Hardware Professionals; to Train the lower order Technicians; to generate man power at different level to enable the country to face the challenge of world modern I.T. and Instrumentation.*

Unit 1

Fundamentals of computers

Data & Information, Computer Architecture, CPU & Memory Organization, History of Computer, Generation of Computer, I/O Devices, Number System, Logic Gates.

Unit 2

Internal devices - Study of PC ATATX System Pentium Core, Core 2 Cord, Core2 Duo, I3, I5, I7 Processor, Mother Board, MB Types, Expansion Slots, Processor, Memory, Hard Disk, CD-R, RW, DVD-RW. SMPS.

Unit 3

External Devices - Dot Matrix Printer, Inkjet Printer, Laser Printer, Modem, Ports and Connectors, Batteries, Power supply, Pen Drives. Scanner: Photo Scanner, Documents Scanner, Bar Code Scanner Introduction of Expansion Card, Assembling of Personal Computer.

Unit 4

Operating System

Basics & Installation - Introduction to OS, Types of Operating systems, System files FAT and NTFS, Dos 6.22, Windows, XP, Windows Vista, Windows 7 and Windows 8 and RedHat Linux and Multi Boot Operating System.

Unit 5

Trouble shooting - Complete introduction & Troubleshooting, Antivirus free and paid version, Downloading the Drivers from Internet, Installation of Drivers.

REFERENCES:

- * *PC AND CLONES Hardware, Troubleshooting and Maintenance B. Govindarajalu, Tata Mc-graw-Hill Publication*
- * *PC Troubleshooting and Repair Stephen J. Bigelow, Dream tech Press, New Delhi*

LAB Requirements

Required Accessories for Hardware Course

- *Basic Measuring Instruments Multi-meters*
- *Minimum two nos. Computer for Hardware Practice.*
- *All generations Motherboard, Processor, Ram.*
- *Expansion Card and Cables.*
- *All Ports, SMPS and UPS.'*
- *Hard disk, Floppy disk, Pen drive, CD ROM, DVD writer.*
- *Printer, Monitor, Speakers.*

- *Keyboard, Mouse, Modem.*
- *Installation Kit (Bootable CD, Windows CD, All Software CD.)*
- *Tool Kit.*
 - *Secure Driver with all bit.*
 - *Soldering with Solder and Paste.*
 - *De-soldering Pump.*
 - *Digital and Analog Multi-Meter.*
 - *Screw driver set*
 - *Internet connectivity.*

18OEL236A

Development Journalism

2 0 1 3

Unit 1

Large-scale migration from rural to urban areas: causes and consequences. Statistics, unemployment, education, health, insurgency (lack of security), lack of infrastructure.

Unit 2

‘Pull’ and ‘Push’ factors: Urban centres provide better scope for earning livelihood through employment in industries, transport, construction, trade, services etc. They act as magnets by offering modern facilities and ‘pull’ people from the rural areas, while unemployment, hunger and starvation and lack of means of livelihood “push” people out of villages into towns and cities.

Unit 3

Migration from rural areas and their impact on agricultural production due to shortage of labour in those areas.

Unit 4

Mass migration into metropolitan cities – Delhi, Kolkatta, Mumbai and Chennai – and their impact on civic amenities in the cities – increasing slums, decline in standard of living and environmental degradation.

Unit 5

Nuclear family - A side effect of urbanization - Changes in family system brought about by urbanization.

REFERENCES:

1. *Effects of internal Migration and Net Emigration on a City – Smriti Chand 4 Major causes of Migration in India – Smriti Chand Human Migration (Cause, Kinds and Theories) - Negi Mohita*
2. *UN state of the World Population Report - 2007*

18OEL237A

Digital Photography

1 0 2 3

Objective: *This course introduces the students to different aspects of photography and enablesthem to understand their role as a photographer.*

Unit 1

Introduction to photography, role of photographer, Types of cameras - Film camera, Digital Camera, image file types.

Unit 2

SLR - Camera functions and Types of Lenses.

Unit 3

Rules of composition, Types of shots.

Unit 4

Lighting, Natural lighting, flash, studio lights, creative lighting etc.

Unit 5

Types of photographers, Post processing, image editing.

TEXTBOOKS:

1. *The Basic Book of Photography* by Tom Grimm and Michele Grimm, 4th Edition
2. *The Manual of Photography: Photographic and Digital Imaging* by Ralph E Jacobson, Sidney F Ray, Geoffrey Attridge, Norman R Axford, 9th Edition

REFERENCES:

- *The Basic Photography*, 1973, Focal press
- *Advanced Digital Photography* by Tom Ang, Mitchell Beazley

18OEL238A

Emotional Intelligence

1 0 2 3

Unit 1

Emotional Intelligence: Intelligence Quotient - IQ, Concept of Emotional Intelligence, History and origin of Emotional Intelligence, Science of Emotional Intelligence, Scope of Emotional Intelligence

Unit 2

Components of Emotional Intelligence: Importance of emotions, Self-awareness, Self-regulation, Self-motivation, Social awareness, Social skills.

Unit 3

Models of Emotional Intelligence: The Ability-based Model, The Trait Model of Emotional Intelligence, Mixed Models of Emotional Intelligence.

Unit 4

Emotional Intelligence at Work place: Importance of Emotional Intelligence at Work place Cost –savings of Emotional Intelligence, Emotionally Intelligent Leaders, Case Studies

Unit 5

Measuring Emotional Intelligence: Emotional Intelligence Tests, Research on Emotional Intelligence, Developing Emotional Intelligence

REFERENCES:

- Daniel Goleman (1996). *Emotional Intelligence - Why it can Matter More than IQ*. Bantam Doubleday Dell Publishing Group
- Geetu Bharwaney (2008) . *Increase your Emotional Intelligence - Strategies for EI Living*, Jaico Publishing House
- Jyotsna Codaty (2012) . *Understanding Emotional Intelligence - Pustak Mahal*.

Objectives: *To eradicate superstition to establish moral and ethical values; to check unscrupulous exploitation of nature; bring to fruition Amma's dream of the world as one village; an overview of spirituality the world over.*

Unit 1

Indian Spirituality - Bhagvath Gita: Chapter 10; Upanishad – Isavasyopanishad; Vedic Hymns.

Unit 2

Western Spirituality - The Bible.

Unit 3

Oriental Spirituality - Chinese: Confucianism - Japanese: Shinto-Buddhism.

Unit 4

Others - Jewish-Sufism – Zoroastrianism.

Unit 5

Yoga and Meditation - The Power of Meditative practices - How to Practise the power of transcendental awareness - Revising Negative trends into positive - Scientific nature of Sadhana - Spiritual Psychology - Human energy systems – Chakras.

REFERENCES:

- *Max Muller, The Upanishad, Max Muller, Vedic Hymn*
- *Swami Chinmayanada - Bhagavath Gita*
- *The Gospel of Jesus Christ.*
- *Legge James, Confucianism*
- *Kushner, Lawrence, Jewish Mystical Spirituality*
- *Rahula, Walpola, What the Buddha Taught*
- *Lings Martin, What is Sufism*
- *Iyenga B.K.S, Light on Yoga*
- *Harish Johari, Chakras: Energy Centers of Transformation*

Objective: *The objective of this paper is to help student to have basic understanding of cinema, study different aspects of cinema world thereby enabling him to develop the analyzing skill in visual world.*

Unit 1

Introduction - Basic stages of cinema production, Pre-production, Production, Post-production, Introduction to Lighting.

Unit 2

Indian Cinema - Early Indian cinema, History of Malayalam cinema, Key directors in Malayalam cinema, Key technicians in Malayalam cinema

Unit 3

Theoretical Perspective - Expressionism, Realism, neo-realism, new wave, Auteur theory, Narrative theory.

Unit 4

Different Genres in Cinema and its Features - westerns, musicals horror, fictions, historical, Documentary.

Unit 5

Film Screening - Citizen Kane, Nanook of the north, Children of heaven, Modern times, Psycho, Dreams, Home (Documentary), Samsara (Documentary).

TEXTBOOKS:

1. *Film Art: An Introduction* - David Bordwell, Kristin Thompson
2. *Malayala Cinemayude Katha* - Vijayakrishnan

REFERENCES:

3. *The Art and Science of Cinema* - Anwar Huda
4. *Key Concepts in Cinema Studies* - Susan Hayward
5. *Film as Art* - Rudolf Arnheim
6. *Chalachithrathinte Porul* - Vijayakrishnan
7. *Movies and Meanings* - Stephen Prince

18OEL241A

Fundamentals of Network Administration

2 0 1 3

Objectives: *To understand the basic networking components and installations; to have an in depth knowledge on network topologies; to understand the network layers and protocols implementation.*

Unit 1

Network Components:

Introduction of Network Cable like UTP, STP, Fiber Optics, Hub, Unmanageable Switch, Manageable Switch, Router, Modem, Wi-Fi, Access Point, PCI Wireless Card, USB Wireless Device, Print Server, USB Network Sharer, Backup Device, Server Hardware etc.

Unit 2

Basic Network Introduction & Installation - Introduction About Network, Installing Network Operating System - Windows Server versions, Cable Crimping, Network Sharing and user Permission, Internet Connection, E-Mail, Google Drive, Dropbox etc.

Unit 3

Transmission Media and Topologies - Media types: STP cable, UTP cable, Coaxial cable, Fiber cable, Base band and Broadband transmission, Cables and Connectors, Physical and logical topologies, Bus, Star, Ring and Mesh topologies.

Unit 4

Network protocols - HTTP, FTP and other Different types of protocols, OSI Model, Media Access Method, DNS services, DHCP services, web services, Proxy Services etc.

Unit 5

IP addressing - Introduction to TCP/IP and Sub-netting, configuring IP address and Network, Routing protocol basics.

REFERENCES:

3. *Networking Complete, BPB Publication*
4. *Computer Networking - Andrew S. Tanenbaum*

18OEL242A

Gender Studies

3 0 0 3

Objective: *To sensitize students with the contemporary discourses on gender with special emphasis on India.*

Unit 1

Women Writing in India 600 B.C. to the Present: Volume I: 600 B.C. to the Early Twentieth Century (Introduction) - Susie Tharu and K Lalitha

Unit 2 Fiction

Othappu: The Scent of the Other Side - Sara Joseph and Valsan Thampu.

Unit 3 Fiction

One Part Woman - Perumal Murugan

Unit 4 Drama

Dance like a Man - Mahesh Dattani

Unit 5 Short story

Quilt - Ismat Chughtai

18OEL243A

Glimpses of Indian Economy and Polity

3 0 0 3

Unit 1

General Introduction, Primitive Man and his modes of exchange – barter system, Prehistoric and proto-historic polity and social organization. Early India – the Vedic society – the Varnashramadharma – socio-political structure of the various institutions based on the four purusarthas.

Unit 2

The structure of ancient Indian polity – Rajamandala and Cakravartins – Prajamandala Socio-economic elements from the two great Epics – Ramayana and Mahabharata Sarasvati - Sindhu Civilization and India's trade links with other ancient civilizations - states and cities of the Indo-Gangetic plain

Unit 3

The rise of Magadha, emergence of new religions – Buddhism and Jainism – and the resultant socio-economic impact. The emergence of the empire – the Mauryan Economy and Kautilya's Arthashastra. Of Politics and trade – the rise of the Mercantile Community. Elements from the age of the Kushanas and the Great Guptas. India's maritime trade. Dharma at the bedrock of Indian polity – the concept of Digvijaya: dharma-vijaya, lobha-vijaya and asura-vijaya. Glimpses into the South Indian Economies: political economies of the peninsula – Chalukyas, Rashtrakutas and Cholas. Medieval India – agrarian economy, non-agricultural production and urban economy, currency system.

