

Core Course VI

ENGLISH FOR BUSINESS COMMUNICATION

Code	Contact Hrs/week	Credit	Semester
FEN4B06	5	4	4

Aims

- To help students to learn the fundamentals of business correspondence.
- To get practical knowledge in business correspondence.

Objectives

On completion of this course, students will have:

- A comprehensive idea about business correspondence
- The ability to prepare business letters, business reports, technical proposal etc.
- The tips to improve their speaking skills
- A thorough knowledge in the field of proof reading and editing

Course Description ii. Course Details

Module I

- Definition, Meaning and Importance of Business Correspondence Meaning - purpose and uses
- Common Business terms with usage

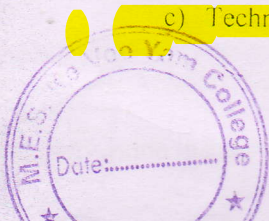
Module II

- Telephonic Skills: Preparing to make a telephone call -Receiving calls- Taking and leaving messages- Asking for and giving repetition- setting up appointments- changing appointments- ending a call- Situational Dialogues
- Presentation skills: planning and getting started- structure I - the introduction- structure II - The main body-structure III - the end-use visual aids.
- Meetings: what makes a good meeting- chairing a meeting- stating and asking for opinions- asking for giving clarifications- ending the meeting.

MODULE III

Writing Skills

- Business Letters and Resumes: Importance- Elements- Lay out- Elements of Style-Types of Business Letters- Resume Preparation
- Business Reports: Definition-Salient features- Significance- Types- Preparation and Planning- Data Collection- Analyzing and organizing the data- Preparing an outline-Structure of Formal Report- Style of Reports- Preparing a checklist- sample reports
- Technical Proposal: Purpose- Importance- Types- Structure



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- d) E-mail writing: Introduction- Reasons for popularity- Common pitfalls- Guiding principles for Composition- maintaining Common Etiquette
- e) Maintaining diary- using memory aids- using and asking for testimonials and certificate

Module IV

Other Business writings: Itinerary writing- Inter-office Memorandum(Memo)- Circulars- notice, Agenda and Minutes- Advertising ii) Editing and proofreading: significance- Advantages- Steps involved in the Editing process- Proof reading a document- Standard proofreading symbols iii) Art of condensation: Precis, summary

4. Reading List

Core Text

1. Kumar, Sanjay & Latha, Pushpa. *Communication Skills*. New Delhi: OUP, 2011
2. Blundel, C.A & Middle Miss. NMG. *Career: English for Business and Commercial World*. New York: OUP, 2009
3. RC, Bhatia. *Business Communication*. New Delhi: ANE Books, 2008
4. KK, Lakshmi & KK, Ramachandran. *Business Communication*. New Delhi: Mac Millan, 2007
5. Robins MH & Vidya S. *Communicative Competence in Business English*. New Delhi: Orient Longman, 2007
6. Kitty O Locker & Stephen Kyo. *Business Communication- Building Critical Skills*. New York: McGraw Hill, 2001
7. Sweeny, Simon. *Communicating in Business*. New Delhi: CUP, 2004

Evaluation

Internal Assessment	
Item	Marks
Assignment	4
Test papers (2)	8 (4+4)
Seminars	4
Attendance	4
Total	20

FIFTH SEMESTER B. Sc. DEGREE PROGRAMME (Theory)
ZOOLOGY OPEN COURSE II

Code: ZO5D 02

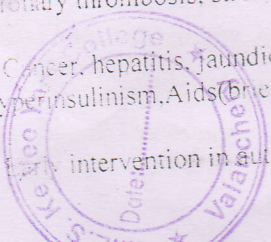
NUTRITION, HEALTH AND HYGIENE
(36 hours) (2 hours per week) (2 credits)

Section-A: NUTRITION (18 Hours)

1. Introduction
2. Components of food, classification of foodstuffs, Balanced diet.
3. Dietary recommendations to a normal adult, infant, pregnant woman and aged.
4. Malnutrition disorders.
5. Significance of breast feeding.
6. Importance of fibers in food.
7. Food toxins, food adulteration, food processing and preservation.
8. Effects of modern food habits, mention food additives
9. Nausea, Vomiting, diarrhea, Constipation, piles, anorexia, starvation, acidity, flatulence, ulcer.
10. Fasting and its significance.
11. BMI and its significance.
12. Different feeding habits: vegetarians, non-vegetarians and vegans
13. Human digestive system.