Unit 4

The Indian Market and Economy before the arrival of the European traders. Colonisation – British attitude towards Indian trade, commerce and economy and the resultant ruining of Indian economy and business – man-made famines – the signs of renaissance – the evolution of the modern banking system. Glimpses into British administration of India and administrative models. The National Movement and nationalist undertakings in business and industry. Modern India: the growth of large-scale industry – Irrigation and Railways – Money and Credit – Foreign Trade. Towards Partition – birth of two new nations – division of property.

Unit 5

The writing of the Indian Constitution – India becomes a democratic republic – a new polity is in place. India since Independence – the saga of socio-political movements. Indian Economy since Independence – the Fiscal System – the Five Year Plans – Liberalisation – the GATT and after Globalisation and Indian Economy. Impact of science and (new/ emerging) technology on Indian economy. Histories of select Indian business houses and business entrepreneurship.

REFERENCES:

- *The Cultural Heritage of India. Kolkata: Ramakrishna Mission Institute of Culture.*
- *Kautilya. Arthashastra.*
- *Altekar, A.S. State and Government in Ancient India. New Delhi: Motilal Banarsidass.*
- *Sircar, D.C. Studies in the Political and Administrative Systems in Ancient and Medieval Times. New Delhi: Motilal Banarsidass.*
- *Dutt, R.C. The Economic History of India. London, 1902.*
- *Dharampal. Collected Works (Volumes IV & V).*

18OEL244A

Graphics and Web Designing Tools

1 0 2 3

Objectives: *To understand the basics of computer graphics; to understand the aspects of images and sound; to gain knowledge on designing aspects and to design web pages; to implement the web design using various tools and to learn about hosting websites.*

Unit 1

Introduction to Computer Graphics Definition, Application, Pixel, Frame Buffer, Raster and Random Scan display.

Unit 2

Images – Bitmaps and Grey Scale Images, Image Types – Color Graphics – Color Schemes – Palette Compositions.

Unit 3

Sound – Analog and Digital Sound – Quantization – Sampling – Sampling Rate – Sound Types.

Unit 4

Introduction to Adobe Photoshop – Image editing tools, Tracing, Static web page template designs creation – slicing – Various aspects of a static webpage.

Unit 5

Introduction to Dream viewer - tables and tools – Dynamic web page template design creation - Animations – 2D, 2 1/2 D and 3D perceptions with examples.

REFERENCES:

1. *Donald Hearn and M. Pauline Baker, Computer Graphics, PHI, New Delhi.*
2. *Tay Vaughan, Multimedia: Making it Work, Ninth Edition. Tata McGraw-Hill, 2014.*
3. *Edward Angel, Interactive Computer Graphics: A top-down approach with OpenGL, Fifth Edition. Addison Wesley, 2008.*
4. *Alan Watt, 3D Computer Graphics, Third Edition, Addison-Wesley, 2000.*

5. Foley, van Dam, Feiner, Hughes. *Computer Graphics Principles and Practice, Second Edition* in C. Addison Wesley, 1996.

18OEL245A

Green Marketing

3 0 0 3

Objectives: *This course shall examine the core principles required to create competitive advantage in the marketplace by implementing innovative green marketing strategies.*

Unit 1 Introduction to Green Marketing

Meaning - Definition - Evolution of green marketing - Assumptions of green marketing - Reasons for adopting green marketing and benefits of green marketing.

Unit 2 Green Marketing Mix (GMM) and Sustainability

Meaning - concept of GMM – Strategies - Challenges. The concept of Sustainability and Green Marketing/ Consumers and pioneering efforts in India - Guiding principles of Sustainability and Green Marketing/ Consumers - Common assumptions and myths of green marketing.

Unit 3 Methods of implementation of Sustainability and Green Marketing

Method of bringing sustainability in green marketing in India and rest of the world.
Case study analysis.

Unit 4 Role of functional groups in Green Marketing

Functions within the market, Role of Wholesalers and Retailers, Role of banking institutions, funders and donors. Difference between general marketing and green marketing.

Unit 5 Governance and Legal Institutions

Role of governance in sustaining green marketing, Implications of governance.

TEXTBOOKS AND REFERENCES:

1. *Green Marketing Strategies* - Amitabha Ghose
2. *Green Marketing in Indian Retail Sector* - Tanushree Purohit and A.K Das Mohapatra
3. *Green Marketing Management* - Robert Dahlstrom
4. *Green Marketing, Theory, Practise and Strategies* - Robert Dahlstrom
5. *Green Marketing Strategies and Consumer Behavior* - Monica Loss

18OEL246A

Healthcare and Technology

3 0 0 3

Objective: *To provide students with a detailed understanding about technological applications in the healthcare sector with an objective to promote better management of information regarding identification of biomedical and hospital technology planning, procurement and operation requirements.*

Unit 1

Health information technology, Types of technology: Electronic Health Record, Personal health records (PHRs) Computerized provider order entry (CPOE), Application of HIT – case studies, Visualization of Medical Data.

Unit 2

Healthcare Improvement Using Analytics, Healthcare Transformation - Challenges and Opportunities, Fundamentals of Healthcare Analytics, Components of Healthcare Analytics, Advanced Analytics in Healthcare.

Unit 3

Foundations of Information Technology, Technological Innovations, Opportunities, and Challenges, Information Technology Assurance and Security.

Unit 4

Introduction to medical informatics, necessity of standards for e-health, security and cyber laws, ethical and medico legal issues in patient information exchange; Introduction to medical databases, electronic medical records, Decision Support Systems, Artificial Intelligence.

Unit 5

Integrated Health information systems, cost effectiveness; Networks, PSTN, ISDN, VSAT, TI, information compression, storage and transmission standards, wireless telemetry, e-health and telemedicine and applications.

TEXTBOOKS/ REFERENCES:

1. Shortlife E. H. and Cimino J J, *Biomedical Informatics: Computer Applications in Health Care and Biomedicine, Third Edition, Springer-Verlag, 2006.*
2. Norris A C, *Essentials of Telemedicine and Telecare, John Wiley & Sons, 2002.*
3. *Diffusion and Value of Healthcare Information Technology, Bower, Anthony G. RAND Corporation 2005*
4. *Healthcare Analytics for Quality and Performance Improvement. Strome, T.L., John Wiley & Sons, 2013.*

18OEL247A**History of English Literature****3 0 0 3**

Objective: To Introduce the evolution of English as a language and culture; to acclimatize the students with the history of English Literature; to make students aware of different movements and their effects on the society and literature.

Unit 1

The Social and Literary context: Medieval and Renaissance (Evolution of English Language and Literature).

Unit 2

Restoration to the Romantic Age (Social Background and its influences).

Unit 3

The Victorian Society and Literature (features, effects on the globe).

Unit 4

Modernism and after (Social transformation, Science, World Wars).

Unit 5

Assignment, Seminar Discussion & Term Test

REFERENCES:

1. William J Long - *English Literature, FQ Books Publication*
2. Pramod K Nayar - *A Short History of English Literature, Cambridge University Press*
3. Ifor Evans - *A Short History of English Literature, Penguin Books*
4. George Sampson - *The Concise Cambridge History of English Literature, Cambridge University Press*

18OEL248A**Indian Writing In English****3 0 0 3**

Objectives: To trace the rise, growth and development of Indian poetry, fiction and drama in English; to provide an overview of the various phases of the evolution of Indian writing in English, to introduce the students to the rich and varied literature available in regional languages; to expose them to the Indian mind both ancient and modern; to inculcate a sense of appreciation for the literary genius; to understand the fabric of Indian society and the cultural unity of its people.

Unit 1

Introduction to Indian writing in English - development and growth of poetry, fiction and drama - trends of Indian writing in English.

Unit 2 Poetry

Nissim Ezekiel: Goodbye party for Miss Pushpa T.S;

Kamala Das: An Introduction

A.K.Ramanujan: A River

Unit 3 Short Stories

Rabindranath Tagore: My Boyhood Days

Khushwant Singh: The Portrait of a Lady

Unit 4 Fiction

R.K.Narayan: The Vendor of Sweets

Unit 5 Drama

Girish Karnad: Nagamandala – Play with a Cobra

REFERENCES:

1. *K.R.Sreenivasa Iyengar - Indian Writing in English, Sterling: Delhi.*
2. *Poetry down the Ages: Orient Blackswan.*
3. *Best of Rabindranath Tagore: Gitanjali, My boyhood days, The Post Office, The Gardner Mashi and Other Stories.*
4. *Khushwant Singh - The Portrait of a Lady: Collected Stories.*

18OEL249A

Industrial Relations and Labour Welfare

3 0 0 3

Objectives: *On successful completion of this course, the students should have understood the Legislations relating to Industrial Disputes and Labour welfare.*

Unit 1

Industrial relations - industrial disputes - causes - handling and settling disputes - employee grievances - steps in grievance handling - causes for poor industrial relations - remedies.

Unit 2

Collective Bargaining: - Concept - Principles and forms of collective bargaining - Procedure - conditions for effective collective bargaining - worker's Participation in management.

Unit 3

Factories Act 1948 - The Workman's Compensation Act, 1923.

Unit 4

The Industrial Disputes Act 1947 - The Trade Union Act, 1926.

Unit 5

The Payment of Wages Act, 1936 - The Employee's State Insurance Act, 1948

REFERENCE BOOKS:

1. *P.C.Tripathi - Personnel Management & Industrial Relations, Sultan Chand*
2. *C.B.Mamoria - Dynamics of Personnel Management, Himalaya Publishing*
3. *N.G.Nair & Latha Nair - Human Resource Management, Sultan Chand & Sons.*
4. *P. Subbarao - Essentials of Human Resource Management and Industrial Relations, Himalaya Publishing*

Objectives: *To understand the importance of adapting a healthy lifestyle; to realize the significance of ancient Indian wisdom; to help in understanding the goal of human life*

Unit 1

Ayurvedic, Yogic and Vedic Lifestyle: Introduction to Ayurveda, Yoga and Veda, life and lifestyle, daily routine according to Ayurveda, Yoga and Veda like ablution and food system.

Unit 2

Over view of Indian Philosophy: Introduction to Indian Philosophies, difference between Indian Philosophies and western Philosophies, Basic idea on various Indian Philosophies.

Unit 3

Human mind: States of mind, virtues & vice, causes for distraction, ways to gain one pointed mind.

Unit 4

Eight Limbs of Yoga: Introduction to Yoga Philosophy, benefits of Yoga, goal of yoga, explanation on Eight Limbs of Yoga.

Unit 5

Bhagavadgita: Glory of the Bhagavadgita, Human life according to the Bhagavadgita, solution for sufferings, self management.

REFERENCE BOOKS:

4. *Bhagavad Gita – Commentary by Swami swarupananda, Advaita Ashrama*
5. *Paatanjala Yogasutra – Commentary by Swami Gambhirananda, Ramakrishna mission*
6. *Yogopanishath*
7. *Ayurvijnana Ratnakaraha – Yogendranath, Rashtriya Samkrita Samsthanam*

Objective: *The course aims to give a general understanding of the basic parts of computer and how a computer works.*

Unit 1

Hardware Basics – Generation of computers, Types of computers, Parts of a computer, and Functions of System Modules, Front and rear panel view of system, Safety information while disassembling PC – Internal structure of PC.

Unit 2

Motherboards: Components and Architecture, features, components, form factor, processor support, BIOS, IDE and SATA Connectors, External interfaces and connectors, troubleshooting and maintenance of Mother Boards.

Unit 3

Popular CPU Chips and their Characteristics, Processor Architecture - Processor specifications - installing and uninstalling processor - CPU Overheating issues – common problems and solutions.

Unit 4

Memory and Storage: Memory features – Types of memory – working - Installing and uninstalling memory modules – maintenance and troubleshooting – common problems and solutions.

Storage devices – Hard disk details – Working and parts of hard disks – Installing hard disks – maintenance and troubleshooting.

Unit 5

Power supply – SMPS – features – types – installing SMPS – Specification for SMPS.

Maintenance and Troubleshooting: Preventive Maintenance and Safety Procedures - Managing Replaceable Components.

TEXTBOOKS/REFERENCE BOOKS

1. James K L, "Computer Hardware: Installation, Interfacing Troubleshooting and maintenance", PHI Learning Press (Eastern Economy Edition, 2013)
2. Manahar Lotia, Pradeep Nair, Payal Lotia, "Computer Hardware Course", BPB Publications

18OEL252A

Introduction to Event Management

3 0 0 3

Unit 1

Why Event Management, Requirement of Event Manager, Analyzing the events, Scope of the Event, Decision-makers, Technical Staff, Developing Record-Keeping Systems, Establishing Policies & Procedures.

Unit 2

Preparing a Planning Schedule, Organizing Tasks, Assigning Responsibility, and Communicating, Using the Schedule Properly, The Budget, Overall Planning tips, Checklists, Expert Resources, Computer Software Required.

Unit 3

Who are the people on the Event, Locating People, Clarifying Roles, Developing content Guidelines, Participant Tips, Reference Checks, Requirement Forms, Introduction, Fees & Honorariums, Expense Reimbursement, Travel Arrangements, Worksheets.

Unit 4

Types of Events, Roles & Responsibilities of Event Management in Different Events, Scope of the Work, Approach towards Events.

Unit 5

Introduction to PR – Concept, Nature, Importance, Steps, Limitations, Objectives Media – Types of Media, Media relations, Media Management PR strategy and planning – identifying right PR strategy, Brain Storming sessions, Event organization, writing for PR.

REFERENCES:

1. Devesh Kishore, Ganga Sagar Singh - *Event Management: A Blooming Industry and an Eventful Career*, Haranand Publications Pvt. Ltd.
2. Swarup K. Goyal - *Event Management*, Adhyayan Publisher - 2009

18OEL253A

Introduction to Media

3 0 0 3

Unit 1

Introduction – Media Business - Media Classification - Mass Media – Niche Media - Addressable Media and Interactive Media - Media-Intrusiveness.

Unit 2

Print – Media – Newspaper - Principles of Newspaper Business - Classified Ads, Display Ad's Display Ad's – Coverage and Audience Measurement - Sales and Pricing – magazines. Directories.

Unit 3

Broadcast Media – Radio – Television - out of Home Media - out door Advertising - Cinema and Video Non-Traditional Media.

Unit 4

An overview of Media planning - problems of media planning – Developing media plan – Market Analysis and Target - Interactive and Digital Media.

Unit 5

Establishing media objectives - Developing and Implementing – Evaluation and Follow up - Computers in Media Planning - Characteristics of Media.

REFERENCE BOOKS:

1. Tom Duncan - *“Principles of Advertising and IMC”*, Tata McGraw Hill
2. Kruti shah and Alan D’souza - *“Advertising and Promotion” – An IMC Perspective*, Tata McGraw Hill.
3. Mehra – *“Newspaper Management”*

18OEL254A

Introduction to Right To Information Act

3 0 0 3

Unit 1

Introduction to RTI Act

The evolution of the Right to Information in India - the important terms and concepts used in the Act - the salient features of the Act.

Public Authorities and their Obligations under the Act

4. What is a Public Authority?
5. Who are the Public Authorities covered under the Act?
6. Which Public Authorities are exempted from the ambit of the Act?
7. Obligations of Public Authorities.

Unit 2

Role of Public Information Officers: PIOs and APIOs - Accepting Information Request, Processing and Disposing

The requirement for designation of Information Officers - PIOs / APIOs - in public authorities

- The specific Duties & Responsibilities of Information Officers.
- The liabilities of a PIO for non-compliance with the provisions of the Act.
- How to accept information requests and assist citizens in making information requests?
- What is the process for disposal of requests?
- The time limits for disposal of information requests.
- The fees and costs to be charged for providing information.
- The grounds on which requests can be rejected and the procedure for such rejection.

Unit 3

Exemptions from Disclosure of Information, Partial Disclosure and “Third Party” Information

3. Specific provisions of the Act which exempt certain kinds of information – the classification of such exempted information.
4. Application of public interest test with respect to exempted information.
5. *Grounds that* allow for partial disclosure of information.

The concept of ‘Third Party’ and the issues and considerations revolving around its involvement.

Unit 4

The roles and responsibilities of Appellate Officers within Public Authorities.

4. The process involved in making first appeals to designated Appellate Officers.
5. Timelines for making a first appeal and disposal of the appeal
6. First Appeals and Appellate Officers - Important Provisions

Unit 5

Information Commission: Powers and Functions

- The Role and Responsibilities of the Information Commissions.
- The relevant provisions in the RTI Act dealing with Complaints to the Information Commission and the specifications thereof.
- The "Second Appeal" process and the Commissions' mandate for the same.
- The power of Information Commissions with regard to enforcing compliance of public authorities with the provisions of the RTI Act, imposing penalty/ recommending disciplinary action against erring PIOs etc.

REFERENCES:

5. *S P Sathe - Right To Information, Lexisnexis India Publication*

6. *Sarbjit Sharma - Right To Information, Authors Press Publication*

18OEL255A

Introduction to Translation

3 0 0 3

Objectives: *Introduce students to translation studies as separate discipline of knowledge; to introduce translations in diverse fields; to impart training in translation; increase students' awareness related to social functions of translation; develop students' contrastive knowledge and their critical thinking skills*

Unit 1

What is Translation - History of translation - The rise and development of translation - Linguistic and Philological definition of translation.

Unit 2

Translation and Communication - Information and message; Communication channel - The sender and the receiver of the message Forms and types of translation.

Unit 3

Translating for the Media: print media – electronic media - Translating various News reports – Advertisements – editing – interviews – writing Screen Plays and Scripts for radio and T.V. – spoken media - symposia, conference, platform speech etc.

Unit 4

Translating for business: Translating Business Correspondence – Translating literature on consumer products – Technical writing.

Unit 5

Introducing various types of translation - Machine Translation - Computer aided translation etc. – Revising and rewriting – Proof reading – editing – submitting manuscript for publication – summary.

REFERENCE BOOKS AND SOURCES:

1. *Bassnett, Susan - Translation Studies, London and New York, 1980 (revised edition 1991),*

2. *Routledge Bell, Roger T. - Translation and Translating, Theory and Practice, Longman, 1991*

3. Callow, Kathleen - *Man and Message: A Guide to Meaning-Based Text Analysis*, 1998,
4. *Cumulative Index of United Nations Legal Materials Produced and Applied in Kosovo 1999-2004*,
5. *Central European and Euroasian Law Institute, USAID Duff, Alan, Translation, OUP, 1997*
6. Gërmizaj, Shykrane - *Translation Theory in the Classroom, Prishtina, 2005*

Websites: (newspaper Selection of websites)

1. <http://www.fortunecity.com/business/reception/19> <http://accurapid.com/journal/29accom.htm> http://www.ethnologue.com/show_products <http://cslu.cse.ogi.edu/HL.Tsurvey/chnode4.html> <http://fiat.gslis.utexas.edu/~palmquis/courses/project98/translation/mtlinks.htm> <http://www.fortunecity.com/business/reception/19> <http://language.home.sprynet.com/lingdex/pwood1.ht>

18OEL256A

Linguistic Abilities

3 0 0 3

Objectives: *To encourage students to develop lifelong skills, including: the ability to communicate clearly, accurately and effectively; the use of a wide range of vocabulary and correct grammar, spelling and punctuation; a personal style and an awareness of the audience being addressed.*

Unit 1

Listening – Importance of listening - Types of listening - Basic skills of listening - Barriers of listening – Activities - listening to radio, TV or Internet - Transcript.

Unit 2

Speaking - body language – Pronunciation - Introducing yourself – storytelling - speak on any topic - social etiquette.

Unit 3

Reading - Different types of reading – comprehensive test - Vocabulary building.

Unit 4

Writing – structure – letter – circular – memo - Note making - Paragraph Writing précis - Writing – essay.

Unit 5

Practical Module - Creative writing - Play reading - Role play - Dialogue.

REFERENCES:

1. O' Brien Terry - *Modern Writing Skills, Rupa Publication*
2. O' Brien Terry - *Effective Speaking Skills, Rupa Publication*
3. Olson Judith F. *Writing Skills - Success in 20 Minutes a Day, Goodwill Publishing House*
4. Meyers Judith N. - *Vocabulary and Spelling, Goodwill Publishing House*

18OEL257A

Literary Criticism and Theory

3 0 0 3

Objectives: *To introduce basic theories of literary and cultural criticism, with emphasis on interdisciplinary. Target students: Students with no background in literary studies.*

Unit 1 Feminism: Indian waves - Chandra Talpade Mohanty. 'Under Western Eyes: Feminist Scholarship and Colonial Discourses'.

Unit 2 Cultural studies: Bacon's 'Of Travel' - Indian context - Travel Culture of Kerala - Introducing seminal texts - forms of travel narratives - Road movies.

Unit 3 Post colonialism: Edward Said - Introduction of 'Orientalism'.

Unit 4 Comparative Indian Literature: Methodology - Literature and other disciplines

G. Arunima. 'Who is a Malayali Anyway? Language, Community and Identity in Precolonial Kerala' - A.K.

Ramanujan. 'Three Hundred Ramayanas: Five Examples and Three Thoughts on Translation'.

Unit 5 Psychoanalysis: Freud - Critical tool in literary analysis - Norman N Holland.

'The Mind and the Book: A Long Look at Psychoanalytic Literary Criticism'.

REFERENCE BOOKS:

1. Trilling, Lionel - "Freud and Literature". *The Liberal Imagination: Essays on Literature and Society*. London: Martin Secker and Warburg,
2. Richman, Paula. Ed. - *Many Ramayanas: The Diversity of a Narrative Tradition in South Asia*. University of California Press
3. Satish Saberwal, Mushirul Hasan - *Assertive Religious Identities: India and Europe*.
4. Bassnett, Susan - *Comparative Literature: A Critical Introduction*. Oxford: Blackwell, 1993.

18OEL258A

Macro Economics

3 0 0 3

Unit 1

Introduction to Macroeconomics and National Income

Macro Economics – Goals – Government Policies – Components – Definition of National Income – Concepts – Methods of Measuring National Income – Uses – GDP and Welfare – Investment Theory.

Unit 2

Government Budget and the Economy

Government Budget – Meaning, Objectives and Components – Classification of receipts – Revenue and Capital Receipts – Classification of Expenditure - Revenue and Capital Expenditure – Measures of Government deficits – revenue, fiscal and primary deficit meaning.

Unit 3

Money and Banking

Money – Keynesian Approach – Money Market Equilibrium – Supply of Money – Money creation by the Commercial Banking system – Central Bank and its functions – Controller of Credit through CRR – SLR – Repo and Reserve Repo.

Unit 4

Macro Economic Problem

Introduction – Determinants of Consumption, Saving and Investment - Unemployment – Types - Definition and Characteristics of Trade Cycles - Different phases of trade cycles - Definition and types of Inflation and Deflation - Causes and consequences of Inflation.

Unit 5

Public Finance

Meaning - Scope of Public Finance - Role and Types of Direct and Indirect Taxes in India - Role of Monetary and Fiscal Policies in maintaining real economic growth with stability – International Trade.