Section-B: HEALTH and HYGIENE (18 Hours)

1. Physical health, psychological health, sociological health, Genetic influence on health. Three elements of health programmes: environment-education-surveillance. (1 hrs)
2. Fitness-body conditioning, principles of exercise programmes, sports, use of leisure time. (1 hr)
3. Alcoholism: Alcoholic beverages, physiological effects of alcohol, abuse of alcohol, treatment of chronic abuse of alcohol; Smoking: rights of non smokers, composition and effects of tobacco smoke, the smoking habits (active and passive smoking). (2 hrs)
4. Familiarization of various diseases and disorders of human body.
 - a. Communicable and non-communicable diseases (brief account): Bacterial, viral, fungal and protozoan, helminth. (2 hrs)
 - b. Parasites and their diseases (life cycle not expected): Mode of infection, pathogenicity, diagnosis, treatment and prophylaxis of *Entamoeba histolytica* & *Taenia solium* (2hrs)
 - c. Vector borne diseases and their control: *Anopheles*, *Culex* & *Aedes*. (1 hrs)
 - d. Disorders of blood vascular system: Hypotension and hypertension, coronary thrombosis, stroke. (2 hrs)
 - e. Cancer, hepatitis, jaundice, diabetes type I and II, insulinoma, Hyperinsulinism, Aids (brief account) (2 hrs)
 - f. Early intervention in autism, dyslexia and mental retardation. (1 hr)



Principal

SEMESTER V**Course Code: CHE5D01****Open Course 1: ENVIRONMENTAL CHEMISTRY****Total Hours: 36; Credits: 2; Hours/Week: 2***Note: Structure and chemical equations not required.***Module I: Environment (3 hrs)**

- Concept and scope of environmental chemistry - Segments of environment. Environmental pollution:
- Concepts and definition - Pollutant, contaminant, receptor and sink - Classification of pollutants -
- Global, regional, local, persistent and non-persistent pollutants.

Module II: Air Pollution (6 hrs)

Major regions of atmosphere - Tropospheric pollution and stratospheric pollution - Major air pollutants: Oxides of carbon, nitrogen and sulphur - Hydrocarbons - Chlorofluorocarbons - Particulates. Smog: London smog and photochemical smog. Automobile pollution. Effects of air pollution: Acid rain, green house effect and depletion of ozone layer. Control of air pollution - Alternate refrigerants - Bhopal Tragedy (a brief study). Causes, symptoms and drugs used for the treatment of air-borne diseases: Chickenpox, influenza, measles and tuberculosis.

Module III: Water Pollution (9 hrs)

Hydrological cycle - Importance of water - Aquatic pollution - Visible signs of aquatic pollution - Water pollution due to human activity - Pollution due to sewage, domestic wastes, industrial effluents, agricultural discharge, soaps and detergents. Eutrophication. Types of water pollutants: Biological agents, physical agents and chemical agents. Biological magnification and bioaccumulation. Water quality parameters: DO, BOD, COD, alkalinity, hardness, chloride, fluoride and nitrate. Toxic metals in water and their effects: Cadmium, lead and mercury - Minamata disaster (a brief study). Water born diseases: Cholera, dysentery and typhoid - Symptoms and medicines.

Module IV: Soil, Noise, Thermal and Radioactive Pollutions (6 hrs)

Soil pollution: House hold, municipal and industrial solid wastes. Pollution due to plastics, pesticides, biomedical waste and E-waste (source, effects and control measures) - Non-degradable, degradable and biodegradable wastes. Hazardous waste. Noise pollution, thermal pollution and radioactive pollution (source, effects and control measures) - Hiroshima, Nagasaki and Chernobyl accidents (brief study). Endosulfan disaster in Kerala (brief study).

Module V: Pollution Control Measures (12 hrs)

Air pollution control measures - Gravitational settling chamber, fabric filter, wet scrubber, catalytic converters, stacks and chimneys, cyclone collectors, Cottrell electrostatic precipitator, extraction ventilator, zoning and green belt.

Water treatment methods - Primary, secondary and tertiary methods - Aerobic and anaerobic oxidation - Sedimentation, coagulation, filtration, disinfection, desalination and ion exchange - USAB process and deep well injection.