REFERENCE BOOKS:

1. *Principles of Economics – Deviga Vengedasalam and Karunagaran Madhavan, Third Edition* – Oxford Publication Press.
2. *Economics - Samuelson, Paul Anthony and William D. Nordhaus, 1998, Ed. 6, Tata McGraw Hill Publishing Company Ltd, New Delhi.*

Objectives: *To prepare the individual/ student to face challenges of life; to impart insights for understanding the self and adjusting with work scenario in organizations so as to become a responsible global citizen.*

Unit 1

Understanding the self - self awareness - Individual psychological processes - sculpting a unique socially desirable personality - spiritual/ ethical orientation.

Unit 2

SWOT analysis at the individual level - Developing individual competencies - surviving in a competitive environment - environment and sustainable development.

Unit 3

Emotional Intelligence - life skills - inter-personal relations - Social adjustments - Soft skills.

Unit 4

Managing at work situations - Profile of today's organization - Strategic context - environment challenges - Individual challenges and responsibilities.

Unit 5

Managing failures: Envisioning the future - managing change - unleashing creative and intuitive skills to meet failures - Remodeling individuals and organizations - Indian ethos for managing self and organizations ethically.

BOOKS FOR REFERENCE:

1. *Soft Skills and Professional Communication - Francis, Mcgraw Hill*
2. *Personality Development and Soft skills - Barun Mitra, Oxford University Press*
3. *Social and Personality development - David R. Shaffer, Cengage learning.*
4. *Ethics in Management and Indian Ethos - Ghosh BB, Vikas publishing.*

Objective: *The paper is aimed at giving an understanding of the media industry with the way the organization functions. This course is an introductory course aimed at students of varied domains.*

Unit 1

Introduction

Introduction to principles and practice of management - Business Models and Function - Mass Media Industry Structure Media Markets - Ownership - Monopolies, Oligopolies, Conglomerates, Mergers, and Acquisitions - Media Sales Promotion and Marketing Mix.

Unit 2

Types of Media Ownership – Features Advantages & Disadvantages

Sole proprietorship – Partnership - private limited companies - public limited companies - trusts, co-operatives - religious institutions (societies) - Franchisees (Chains).

Unit 3

Ownership Patterns of Mass-Media in India

Organizational structure of newspaper and magazine - Organizational structure of Radio - Organizational structure of Television.

Unit 4

Planning & Production

Planning and execution of programme production - production terms - control practices and procedures.

Unit 5

History & Law

Historical perspective of mass media laws in India -

Basic Legal concepts Constitutional provisions for Freedom of Speech and Expressions - Article 19(1) (a) Reasonable restrictions - Article 19(2) - Freedom of the press in India Law of Defamation, Obscenity, Cinematography Act - Official Secrets Act 1923 - Copyright Act - • Contempt of Court Act - Legislative Privileges and Contempt of Legislature - Working Journalist Act.

REFERENCE BOOKS:

- Aggarwal S.K. - *Press at the crossroads in India*, UDH Pub House
- William and Rucker - *Newspaper Organization and Management, a State Pr. Publication*
- Frank Thayer - *Newspaper Management - Appleton-Century Company; 1St Edition edition (1926)*

18OEL261A

Micro Economics

3 0 0 3

Unit 1

Introduction to Microeconomics

Definition of economics – Scope – Scarce and End resource – Welfare Definition

3. Differences between Micro and Macro economics – Basic Economic Concepts and Problems – Economic Systems.

Unit 2

Consumer's Equilibrium Demand and Supply

Consumer Equilibrium – Meaning of Utility – Law of Equi-Marginal Utility - Demand

– Law of Diminishing Marginal Utility - Law of Demand – Determinants – Types of Demands – Supply – Law of Supply – Elasticity of Demand and Supply.

Unit 3

Theory of Production

Production – Production function – Law of Production – Return to Scale – Economics and Diseconomies of Scale - Classifications – Short-run production function – Long-run production function – Isoquant Curve.

Unit 4

Cost Function

Cost and Revenue – Short run costs – Total cost – Total Fixed Cost – Variable Cost – Average Fixed – Average Variable cost and Marginal Cost – Meaning and their relationship – Average and Marginal Revenue.

Unit 5

Market Structure and Price Determination

Market – Classification of Markets – Nature – Perfect Competition - Market Structure (Monopoly, Monopolistic, Oligopoly, Duopoly) – Price Determination under Monopolistic Market – Price Discrimination.

REFERENCE BOOKS:

- *Principles of Economics – Deviga Vengedasalam and Karunakaran Madhavan, Third Edition*
– Oxford Publication Press.

- *Economics - Samuelson, Paul Anthony and William D. Nordhaus, 1998, Ed. 6, Tata McGraw Hill Publishing Company Ltd, New Delhi.*

18OEL262A Micro Finance, Small Group Management and Cooperatives 3 0 0 3

Objective: *Self Help Group and other micro-level innovative credit systems contributed significantly in Empowering underprivileged in India and abroad in recent times. Paper has two purposes—*
to acquaint students with the various institutional arrangements as well as recent contribution of various innovative credit systems at the micro-level for financing rural development sector; (b) management of small groups involved in micro-finance for social and economic empowerment of their group members in particular and the society in general.

Unit 1

Financial institutions for rural development - Basic understanding of rural and development credit. Institutional structure for rural financing in India: policy and schemes of NABARD, recent financing scheme of the Government

Unit 2

Development of cooperative banks in India with special reference to PACS, CCBs, LDBs. Rural financing through commercial banks - Policies and objectives before and after nationalization of banks, Branch expansion policy and programmes.

Unit 3

Emergence of RRBs policy, objectives, functions, progress and achievements. Micro finance at small group level: concept, emergence, objectives and thrust areas. Case studies of recent success stories.

Unit 4

Management of small groups, cluster and federation from credit and trade perspectives. Role of facilitating agencies. Linkages between small group and Banks.

Unit 5

Convergence of with development programmes and implementing departments of government. Withdrawal strategy for facilitating organizations.

SUGGESTED READINGS:

1. *V S Somnath – Microfinance, Excel Books*
- 2 *Panda - Understanding Microfinance, Wiley India*
3. *Craig Churchill & Cheryl Frankiewicz - Making Microfinance Work, International Labour Office Publication*

18OEL263A Negotiation and Counselling 3 0 0 3

Objectives: *The objective of this course is to provide knowledge of concepts and issues of negotiation and counseling such that to equip the students with valuable skills, techniques and strategies in counseling.*

Unit 1

Negotiation: Nature, Characteristics, Strategy and Tactics of Distributive Bargaining, Strategy and Tactics of Integrative Negotiation; Strategy and Planning for Negotiation.

Unit 2

Negotiation Sub processes: Perception, Cognition and Emotion Communication: What is communicated during negotiation and how people communicate in Negotiation.

Unit 3

Best Practices in Negotiation – Fundamental Structure of negotiation and BATNA. Case I - Role Negotiation at Bokaro Steel Plant (Understanding Organizational Behaviour. By Udai Pareek, Oxford, Second Edition Page 410-415).

Unit 4

International and Cross Cultural Negotiation: Context and Concept, Influence of Culture on Negotiation: Case II - The Dabhol Debacle (Negotiation Made Simple, SL Rao, Excel Books pp.30-35 and pp. 196-197).

Unit 5

Emergence & Growth of Counselling: Factors contributing to the emergence, Approaches to Counselling: Behaviouristic, Humanistic Approaches and Rogers Self Theory Counselling Process: Steps in Counselling Process. Modern Trends in Counselling – Trends, Role of a Counsellor and Model of Counselling.

REFERENCE TEXTS:

4. Lewicki, Saunders & Barry – Negotiation, Tata McGraw Hill
5. B.D.Singh - Negotiation Made Simple, Excel Books, 1st Ed.
6. Rao S N - Counseling and Guidance, Tata Mc Graw Hill, 2nd Ed.
7. Singh Kavita - Counselling Skills for Manager, PHI, 1st Ed.
8. Welfel, Patterson - The Counselling Process, A Multi theoretical Integrative Approach, Thomson India, 6th Ed.
9. Pareek Udai - Understanding Organisational Behaviour, Oxford University Press

18OEL264A

New Literatures

3 0 0 3

Objectives: *To introduce the emergent body of literature; to examine the approach of different writers towards the local and global social issues; to consider how literature undertakes the challenge of rethinking the world around us.*

Unit 1

Introduction to new literatures, experiments in style, narrative techniques, issues of identity, selfhood and location.

Unit 2 Fiction

Shyam Selvadurai – Cinnamon Gardens
Amitav Ghosh - The Hungry Tide

Unit 3 Poetry

Kamala Das – An Introduction
Derek Walcott – A Far Cry From Africa
Kishwar Naheed – We Sinful Women

Unit 4 Drama

Wole Soyinko – The Road

Unit 5

Assignments, Discussions, Term Test

REFERENCES:

1. G. H. Mair - English Literature, Discovery Publishing House
2. Kamaladas - The Old Playhouse and other Poem, Orient Blackswan

3. *Derek Walcott - Selected Poems, Farrar, Straus and Giroux Publication*
4. *Judith Wright - Woman to Man, Angus and Robertson Publication*

18OEL265A

Non-Profit Organization

3 0 0 3

Objectives: *To introduce the students to NGO Sector; to provide an overview of NGOs; to introduce the Basic Concepts; to provide basic managerial skills for NGO personnel.*

Unit 1

NGOs – An Introduction, Concepts and Functions, evolution in India, Types of non-profits, Issues in NGO Management, challenges of NGO Management.

Unit 2

Legal procedures for establishment of NGOs – Trust and Society and their differences. Formation of Trust and Society. Registration procedure for NGO.

Corporate Social Responsibility and Social Marketing.

Unit 3

Development issues, Development indicators, Poverty (Exploitation, Vulnerability and Powerlessness) and Development. HIV/AIDS, Child labor, Education and Tribal welfare. (This is to increase the level of awareness among students on issues).

Unit 4

Strategy and planning for NGOs – Elements of Strategy, SWOT analysis, Process of Management – Planning, Organization, Delegation, Co-ordination, Core-Competency and Capacity Building

Unit 5

NGOs and changing trends of development. State, market and third sector, Self-Help Group (SHG) and Empowerment of Women, Role of NGOs in Civil Society.

REFERENCE BOOKS:

1. *Management of Non -Governmental Organizations towards a Developed Civil Society, JM Ovasdi, ISBN 140392868 1 Macmillan India Lid,2006*
2. *Managing the Nonprofit organizations: Principles and Practices ,Peter F Drucker , ISBN –B : 9780060850049 Harper Collins publishers May 2006*
3. *Nonprofit Management: Principles and Practices, Michael, J Worth, The George Washington University, Sage publications, September 2008*

18OEL266A

Personal Effectiveness

3 0 0 3

Unit 1

Personal growth - Meaning and concepts, Self-awareness and self-esteem, Life Roles, Social roles and Organizational roles. Nature and scope of personal growth. Feeling, thinking and behaviours, Personality theories, Carl Jung's theory of personality types and Myers Briggs Type Indicator test (MBTI), Trait theories - Guilford Peogut, Emotional intelligence.

Unit 2

Pedagogy and Androgogy. Adult Learning Process; learning styles and its relatedness to personality development.

Unit 3

Attitudes, beliefs, Values and their impact on behaviour. Personal change - meaning, nature and requisites. Social adjustments and habit formation. Habits of personal effectiveness. Seven habits of highly effective people.

Unit 4

Basic functions of mind - Creativity and innovation. Blocks to creativity. Creativity processes and tools - convergent and divergent thinking. Neuro Linguistic Programming - Interpersonal relations and personal growth. Interpersonal needs, motivation and behavior - FIRO-B and Johari Window. Defense Mechanism in groups.

Unit 5

Transactional Analysis - Ego states, types of transactions and time structuring. Life position, scripts and game Experience learning methodologies - T-group, sensitivity training, encounter groups and human process labs (students may go through three days personal growth lab for experiential learning)

REFERENCE BOOKS:

1. John. W. Newstrom and Keith Davis - *Organizational Behaviour: Human Behavior at work*, Tata McGraw Hill
2. Robert N. Lussier - *Human Relations in organizations*, Mc-Graw Hill Education
3. Whetten & Cameron - *Development Management Skills*, 7th Ed. Pearson, PHI.
4. Calvin S Hall Et Al - *Theories of Personality*, Wiley Publication
5. Stephen R Covey, Simon & Schuster - *Seven Habits of Highly Effective People*, Simon & Schuster
6. *Training in Interpersonal Skills – tips for managing People at work*, Stephen Robbins, Et al, Pearson, PHI.

18OEL267A

Perspectives In Astrophysics and Cosmology

3 0 0 3

Unit 1

Historical Introduction - Copernicus, Galileo - Solar system-Planets, Comets, meteorites, asteroids, satellites, Constellations and Astrology. Olvers paradox.

Unit 2

Constellations, Distance scales and measurements - Parallax methods - Moving cluster, Statistical and Spectroscopic and dynamic parallax methods.

Unit 3

Introduction to Celestial Mechanics – Kepler’s laws. Black body temperature of stars Hertz-Sprung Russel diagram - Stellar evolution - white dwarfs, red giants, neutron stars, pulsars, black holes.

Unit 4

Special Relativity – Minkowski space, Introduction to General Relativity - space-time curvature.

Unit 5

Cosmology - Red shift – Galaxies - CMBR Big bang, Various cosmic models - Horizon and Flatness problem Dark matter and Energy. Anthropic Principle. Relation to Biology.

REFERENCES:

3. Arnab Rai Choudhuri, *Astrophysics for Physicists*, Cambridge University Press, 2010.
4. *An Introduction to Astrophysics*, BAIDYANATH BASU, TANUKA CHATTOPADHYAY, 2nd Edition, PHI Learning Pvt. Ltd.
5. *The New Physics and Cosmology Zanjoc*, Oxford 2004.
6. *An Introduction to Modern Astrophysics*, 2nd Ed. by Caroll Ostie, Pearson, Addison Wesley

18OEL268A

Principles of Marketing

3 0 0 3

Objective: To provide exposure to the students about principles of marketing and the knowledge of E-business.

Unit 1

Marketing, Introduction, Definition of market and marketing, Objects of marketing, features, Classification of markets, marketing and selling, Importance of marketing, modern marketing, features, marketing management, characteristics of marketing management, marketing management and sales management, Green Marketing, Market Segmentation and Target Marketing, Marketing mix, definition, elements of marketing mix, Marketing process, marketing functions, functions of exchange, functions of physical supply, facilitating functions.

Unit 2

Marketing Research, market research and marketing research, marketing research and marketing information system, procedure of marketing research.

Unit 3

Product, classification, product policies, product line, product mix, product life cycle, different stages in product life cycle, Pricing, pricing objectives, factors affecting price decisions, price determination procedure, types of pricing.

Unit 4

Promotion, objectives, forms of promotion, sales promotion, tools of sales promotion, advertising, definition, kinds of advertising media, personal selling, features, personal selling process, channels of distribution.

Unit 5

Consumer behaviour: introduction, market analysis, marketing strategy, factors influencing consumer behaviour, individual determinants, external environmental factors affecting consumer behaviour.

TEXTBOOKS:

1. *R.S.N. Pillai and Bagavathi – Modern Marketing Principles and Practices, S. Chand.*
2. *Brahm Canzer – E-Business and Commerce: Strategic Thinking and Practice, Biztantra Publishers, New Delhi*

REFERENCE BOOKS:

1. *Martin Khan – Consumer Behaviour, New Age International Publishers*
2. *Philip Kotler – Marketing Management, Prentice Hall of India*
3. *Stephen P Robbins, David A Decenzo – Fundamentals of Management of E-Business, Prentice Hall.*

18OEL269A

Principles of Public Relations

3 0 0 3

Unit 1

Purpose & Philosophy of PR, What PR Is, Objectives of Public Relations, the Primary Purpose of PR, Hostility, Prejudice, Apathy, Ignorance, Emergence of Public Relations, Public Relations Today, Public Relations and Propaganda, Defining Objectives and Planning a Programme.

Unit 2

Four Steps Public Relations Process, Defining PR Problems, Planning and Programming, Taking action and Communicating, Evaluating the Program, Elements of Public Relations, Human Relations, Empathy, Persuasion, Dialogue, Objectives of Public Relations.

Unit 3

Public Relations as a Profession, Overview, Profession, Codes of Professional Conduct, Functions of Public Relations Department, Policy, Publicity, Product Publicity, Relations with the Government, Community Relations, Shareholders Relations, Promotion Programmes, Donations, Employee Publications, Guest Relations, Establishment of Relations with the Public, The Need for Public Relations, Scope of Public Relations, Professional Code - Public Relations.

Unit 4

Ethics and Challenges of Public Relations, International Public Relations Association (IPRA) Code of Conduct, the European Code of Professional Conduct, All about Marketing, Advertising, Functions of Advertising, PR as a Component of Communication and Strategies, Strategic Management, Theories of Communication, Mass Communication Theory and Research. Functional Approach to Mass Communication Theory, Human Action Approach.

Unit 5 Models of Communication, Communication Models, The advantages of Models, Limitations of Models, Classical Communication Models, Transmission Model and its Criticism, Report Writing, Copyright and Other Legal Issues.

REFERENCE BOOKS:

1. Geroge E-Belch & Michael. A. Belch - "Advertising and Promotion", Tata McGraw Hill – Sixth Edition.
2. Kruti shah and Alan D'souza - "Advertising and Promotion", Tata McGraw Hill
3. Tom Duncan - "Principles of Advertising and IMC", Tata McGraw-Hill - Second Edition

18OEL270A

Science, Society and Culture

3 0 0 3

Objectives: This introductory paper is intended to acquaint the students with sociology as a social science and the distinctiveness of its approach among the social science. It is to be organized in such a way that even students without any previous exposure to sociology could acquire an interest in the subject and follow it.

Unit 1 The nature of Sociology

The meaning of Sociology: Origin, Definition, Scope, Subject matter, Nature and relation of sociology with other social Sciences. Humanistic orientation to Sociological study.

Unit 2 Basic concepts

Society, community, Institution, Association, Group, Social structure, status and role, Human and Animal Society.

Unit 3 Institutions.

Family and kinship, religion, education, State.

Unit 4 The individual and Society.

Culture, Socialization, Relation between individual and society.

Unit 5 The use of Sociology.

Introduction to applied sociology - Sociology and social problems, Ecology and Environment: Pollution, Global warming and Greenhouse effect. Impact of Industrialization and Urbanization on Environment.

REFERENCE TEXTS:

- Harlambos, M - Sociology: Themes and perspectives, Oxford University Press.
- Inkeles, Alex - What is Sociology, Prentice-Hall of India.
- Jaiaram - What is Sociology, Macmillan
- Johnson, Harry M, Sociology: A Systematic Introduction, Allied Publishers.

18OEL271A

Statistical Analysis

3 0 0 3

Objective: To understand the concepts of statistical analysis and to apply the results in real life business problems.

Unit 1

Correlation Analysis: meaning and definition - positive correlation - negative correlation - no correlation - scatter diagram - Karl Pearson's correlation co-efficient - interpretation.

Unit 2

Regression Analysis: introduction – uses of regression analysis – regression lines - the two regression equations.

Unit 3

Time series Analysis: meaning – components of time series - methods of estimating trend – graphic method – semi-average method – moving-average method.

Unit 4

Probability: introduction - classical definition- relative frequency theory-subjective approach - Axiomatic approach to probability - Addition theorem - Multiplication theorem -- conditional probability.

Unit 5

Theoretical distributions: discrete and continuous distributions - Binomial distribution – Normal distribution.

REFERENCE BOOKS:

1. *S P Gupta – Statistical Methods, Sultan Chand & Sons, New Delhi.*
2. *Dr.P.R.Vittal &, V.Malini -Statistical and Numerical Methods, Margham Publications; 1 edition (2012)*

18OEL272A**Teamwork and Collaboration****2 0 1 3****Unit 1**

Leadership – Meaning, Concepts and Myths about Leadership, Components of Leadership - Leader, Followers and situation. Assessing Leadership & Measuring Its effects.

Unit 2

Focus on the Leader – Power and Influence; Leadership and Values. Leadership Traits; Leadership Behaviour; Contingency Theories of Leadership; Leadership and Change.

Unit 3

Groups, Teams and Their Leadership. Groups – Nature, Group Size, Stages of Group Development, Group Roles, Group Norms, Group Cohesion.

Unit 4

Teams – Effective Team Characteristics and Team Building, Ginnetts Team Effectiveness Leadership Model.

Unit 5

Leadership Skills – Basic Leadership Skills, Building Technical Competency, Advanced Leadership Skills, Team Building for Work Teams, Building High Performance Teams.

REFERENCE TEXTS:

1. *Hughes, Ginnett, Curphy - Leadership, Enhancing The Lessons of Experience, Tata McGraw Hill, 5th Ed.*
2. *Yukl G - Leadership in Organisations, Pearson, 6th Ed.*
3. *West Michael - Effective Team Work, Excel Books, 1st Ed.*
4. *Sadler Philip – Leadership, Crest Publishing House*

Unit 1

Introduction: Background of the Bhagavad Gita – The Epic of Mahabharatha.
 Arjuna Vishada Yoga: Scene at Kurukshetra – Arjuna’s anguish and confusion.
 Symbolism of the war within – Psychological analysis of the human condition.

Unit 2

Sankhya Yoga: Importance of Self-knowledge. Body–Mind-Intellect Chart, Concept of Pancha Kosas, Concept of Vasanas. Nature of the Self–Indestructibility of Consciousness.

Unit 3

Karma Yoga: Yoga of Action – Living in the Present – Dedicated Action without Anxiety over Results - Concept of Swadharma

Unit 4

Sthitaprajna: Qualities of a person established in wisdom. Dynamics of the Three Gunas: Tamas, Rajas, Sattva – Going Beyond the Three Gunas – Description of a Gunatheetha.

Unit 5

Other topics: Tuning the Mind – Quantity, Quality and Direction of Thoughts – Reaching Inner Silence. Yoga of Devotion – Form and Formless Aspects of the Divine – Inner Qualities of a True Devotee.

TEXTBOOKS/ REFERENCES:

1. Swami Chinmayananda, “The Holy Geeta”, Central Chinmaya Mission Trust, 2002.
2. Eknath Easwaran, “The Bhagavad Gita”, Nilgiri Press, 2007.

Objectives: To create a basic knowledge on the growth and development of tourism, to have an understanding of various national and international tourism organizations.

Unit 1 Growth and Development of Tourism

Tourism as an ancient phenomenon - pleasure travel - religion as a motivator Industrial revolution and development of tourism. Effects of Great World Wars on transport system - advent of jet and high speed trains. Causes of rapid growth - meaning, nature and components of tourism-basic travel motivations.

Unit 2 Need for Organization - factors influencing types of organization - the National tourist organization - tourist organization in India - International organization of Tourism International Union on Official Travel Organization (IUOTO) - World tourism Organization (WTO) – Pacific Area Travel Association (PATA) – International Air Transport Association(IATA) – American Society of Travel Agents (ASTA).