Solid waste management: Recycling, incineration, digestion, dumping, land treatment and composting.

Introduction to Green chemistry (elementary ideas only).

Pollution Control Board: Duties and responsibilities (a brief study).

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Measures of variation and standard, mean and quartile deviations -Skewness and Kurtosis
Lorenz curve. Analysis of Time Series: Methods of measuring - Trend and Seasonal
variations - Index number - Unweighted indices -Consumer price and cost of living indices.

20 Hours

(Theory and problems may be in the ratio of 20% and 80% respectively. An over view of the topics
is expected and only simple problems shall be given)

Reference Books:

1. Sundaresan and Jayaseelan - An Introduction to Business Mathematics and Statistical Methods.
2. Dr. A K Arte & R V Prabhakar - A Text Book of Business Mathematics.
3. Sanchethi and Kapoor- Business Mathematics.
4. Gupta S.P- Statistical Methods
5. Navaneethan P- Business Mathematics
6. R.S.N. Pillai, Mrs. Bhagavathi - Statistics
7. P.R. Vittal - Business Mathematics and Statistics.

BC3A12 GENERAL INFORMATICS

Lecture Hours per week: 5

Credits: 4

Internal: 20, External: 80 Objectives:

- > To update and expand basic Informatics skills of the students.
- > To equip the students to effectively utilize the digital knowledge resources for their study.

Module I

Computers and Operating Systems : Features of New Generation Personal Computers and
Peripherals - Computer networks - Types of networks - Components of networks -Topology -
Internet - Uses of internet - Introduction to Software - License - Open source - Overview of
operating systems and major application software.

10 Hours

Module II

Basics of IT : Information - Pre-requisites and needs - IT and its components - IT and
Internet - IT Applications - E-Governance - IT for National Integration - IT Applications
in Health Care, Business, Commerce and Resource Management -Emerging Trends in IT:
Electronic Data Inter change - Mobile Computing - SMS -MMS - Wireless Applications - Blue
Tooth - Global Positional System - Infra Red Communication - Smart Card - DNA Computing -
Cloud computing

15 Hours

Module III

Knowledge Skills for Higher Education : Data, Information and Knowledge - Knowledge Management - Internet as a knowledge repository - Academic search techniques - Case study of academic websites - Basic concepts of IPR - Copy rights and Patents - Introduction to use of IT in teaching and learning - Case study of educational software - Academic Service – INFLIBNET - NICENET - BRNET.

5 Hours

Module IV

Social Informatics : IT and society - Issues and concerns - Digital Divide - Free Software Movement - IT and industry - New opportunities and threats - Cyber ethics - Cyber crimes - Security - Privacy issues - Cyber Laws - Cyber addictions - Information overload - Health issues - Guidelines for proper usage of computers and internet - e-waste and Green Computing - Unicode - IT and regional languages.

15 Hours

Module V

Programmes for Office Management : Introduction to Linux - Linux systems - Linux distributions - Operating systems and Linux - History of Linux and UNIX - Open source software - Linux Software - Software Repositories - Third party Linux Repositories - Linux Office and Data base software - Internet servers - Development resources - Setting the desktop - The GNOME Desktop environment - Using the Metacity Window Manager - Using GNOME Panels - Change in the GNOME preferences - Exiting GNOME - Working with words and images - Desktop Publishing in Linux - Using Open Office.org office suit.

20 Hours

References Books:

Peter Norton, Introduction to Computers, Tata McGraw Hill Private Limited, New Delhi, 2009.

Alan Evans, ITL ESL, Leslie Lamport, Dolores Etter, Darren George,

Kenneth C Laoudon, Gary Rogers, Rainer Handel, INFORMATICS -Technology in Action, Pearson Education, Delhi, 2009.

V.Rajaraman, Introduction To Information Technology, PHI Learning Private Limited, New Delhi, 2009.

Alex Leon, The Complete Reference Linux Sixth Edition, Tata McGraw Hill Private Limited, New Delhi, 2009.

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Distribution: Binomial distribution - Basic assumptions and characteristics - Fitting of Binomial distribution - Poisson distribution - characteristics - Fitting of Poisson distribution - Normal distribution - Features and properties - Standard normal curve. 15 Hours

Module V

Statistical Inference : Testing of hypothesis - Procedure - Error in testing - Two tail tests and one tail tests - Non parametric tests (Chi-square test only) - Parametric tests - Z test - Test of significance of difference between two sample means - Small sample mean tests - Students t test - Analysis of variance - F test - One way ANOVA . 20 Hours

Reference Books:

Richard I. Levin and David S. Rubin, Statistics for Management, Prentice Hall of India, latest edition.