Unit 3 Measurement of Tourism

Need for measuring tourism phenomenon - methods of measurement - importance of tourist statistics - types of tourist statistics. Definition of the terms tourist, domestic tourism and international tourism - tourism planning and development - planning for tourism. Assessment of tourist demand and supply - basic infrastructure - financial planning - human resources planning - tourism marketing - environmental and regional planning.

Unit 4 Tourism and Economic Development

Economic and social significance of tourism - economic benefits - multiplier effect - infrastructure development - regional development – employment opportunities - cultural tourism - international understanding.

Unit 5 Role of travel agencies in tourism

Thomas Cook and organization of travel - introduction of railway and air travel - travel agency - tour operator, Need for legislation - travel agencies in India – TAA.

TEXTBOOKS:

1. *Vara V V Prasad - Travel and Tourism Management, Excel books*
2. *Ghosh, Biswanath – Tourism and Travel Management, Vikas Publishing House*

REFERENCES:

- *Douglas Foster – Travel and Tourism Management, Palgrave MacMillan*
- *B S Badan, Harish Bhatt – Travel Agencies and Tourism Management, Common Wealth Publishers*

18OEL275A

Videography

1 0 2 3

Unit 1

Fundamentals of TV production techniques; Principle of video; TV camera, components of camera lens, basic shots and its composition, sound and lighting and its types, special effects,

Unit 2

Lighting for television - types of lights, Three point and Multi-point lighting; Sound - Types of microphones and characteristics of sound; Sound recording - tape and tapeless;

Unit 3

Stages of TV programmes - pre-production, rehearsal and set-up, actual production and post-production, graphics-CG and VG, animation, ENG-DSNG and OB broadcasting.

Unit 4

Type of editing - Assemble and Insert; Modes of editing - Online, Offline, Linea and Non – linear type software's and graphics early.

Unit 5

Writing for television - script writing - genres of TV programmes - news, documentary, talk shows, panel discussion, quiz, current affairs and special audience programmes - women, children, youth - post production, reviews, sports, musical and dance programmes, phone-in programmes.

BOOKSRECOMMENDED:

1. *Allan Wurtzel: Television Production*
2. *Zettl Herbert: Television Production*
3. *Gerald Millerson: The Technique of Television Production*
4. *Hartwig, Robert: Basic TV Technology, digital and Analog*
5. *Chattedji P.C: Broadcast News*
6. *John Watkinson: An Introduction to Digital Video*

18OEL276A

Vistas of English Literature

3 0 0 3

Unit 1

1 Introduction – What literature is – enjoyment of literature – Holding a mirror to life – Ages of literature – Different literatures

2 WH Auden – The Unknown Citizen

Unit 2

- 3 Rabindranath Tagore – The Child
- 4 RK Narayan – Sweets for Angels
- 5 Toru Dutt – Lakshman

Unit 3

- 6 Jane Austen – Pride and Prejudice (Chapter 1)
- 7 Sarojini Naidu – The Queen
- 8 AG Gardiner – A Fellow Traveller

Unit 4

- 9 Shakespeare – Macbeth: The Murder Scene
- 10 Oliver Goldsmith – The Man in Black

Unit 5

- 11 Robert Browning – My Last Duchess

18OEL277A

Web-Designing Techniques

1 0 2 3

Unit 1

Introduction to web technologies, How the website works?, Client and Server scripting languages, Difference between a web designer and web developer, Types of websites (Static and Dynamic), Web standards and W3C recommendations.

Unit 2

HTML: Introduction to Internet, Understanding Browsers, Starting with HTML, HTML Page Structure. Defining Web Layout(Head & Body), Head Tags, BODY tag with Background color, Background with image and text color. Text formatting, Text attributes. Importance of heading tags (H1–H6). Marquee text with or without background, Blink the text attributes. Divide section using <HR> line with width, align, size.

Knowing Images format for web: Working with images, Images attributes. Working with Tables: Table attributes, Colspan, Rowspan, Table Border, Align, Valign, Table background image, color to cell, Nesting tables.

Unit 3

Using list: Ordered list, Unordered list. Working with Links: Internal Links, External Links, Anchor Link, Email Link, Linking with text, Links with images. Working with controls. Working with forms: knowing get and post action.

Unit 4

CSS: Introduction to Cascading Style Sheets, Types of Style Sheets , Class Selector, ID Selector, Absolute Relative Positioning, Inline menu, DIV + CSS Layout Design, PSD to CSS Conversion.

Unit 5

JavaScript: Introduction to JavaScript, Understanding variables & functions, Working with alert, confirm and prompt, Understanding loop, arrays, Creating rollover image, Working with operators.

TEXTBOOK/ REFERENCES:

1. *Ivan Bayross - Web Enabled Commercial Application Development Using HTML, JavaScript, DHTML and PHP, BPB Publicationa*
2. *Dionysios Synodinos, Michael Bowers, Victor Sumner - Pro HTML 5 and CSS 3 Design Patterns, Springer India Publication*
3. *Jennifer Niederst Robbins - Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics, Shroff Publishers*
4. *David Pitt - Modern Web Essentials Using JavaScript and HTML5, InfoQ Publications*

Unit I

Introduction to Organic farming: Definition, Basic principles of Organic farming, Chemical intensive farming versus Organic farming, Advantages and disadvantages.

Organic inputs: Advantages of using organic inputs, Organic manures, Biofertilizers, Biopesticides, Organic growth promoters, Biocontrol agents.

Unit II

Basics of Organic Vegetable cultivation: Selection of varieties, seeds or seedlings, Liming of soil, Potting mixture preparation and filling of grow-bags/pots, Precautions during planting and transplanting, Details of Organic inputs required for cultivation and its application methods, 100 day schedule for organic vegetable farmers, Nutrient management and Plant protection measures.

Unit III

Land reclamation using green manuring crops: Soil degradation due to chemical fertilizers, Crops used for green manuring, Benefits, ITK used by farmers in plant growth and protection.

Assessing the quality of organic inputs: Quality of organic manures, Analysis-agencies involved Quality standards, Governance and Legal Institutions Involved in Organic certification.

Unit IV

Introduction to organic livestock production: Conventional farming versus Organic livestock production, Principles of Organic livestock production.

Safe egg and meat production in homesteads: Selection of suitable poultry breeds, Housing requirements, Feeding management, Care and management, Vaccination and other routine medicines, Safe withholding periods, Common diseases and their management.

Unit V

Safe fish production in Homesteads: Homestead fish farming methods, Location specific models, Stepwise Installation procedure, Species selection, Feeding and management, Culture-Package of Practice, Harvesting, storage and marketing.

Storage and Value addition of excess produce: Refrigerated storage, Drying and dehydration, Pickles, Jam, Squash preparation, Home recipes.

Reference Books:

1. Palaniappan, Annadurai - Organic Farming: Theory and Practice, Scientific Publishers Journals Dept
2. Amitava Rakshit, HB Singh – ABC of Organaic Farming, Jain Brothers Publication
3. B. Subrahmanyeswari Mahesh Chander – Organic Livestock Farming, ICAR Publication
4. Handbook of Fishers and Aquaculture – ICAR Publication

Objective: This course is intended to give the students a basic awareness on Women's rights and the legal frame work for the protection of their rights.

Unit 1

Introduction/Overview: The meaning of law, social security legislations, free legal aid to the poor, Indian Evidence Act, various modes of dispute settlement mechanisms- Lok Adalats, Family Courts, Mahila Courts, Crime Against Women Cells, NCW, NHRC, State Commissions.

Women and the Constitution: Fundamental Rights, Constitutional Remedies (Writs), Electoral Law, Voting Rights for Women, participation in Panchayats and governance.

Unit 2

Women & Family Laws: Marriage Law, Separation, Divorce, Maintenance, Adoption, Right to Property and Succession, Guardianship, unmarried mother and the legitimacy of her children.

Unit 3

Criminal Law and Women: Major offences against women, Women in Custody- Arrest, grounds of arrest, kinds of offences (bailable and non-bailable), arrest warrant, powers of police, rights of arrested persons including the right to bail, the immediate procedure to be adopted in case of violation of rights.

Unit 4

Procedure in Action: Procedure for seeking redressal, Complaints to Police Station, Courts, Lok Adalat.

Unit 5

Rights under different laws: Rights at work place Equal Remuneration / Minimum Wages Act / Rights under Factories Act, Maternity Benefit Act, Mines and Plantation Act, Rules of work - in such specific areas, Sexual harassment at work place, Reproductive Health Rights - Foeticide, Infanticide, Preconception and Prenatal Diagnostic Techniques (Prohibition of Sex Selection) Act 1994, The Medical Termination of Pregnancy Act 1971.

18OEL280A

Ritual Performances of Kerala

3 0 0 3

Objectives: To provide an overall view of Ritual Performances of Kerala in general and 'Padayani', 'Mudiyettu' and 'Theyyam' performances in particular. Land, people, social and political system and worldview are the deciding factors of ritual performances. The course aims to give a clear understanding of these performances and their unique features. The classes will be supported with PowerPoint and video clippings of the respective ritual performances.

Unit 1

Introduction: Kerala – Land and People – social structure – Agrarian society – Kerala society today. Meta Physical World: mythology and religion and its relation to the festivals and rituals of Kerala – special reference to Kali.

Padayani: Legend behind the dance ritual – description of performances – musical instruments and music of Padayani – rhythm of Padayani songs. Main Kolams in Padayani: – its artistic features of making marks – drawing on arecanut sheaths. Dance in Padayani: different Kolams and its dance features. Padayani as a Performance, Devotional Aspects, Eminent artists of this dance form.

Unit 2

Mudiyettu: Geographical area of Mudiyettu – land and people – main centers of performances – a complete folk drama – myth behind Mudiyettu – Kali – Darika fight – scenes in Mudiyettu and its contents. Characters in Mudiyettu: Naradan, Darikan, Danavendran, Kali, Kooli, Koimbadaran. Abhinaya in Mudiyettu: Aangikam, Vachikam, Aaharyam. Rituals in Mudiyettu: Mudiyettu itself is a ritual – ritual inside Mudiyettu – drawing of Kolam, Kolam Pooja, uzhiyal, etc. Devotional aspects of Mudiyettu.

Unit 3

Teyyam: Kolathunad – land and people – folk religion of Kolathunad and its features. Deities in Teyyam: Hindu Gods and Goddesses – heroine cult – deities defied after death – family deity – caste deity – local deity. Teyyam as a Ritual Performance – principles of bringing down deities – appease – bringing down – sending back. Ritual Acts: kodiya vungal, kodiya tottam, tottam/ vellattam, teyyam, mudiyazhikkal. Features of Tottam Songs – varavili, tottam songs – mumbsthanam. Ornaments and Decorations of Teyyam – thalachamayam kaikkaru, arachamayam kaikkaru. Mukhattezhuttu and Mekkezhuttu. Devotional Aspects of Teyyam.

Comparative aspects of Padayani, Mudiyettu and Teyyam – theme, decorative elements and form, dance, enactment, faith and other aspects.

REFERENCE BOOKS:

1. Kadammanitta Vasudevan Pillai, 'Palayile Kolangal', Kerala Bhasha Institute.
2. Kadammanitta Vasudevan Pillai, 'Padayani'.
3. Chummar Chhondal, 'Mudiyettu'.
4. M V Vishnu Namboodiri, 'Teyyam', D C Books, Kottayam.
5. Raghavan Payyanad, 'Methodology for Folkloristics', English Dept., Farook College, Farook, 2013.
6. C Achutha Menon, 'Keralathile Kali Seva', Madras University, 1943.
7. M D Raghavan, 'Folk plays and Dances of Kerala'.
8. Sreedhara Menon, 'Cultural History of Kerala'.

Objective: Visual documentation of key social issues: The student will write the script and shoot a documentary film of 5-10 minutes, highlighting a key issue.

Unit 1

Screening documentary films on various social issues – gender discrimination, women empowerment, dowry, female infanticide and skewed sex ratios, maternal and child care, role of technology in transforming societies, changing caste and class barriers etc. etc.,

Unit 2

Selecting the topic: Migration of labour from other regions to the southern states due to labour shortage and their integration in the society as local youth turn away from traditional occupations of their families and go in search of white-collar jobs, alcohol consumption and rising crime, drug addiction among students etc. etc..

Unit 3

Data collection on the ground, interviews and shooting schedule.

Unit 4

Pre-production, production and post-production processes with approval from the guide.

Unit 5

Preview of the film & analysis.

REFERENCES:

1. Aufderheide, Patricia (1997) *Public Intimacy: The Development of First-Person Documentary*, New York: Afterimage-Rochester. 25, 16-18.
2. Nichols, B. (2010). *Introduction to documentary*. Indiana University Press.
3. Rosenthal, Alan (1990) *Writing, Directing, and Producing Documentary Films and Videos*. Carbondale: Southern Illinois University Press.
4. Walker, J., & Waldman, D. (1999). *Feminism and Documentary*. University of Minnesota Press

FILMS:

5. Flaherty, Robert J (1922) *Nanook of the North*
6. Kauffman, R., and Briski, Z. (2005). *Born into brothels*. ThinkFilm.
7. Srinivasan, R R (2009) *En Peyar Palaru*
8. Srinivasan; R R (2000) *Nadhiyin Maranam*

Unit 1

The Solar Resource and types of solar energy converters, Requirements of an ideal photoconverter, Principles of a solar cell design, material and design issues; Revisions of Semiconductor Physics, Physics of semiconductor Junctions; p-n junction under dark and under illumination, effect on junction characteristics, Other device structures. Photovoltaic cell and power generation, Characteristic of the Photovoltaic Cell.

Unit 2

Silicon Solar cell, Mono -crystalline and poly-crystalline cells, Metallurgical Grade Si, Electronic Grade Si, wafer production, Mono-crystalline Si Ingots, Poly-crystalline Si Ingots, Si-wafers, Si-sheets, Solar grade Silicon, Si usage in solar PV, Commercial Si solar cells, process flow of commercial Si cell technology, Process in solar cell technologies, Sawing and surface texturing, diffusion process, thin film layers, Metal contact.

Unit 3

2nd generation solar cell, Thin film solar cell, Advantage of thin film, Thin film deposition techniques, Evaporation, Sputtering, LPCVD and APCVD, Plasma Enhanced, Hot Wire CVD, closed space sublimation, Ion Assisted Deposition, Substrate and Super-state configuration, Thin film module manufacturing, Thin film and Amorphous Si Solar cell, Cadmium Telluride Solar Cell, CIGS solar Cell, CZTS solar cell, New materials for thin film solar cell.

Optics in solar energy conversion: antireflection coatings, concentration of light: Light confinement, photon recycling, multiple exciton generation.

Unit 4

3rd generation Solar cell; **Advances in Photovoltaics**, Photochemical and photosynthetic energy conversion; DSSC,, Solution processed thin film, Organic Solar Cell, Hydride Perovskite solar cell and multi junction tandem solar cells;

Solar PV modules: Series and Parallel connections, Mismatch between cell and module, Design and structure, PV module power output, PV system configuration, standalone system with DC / AC load with and without battery, Hybrid system, Grid connected systems.

Unit 5

Hand on experience on solar cell fabrication, DSSC fabrication, Perovskite solar cell fabrication, Thin-film solar cell fabrication.

TEXTBOOKS/ REFERENCES:

1. *Physics of Solar cells-Jenny Nelson, Imperial College Press (2006)*
2. *Crystalline Silicon Solar Cells, by A. Goetzberger, J. Knobloch, and B. Voss (Wiley, 1998)*
3. *Third Generation Photovoltaics: Advanced Solar Energy Conversion, by M. A. Green (Springer, 2006)*
4. *Semiconductor Materials for Solar Photovoltaic Cells; Paranthaman, M.P. (et al.) (Eds.) (2016)*

18OEL283A

Basic Concepts of X-Ray Diffraction

3 0 0 3

Unit 1

The geometry of the crystalline structure

Unit 2

X-RAY BASICS

The scattering of X-rays, Diffraction from a crystal

X-ray interaction with matter, X-ray sources, X-ray optics, X-ray detectors

Unit 3

X-RAYDIFFRACTOMETERS

High-ResolutionDiffractionmeters

Powder Diffractionmeters

Unit 4

Experimental Collection of Diffraction Data

The factors affecting the X-ray intensities

Unit 5

Determination of Space group and crystal structures

Accuracy and refinement process

REFERENCES:

1. *Emil Zolotoyabko; Basic Concepts of X-Ray Diffraction; John Wiley & Sons, 21-Apr-2014 - Science*
2. *M. M. Woolfson; An Introduction to X-ray Crystallography; Cambridge University Press*
3. *Werner Massa; Crystal Structure Determination; (March 31, 2004) ISBN-10: 3540206442*

18OEL284A

Introduction to Fortran and Gnuplot

3 0 0 3

Unit 1 Introduction

Introduction to Computing, Basic Fortran, Data Types, Constants and Variables, Naming Convention. Operation and Intrinsic Functions, Expressions and Assignment Statements, Logical Operators and Logical Expression.

Unit 2 Control Statements and I/O

IF statement and construct, nested if statement, GOTO, Case Construct, Do Loop, nested do loop, do while loop. Fortran I/O and External Files, Formatted Output, Formatted Input, File Processing.

Unit 3 Subroutines and Functions

Defining and referring subroutine and function, arguments, conditions on arguments, Dummy arguments or parameters and actual arguments, Scope of variables.

Unit 4 Arrays

Arrays and elements, Array properties, Array storage, Whole array assignment, Array section assignment, Array Operations, Array Processing, Mask Array, Allocatable Arrays, Functions Return Arrays.

Unit 5 Gnuplot

Introduction to gnuplot, function plot, data plot, analyse a function, various options in gnuplot, Scientific Graphic Library, Linking Fortran Programs to gnuplot Graphic Library.

TEXTBOOK:

Stephen J. Chapman, "Fortran 95/2003 for Scientists and Engineers", McGraw-Hill (3rd edition).

REFERENCES:

1. Michael Metcalf and John Reid, "Fortran 90/95 Explained", Oxford University Press (2007).
2. Jeanne C. Adams, Walter S. Brainerd, Richard A. Hendrickson, Richard E. Maine, Jeanne T. Martin and Brian T. Smith, "The Fortran 2003 Handbook", Springer (2009).
3. Michael Metcalf, John Reid and Malcolm Cohen, "Modern Fortran Explained", Oxford University Press (2011).
4. William H. Press, Saul A. Teukolsky, William T. Vetterling and Brian P. Flannery, "Numerical Recipes in Fortran Vol. 1 & 2", Cambridge University Press (1996).
5. Documentation given with gnuplot software (2015).
6. Lee Phillips, "gnuplot Cookbook", Packt Publishing (2012).

18OEL285A

Introduction to Porous Materials

3 0 0 3

Unit 1 General introduction to porous materials

Introduction to porous materials, Classification based on the pore size: microporous materials, mesoporous materials and nanoporous materials; Classification based on materials: Zeolites, Transition metal oxides, Metal organic frame works and types-new era of porous materials.

Unit 2 Metal organic frameworks, Mesoporous materials and Zeolites

Introduction, significance of metal organic frameworks, covalent organic frame works and their evolving applications at lab scale and industrial scale. Zeolites: Definitions, Structure, Chemical composition and Types, Mesoporous Materials: SBA-15, MCM-41

Unit 3 Characterization of porous materials

Introduction to adsorption, classification-physical and chemical adsorption, surface area, factors affecting the surface area, gas adsorption for surface area analysis, adsorption isotherms and their classification, Langmuir and BET adsorption isotherms, pore analysis: calculation of pore size and pore volume, mercury porosimetry.

Unit 4 Synthesis of porous materials

Sol-Gel Processing for synthesis of porous materials: factors affecting the sol gel process, xerogels and aerogels, Template based methods for the synthesis of porous materials: Brief introduction to the synthesis of porous materials like MCM 41 and SBA 15 and hydrothermal methods for the synthesis of MOFs and zeolites

Unit 5 Applications

Applications of mesoporous materials in catalysis, gas adsorption and drug delivery; importance of zeolites in petroleum industry, application of MOFs

REFERENCE BOOKS:

1. Lowel, S., Shields, J. E., Thomas, M. A., Thommes, M., *Characterization of Porous Solids and Powders: Surface area, Pore size and Density; SpringerPublications, 2004.*
2. Liu, P.S., Chen, G.F., *Porous Materials: Processing and Applications, First Edition, Elsevier Publications, 2014.*
3. Ishizaki, K., Komarneni, S., Nanko, M., *Porous Materials Processing Technology and Applications, First Edition, Springer Publications, 1998.*
4. Kickelbick, G., (editor) *Hybrid Materials: Synthesis, Characterization and Applications; First Edition, Wiley-VCH, 2007*
5. Bruce, D.W., O'Hare, D., Walton, R.I.,(editors) *Porous Materials (Inorganic materials series) First Edition, John Wiley and Sons, 2011*

18OEL286A

Forensic Science

3 0 0 3

Unit 1 Introduction

Origin of forensic science, need for forensic science, trace and contact evidence, marks and impression, examination of documents, blood stain analysis, microscope in analysis, explosives, chemical analysis of explosives, forensic laboratories and courses in India.

Unit 2 Narcotics

Narcotics, classification of drugs, specific drugs- Psychotropic drugs, chemical screening of drugs, chemical extraction and sample preparation, chemical identification of drugs using analytical methods.

Unit 3 Fingerprinting and Firearm Analysis

History of fingerprinting, principles of fingerprinting, constituents of latent finger marks, fingerprint detection, chemical methods of detection, firearm examination, chemical analysis of firearm, analysis of gunshot residue.

Unit 4 Toxicology

Introduction to Toxicology, alcohol and human body, testing of blood alcohol concentration, Toxins & Biological Poisons, Measuring Toxicity as LD50, sample and analysis, inorganic poisons, nerve agents, radioactive toxins, Pharmacokinetics and Toxicokinetics, tests for toxins, reported case studies.

Unit 5 Postmortem Toxicology

Introduction, tissue and fluid specimens, specimen collection and storage, extraction procedure, analytical techniques, interpretation, case studies.

REFERENCE BOOKS:

1. Lawrence Kobilinsky, *Forensic Chemistry Handbook, John Wiley & Sons, New Jersey, 2012*
2. David E. Newton, *Forensic Chemistry, Facts On File, Inc, New York, 2007*
3. Jay A. Siegel, *Forensic Chemistry fundamentals and applications, Wiley Blackwell.*
4. Suzanne Bell, *Drugs, Poisons, and Chemistry, Facts On File, Inc. New York, 2009.*

18OEL287A

Introduction to Solar Physics

3 0 0 3

Unit 1 Sun

Solar parameters: Mass, Radius, Distance and Luminosity, Spectral energy distribution, Construction of a Model, Conservation law, Equation of State, Nuclear Energy Source and Energy transport, Chemical composition of the Sun.

Unit 2 Tools for Solar Observation

High-Resolution Telescope, Spectrographs and Spectrometers, Filters and Monochromators, Polarimetry, Special purpose Instruments.

Unit 3 Sun's Oscillations and Rotations:

Linear Adiabatic Oscillations of Non-Rotating Sun, Helioseismology, Excitation and Damping, The Angular Velocity of Sun, Models of Rotating Convection Zone.