S.P.Gupta, Statistical Methods, Sultan Chand, latest edition

Sanchetti and Kapoor, Statistics, Sultan Chand.

G.C.Beri, "Statistics For Management", Tata Mc Graw Hill, 2003.

J.K. Sharma, "Business Statistics", Pearson, 2004

Anderson Sweeney Williams, "Statistics for Business and Economics", Thomson.

R.P.Hooda, "Statistics for Business", Me Millan.

Levine Krebiel & Beyenson, "Business Statistics", Pearson edition, Delhi.

SYLLABI FOR OPEN COURSES (For Students from Other Departments)

BC5D01 E-COMMERCE

Duration Hours per week: 2

Credits : 2

Internal: 10, External: 40

Objectives:

To enable the students to understand basics of E- Commerce .

To Gain a practical orientation to E-Commerce and E- Business management.

Module I



Introduction to E-Commerce: Meaning and concept - E-Commerce v/s Traditional Commerce - Business & E-Commerce - History of E- Commerce - EDI - Importance of E-Commerce

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- Impacts, challenges & limitations of E-Commerce -Supply chain management &
- E- Commerce infrastructure - Business Models of E - Commerce: Business to
- Business to customers -customers to customers - Business to government - Business to
- E - Commerce strategy - Influencing factors of successful E- Commerce.

15 Hours

Module II

Marketing Strategies & E - Commerce: Website - Components of website - Concept & designing
site for E- Commerce - Corporate website - Portal - Search Engine - Internet advertising -
significance of the internet as a competitive advertising media - Models of internet advertising -
expertise in internet advertising.

15 Hours

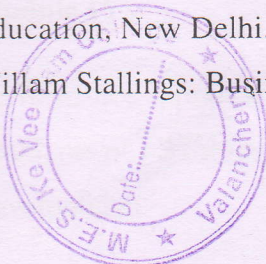
Module III

Electronic Payment System: Introduction - Online payment systems - prepaid and postpaid
payment systems - E-cash - E- cheque - Smart card - Credit card - Debit card -Electronic purse -
security issues on electronic payment system - Solutions to security issues - Biometrics - Types of
biometrics.

10 Hours

Reference Books:

5. Turban, Efraim, David King et. al.: Electronic Commerce: A Managerial Perspective, Pearson Education Asia, Delhi.
6. Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi.
7. Rayport, Jeffrey F and Jaworski, Bernard J: Introduction to E-Commerce, Tata McGraw Hill, New Delhi.
8. Samantha Shurety,: E-Business with Net Commerce, Addison - Wesley, Singapore.
9. Rich, Jason R: Starting an E-Commerce Business, IDG Books, Delhi.
10. Laudon, Kenneth C and Carol Guercio Traver : E-Commerce business. Technology. Society, Pearson Education, Delhi.
11. Stamper David A. and Thomas L. Case: Business Data Communications, Pearson Education, New Delhi.
12. Education, New Delhi.
13. William Stallings: Business Data Communications. Pearson Education, New Delhi.



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- William J Stanton, "*Fundamentals of Marketing*", McGraw Hill Publishing Co, New York
5. Lamb. Hair, McDaniel, "*Marketing*", Cengage Learning Inc USA.
6. Rayport, Jeffrey F and Jaworksi. Bernard J, "*Introduction to E-Commerce*", Tata Mc Graw Hill, New Delhi

BC3C03 Human Resources Management

Lecture Hours per week: 4

Credits: 4

Internal: 20, External: 80

Objectives:

- > To familiarize the students with the different aspects of managing human resources in a organization.
- > To equip the students with basic knowledge and skills required for the acquisition, development and retention of human resources.

Module I

Introduction to Human Resource Management—Importance--scope and objectives of HRM. Evolution of the concept of HRM- Approaches to HRM- Personal management Vs Human Resource Management-HRM and competitive advantage- Traditional Vs Strategic human resource management.