Unit 4 Magnetic properties of Sun:

Fields and Conducting Matter, Flux tubes, Sunspots and Solar Cycle.

Unit 5 Chromosphere, Corona and Solar Wind

Empirical Facts, Consequence of High Temperature, Outer Atmosphere, Energy Balance, Explosive Events.

TEXTBOOK:

The Sun: An Introduction second edition by Michael Stix

18OEL288A

Recycling, Recovery and Treatment Methods For Wastes

3 0 0 3

Unit 1 Biowaste

Agrowaste - Biopesticide from solid waste, biomass to bioethanol, biowaste as carbon source, other applications of agrowaste.

Animal waste – bio-digester - generation of renewable energy, biogas from animal waste-daily consumption, Equipment sizing and design.

Food waste-management, anaerobic digestion of food waste – kitchen waste composting.

Unit 2 Plastic & Rubber

Recycling plastic fibre and packaging waste – methods of recycling – Erema Process, Erema vented process for recycling plastics.

Recycling of rubber – Devulcanisation - thermal, mechanical and microbial process - characterization of devulcanized rubber - products from rubber waste.

Pyrolysis of plastics and rubber - Catalytic process of treatment- plastic waste to fuel, oil and wax.

Unit 3 Utilized Products recycling

Paper recycling - types of paper, Mechanical and chemical re-pulping,

Glass waste - bottle recycling, cullet recycling, process in glass recycling

Metals - Iron & steel, iron & steel remanufacturing, Aluminium remanufacturing

Unit 4 Electronic waste

Electronic wastes – printed circuit board, monitors and batteries, Processing - hydrometallurgical and pyrometallurgical route. Recovery of heavy metals from electronic waste.

Unit 5 Biomedical & Hazardous Waste

Biomedical waste and its category, Treatment - autoclaving, shredding, deep burial & chemical treatment of biomedical waste

Radioactive waste – Nuclear waste type and source, long lived and short lived radionuclide, treatment of radioactive waste - immobilization-cement based material for disposal of waste.

REFERENCES:

1. *Thomas H. Christensen, Solid Waste Technology & Management, Vol.1, Blackwell Publishing Ltd, 2011.*
2. *Elena Cristina Rada, Biological Treatment Of Solid Waste, CRC press, 2016.*
3. *Martin Forrest, Recycling and Re-use of Waste Rubber, Smithers Rapra Technology Ltd, 2014.*
4. *Jonathan W.-C. Wong, Rajeshwar D. Tyagi, Ashok Pandey, Current Developments in Biotechnology and Bioengineering, Elsevier, 2017.*
5. *John scheirs and Walter kaminsky, Feedstock Recycling and Pyrolysis of Waste Plastics, John Wiley & Sons Ltd, 2006.*
6. *Ramesha Chandrappa, Diganta Bhusan Das, Solid Waste Management: Principles and Practice, Springer, 2012.*
7. *Shinya Nagasaki, Shinichi Nakayama, Radioactive Waste Engineering and Management, springer, 2011.*
8. *Ronald E. Hester, Roy M. Harrison, Electronic Waste Management, RSC publishing, 2009.*
9. *Hugo Marcelo Veit, Andréa Moura, Electronic Waste: Recycling Techniques, springer, 2015.*
10. *Lifeng Zhang, Gregory K. Krumdick, Recycling of Electronic Waste II: Proceedings of the Second Symposium, John Wiley & Sons, Inc, 2011.*

Objective: To cultivate communication skills of students through teaching of theory and skills of theatre and Dramatics.

Unit 1

Rasa theory in Bharata's Natyasastra. Classical theatre in India.

Practical: Warming-up exercises - Relaxation Exercises.

Unit 2

Greek drama and dramatic theories. Use of masks.

Practical: Voice modulation - Breath control.

Unit 3

Shakespearean theatre.

Practical: Practice in Monologues - Training in articulation of emotions through dramatic speech.

Unit 4

20th century theatre. Stanislavskian method, and Brechtian epic theatre.

Practical: Developing body and facial expressions in drama - Articulating narratives through body movements - Building up a repertoire of gestures.

Unit 5

Theatre semiotics and dramaturgy.

Practical: Building up units of action to create a Theatrical Ensemble - Plotting movements of different characters within a scene.

TEXTBOOK:

The Semiotics of Theatre and Drama by Keir Elam

REFERENCES:

1. *Theatre as Sign System: A Semiotics of Text and Performance* By Elaine Aston, George Savona
2. *Theatre Semiotics: Text and Staging in Modern Theatre* By Fernando de Toro
3. *Acting For Real: Drama Therapy Process, Technique, And Performance* By Renee Emunah
4. *Natyasastra by sage Bharata.*

Objectives: The course will provide an understanding of the Accounting practices including the final accounts, inventory keeping practices, financial reporting and printing. Tally is proposed to be used as the mail tool.

Unit 1

Business, meaning, Book Keeping, Accounting – meaning, functions and importance and objectives – users of accounting – branches of accounting – accounting terminologies – Accounting Concepts and Conventions – Accounting Standards in India, Accounting Systems – Double Entry System and Single Entry System – Account – types of accounts – Rules for Debit and Credit – Accounting Equation – Journal – Journal entries – journalizing – compound entries – Banking transactions.

Unit 2

Sub Divisions of Journal or Subsidiary Books: Advantages of Subsidiary Books and limitations of journal – Purchase Day Book – Purchase Returns Book – Sales Book – Sales Returns Book – Cash Book – Petty Cash Book – Imprest System.

Ledger: Meaning and importance – preparation of ledger accounts or posting – balancing an account – account balance – Trial Balance – objectives and functions of trial balance.

Unit 3

Final Accounts: Trading and Profit and Loss Accounts, Balance Sheet – simple adjustments like outstanding expenses, prepaid expenses, bad debts, accrued income, unearned income.

Depreciation: Meaning and definition – causes of depreciation – need for depreciation – Fixed Installment Method and Diminishing Balance Method.

Unit 4

Getting started with Tally – Company information - Tally accounting - Chart of accounts – Ledgers and Groups - financial and trading vouchers – Voucher creation and entry.

Unit 5

Tally Inventory – inventory vouchers - Display and reporting – reporting and printing

Reference Books:

1. Goyal and Ruchi Goyal – Financial Accounting, Prentice Hall India
2. Jain and Narang – Advanced Accounts Volume 1, Kalyani Publishers
3. Tally for everyone – Roopa, Add to Cart Publishing
4. Nadhani – Tally ERP 9 Training Guide – BPB Publication

18OEL291A

Kerala Mural Art and Painting

2 0 2 3

Objective: Mural painting is an offshoot of the devotional tradition of Kerala. In the contemporary scenario Mural painting is not restricted to permanent structures and are being done even on canvas. Kerala Mural painting are the frescos depicting mythology and legends. Learning Mural painting through the theory and practical workshop is the objective of this course.

Unit 1 Introduction, history and evaluation, preparation method of pigments.

Unit 2 Technical details, methods and techniques of wall preparation, preparation of the colors and brushes.

Unit 3 Basics of mural drawing and traditional style, drawing anatomy and study of mural style.

Unit 4 Basics of mural painting.

Unit 5 Mural painting in acrylic colours, drawing and painting.

ReferenceBooks:

1. Chithrasoothram - Translated by K.K. Warriar.
2. Chithralakshanam - K.K Warriar.

18OEL292A

Painting

2 0 2 3

Objective: Painting and artistry has become an effective media to propagate the messages to the community. The methodologies of imparting artistic skills have become highly scientific and technical. Our objective is to cultivate the

artistic skills of matured adults through teaching of theory and skills of painting using different media, techniques and tools.

Unit 1

Introduction to Materials and Medium: Water colours, Oil colours, Acrylic colours, Gouache, Oil Pastels and Dry Pastels, Additives and Solvents, Brushes, Paper-types and texture, Canvas types.
Basic sketching with charcoal, pencil and pen.

Unit 2

Watercolour and Gouache Painting - Styles and techniques - wet on wet, wet on dry, ink and pen techniques, painting with water colour pencils, Wash techniques, Layer on Layer technique.

Unit 3

Oil Painting - stretching canvas, surface preparation with gesso; Styles and technique - Wet on wet, wet on dry, impasto, finishing touches.

Unit 4

Acrylic Painting - Acrylic on Paper; Acrylic on canvas, using acrylic retarders and medium, Wet on wet, wet on dry, impasto, finishing touches.

Unit 5

Oil and Dry Pastels, Pastels on Coloured Paper, Pre colouring, hatching and cross hatching, Blending techniques, Fixing techniques.

BOOKS RECOMMENDED:

Reader's Digest - Complete Guide to Drawing and Painting ISBN-10: 0895779560 ISBN-13: 978-0895779564

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Reporting Rural Issues

3 0 0 3

Objectives: *News coverage of rural areas: Issues ranging from health, education and civic amenities to government welfare schemes and the state of agriculture with farming losing its sheen among rural youth and resultant urban migration. New trends like mechanization of farming due to shortage of labour, the growth of self-help groups and mushrooming cottage industries, changes in the social and political life of the rural communities, inter-caste and class dynamics and how technological penetration is changing rural life and aspirations, success stories, best practices in farming, growing consumerism and its impact on environment, rural businesses and innovations.*

Unit 1

Reporting rural India - problems and prospects: Poor connectivity and infrastructure, electrification and drinking water supply, state of primary healthcare centres, growing literacy and education breaking down caste and class barriers

Unit 2

Role of women in rural areas, gender discrimination, female infanticide and patriarchy, women role models who have asserted themselves in social, political and economic life of the society overcoming all odds and helped breakdown social barriers.

Unit 3

Government development programmes for rural areas. Are they reaching the intended beneficiaries? Success and failure stories, women empowerment and youth upliftment programs.

Unit 4

Agriculture – shrinking areas under cultivation, drying irrigation sources, high cost of inputs, labour shortage and rising wages. Need to ensure fair prices for the farmers' produce by setting up agro-industries and cold storage chains in rural areas and introducing appropriate technology.

Unit 5

Role of media in highlighting rural issues so that authorities in the cities take note and take remedial measures.

REFERENCES:

1. Bang, R., Khorgade, S., and Chinai, R (2010) *Putting Women First: Women and Health in a Rural Community*. New Delhi: Stree and Samya.
2. Fukuoka, M. (2009). *The One-Straw Revolution: An Introduction to Natural Farming*. New York: Review of Books.
3. Patra, S.C., and Vachhani, A. (2012). *Socio Economic Profile of Rural India: Series II, Volume II: North East India (Assam, Manipur, Tripura and Nagaland)*. New Delhi: Concept Publishing.
4. Patil, D.A. (2010). *Communication for Rural Development in India: From Green Revolution to 'E' Revolution*. New Delhi: Serials Publications
5. Pokharapurkar, R. (1993). *Rural Development Through Community Television (CISCED)*. New Delhi: Concept Publishing
6. Islam, N. (2006). *Reducing Rural Poverty in Asia: Challenges and Opportunities for Microenterprises and Public Employment Schemes*. New York, London, Oxford: Food Products Press

VIDEOS:

The Noer

Faces of Prestea

Hotville Alabama

WEB REFERENCES:

http://www.un.org/en/ecosoc/docs/pdfs/an_integrated_approach_to_rural_development.pdf

http://www.epw.in/frontpage?0=ip_login_no_cache%3D4806b5974dc3439b9a9343b7b5674286

<http://www.worldbank.org/en/news/feature/2012/05/17/india-agriculture-issues-priorities>

<https://www.youtube.com/watch?v=eCB1cWAwOds>