15 Hours

Module II

Human resource planning, Recruitment and selection—Job analysis---process of job analysis-job discretion- job specification-- methods of job analysis-- Conventional Vs strategic planning—job evaluation—Recruitment--source of recruitment-methods.

20 Hours

Module III

Placement, Induction and Internal mobility of human resource. Training of employees—need for training-objectives- approaches --methods-training environment- areas of training- Training evaluation.

15 Hours

Module IV

Performance appraisal and career planning. Need and importance- objectives process- methods and problems of performance appraisal- . Concept of career planning –features- methods –uses career development.

15 Hours

OPEN COURSE

BC5D02 -BASICS OF ENTREPRENEURSHIP AND MANAGEMENT

Lecture Hours per week 2

Credits: 2

Internal: 10, External: 40

Objective:

- > To enable the students to have an understanding of the basics of business, entrepreneurship and organizational management.

Module I

Foundation of Business : Concept of business – Industry, Trade and Commerce – Classification of Industry, Types of trade and Aids to trade – Forms of Business enterprises- Sole trader – Partnership - Joint-stock Companies – Cooperative organisations – One man company. Factors to be considered while setting up of a business - Social Responsibility of business.

15 Hours

Module II

Entrepreneurship: Concept of entrepreneur - Characteristics of entrepreneur - Functions of an entrepreneur - Difference between entrepreneur and manager – Micro, Small and Medium Enterprises, Definition, Registration procedure of Sole proprietorship and partnership units.

10 Hours

Module III

Management Concepts: Meaning - Nature and characteristics of management - Management as science, art and profession - Levels of management –Henry Fayol's Principles of management. Functions of Management : Planning - Steps in planning – Organising - Types of organisation – Line, Staff and Functional- Centralisation Vs decentralisation - Authority Vs responsibility - Staffing – Elements of Staffing - Directing - Leadership - Leadership styles - Controlling - Steps in controlling .

15 Hours

References:

1. Poornima M Charantimath, Entrepreneurship Development and Small Business Enterprise, Pearson Education
2. Manjeeth Kalra, Entrepreneurship Development and Planning, AITBS Publishers
3. S.Anil Kumar, Entrepreneurship Development , New Age Publishers
4. E Gordon & K Natarajan, Entrepreneurship Development, Himalaya Publishing House
5. Basu, Business Organisation and Management, Tata McGraw Hill.
6. Gupta. C.B, Modern Business Organisations, Mayur Paper Backs.

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ation of second level domains - IP addresses - Internet Protocol Applications of
Internet in business, Education, Governance, etc.

(Theory 10 Hours)

Reference Books :

1. Ron Mansfield, Working in Microsoft office, Tata Me Graw Mill (2008)
2. Ed Bott, woody Leonard, Using Microsoft Office 2007, Pearson Education (2007)
3. R.K.Taxali, PC Software Made Simple.
4. Stephen L.Nelson . Office 2000 Complete Reference.
5. Joyce Cox ,Polly Orban, Quick course in Microsoft Office.
6. Gimi Couster , Mastering Office 2000.
7. Rajkamal, Internet and Web Technologies, Tata McGraw Hill (2007).

BC6B15 COMPUTERISED ACCOUNTING WITH TALLY

Lecture Hours per week: 5

Credits: 5

Internal: 20, External: 80

Objectives:

- > To enable the students to acquire basic knowledge in the computerized accounting systems and its applications in the area of business.

(Out of the 80 lecture hours, the ratio between theory and practical hours shall be 3:2)

Module I

Introduction to Accounting: Accounting basis and terms -Branches of accounting - Mode of accounting - Manual accounting - Computerized accounting fundamentals.

Accounting with Tally : Introduction to Tally - Tally interface - f11 features - f12 configuration - Company creation - Accounting groups - Accounting ledgers - Accounting vouchers - Vouchers entry.

15 Hours

Module II

Inventory Management with Tally - Stock groups - Stock items - Stock category -Unit of measures - Godown inventory vouchers (Pure inventory and inventory vouchers).

Integration of Accounting with Inventory : Bill wise details - Invoicing - Voucher entry -Cost
control - Cost category - Budget and control - Bank reconciliation - Interest calculation - Order

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Stock valuation methods - Reorder levels - Tracking numbers - Bill of material - Inventory ageing.

30 Hours

Module III

Tax Application in Tally - Introduction to GST - GST activation and classification - GST computation - Composite GST - Input Tax credit - Tax Invoice, Credit and Debit Notes - Returns - Transfer of Input Tax Credit - Time and Value of Supply - Recent features

15 Hours

Module IV

Accounting and Inventory Reports - Trading, Profit and loss A/c - Balance Sheet - Ledgers - Cost centre and budget reports - Cash book and bank book - Inventory reports - Decision supporting tools - Ratio analysis - Cash flows - Fund flow - Budgeting system - Printing of reports - Voucher and bill printing etc.

10 Hours

Module V

Technology Advantage of Tally - Tally audit - Tally vault - Back up, restore, merge and split of database - ODBC interface - Export and import of data - web enabled reporting - On line support of software.

10 Hours

Reference Books:

1. A.K. Nadhani and K.K. Nadhani, Implementing Tally 6.3, 1/e BPB Publications, New Delhi.
2. Namrata Agarwal, Tally 6.3, 2004 Edition, Dream Tech., New Delhi.
3. Sridharan., Narmadha Publications, May 2003.

Core courses in the area of Specialization – Travel and Tourism

BC5B10 TOURISM PRINCIPLES AND PRACTICES

Lecture Hours per week: 5

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Internal: 20, External: 80



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Credits: 4

Core Course VIII
FUNCTIONAL ENGLISH FOR PRINT MEDIA

Code	Contact Hrs/ week	Credit	Semester
FEN5B08	5	4	5

Aim

- To create in the student an awareness of the basic theories and concepts related to Communication and to give them basic training in writing for the newspaper.
- To introduce mass media and their characteristics to students.
- To familiarize them with the history and fundamentals of print media
- To familiarize them with the characteristics of print media content and be a stepping stone for the student to be a print media professional.

Objectives

On completion of the course the student will have

- A broad notion of the theories related to Communication.
- Knowledge of the history of the media
- Functional knowledge of the fundamentals of media writing.
- Developing the skill by practice, of writing editorials, features, reviews and the like.

Course Outline

Module I

Introduction to Communication

Definition, elements of communication

Types of Communication: intrapersonal, interpersonal, group, mass communication,

Verbal and nonverbal communication.

Module II

Introduction to Mass media.

Functions: inform, educate, and entertain. Various types of mass media and their characteristics Print media: Newspaper, magazine, books. Electronic media: TV, Radio, New Media- the Internet- Media Convergence.



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Module III

Functional English in Journalism: Definition—Journalistic writing vs Creative Writing

Print media content: News—news structure—inverted pyramid: hour glass: lead: various types of leads

News Reporting; News Agencies- Feature writing - Feature pages-Editorial -- Specializations- Sports-Film-Health-Career- Education-Lifestyle -Review (Book/ Film/ Theatre, etc) Magazine/ periodical writing- The People's Voice- Letters to the Editor.

Module IV

Making of a Newspaper—Design, layout, sub-editing, Caption writing, headlines.

Print media terminology- Sub-editing, proofreading, caption writing, headlines, photo editing, page designing, layout, artwork, pagination.

Note: The teachers are to introduce these topics and students are to find their application in the lab journal they make as part of their assignment.

Module V

The student should be introduced to the following terms

- Banner, Headline, bleed, blooper, barker, byline, credit line, dateline,
- deadline, gravure, gutter, handout, jumpline, nameplate, masthead,
- letterpress, logotype, offset, op-ed, widow, tombstone, tabloid, broadsheet,
- stringer, dummy, embargo, freelance, lithography, linotype, ear, news
- agency, beat, breaking news, scoop, new journalism, precision journalism, style
- Book, citizen journalist, investigative journalism, sting operation, yellow journalism.

Field Work: Students have to visit a newspaper office and prepare a report based on their observations.

No core text.

Reference Books:

Mencher, Melvion. *Basic News Writing*. Dubaque: William C. Brown Co., 1983.

Rich, Carole. *Writing and Reporting News: A Coaching Method*. 4th ed. USA: Wadsworth/Thomson Learning, 2003

Wainwright, David. *Journalism: Made Simple*. Heinemann. London, 1986

General Reading

J. V. Vilanilam. *Mass Communication in India*. Sage publications : New Delhi, 2005

Kamath M. V. *Professional Journalism*, Vikas publication House

OPEN COURSES

BCS5D01| Introduction to Computers & Office Automation

Course Number: 29

Contact Hours: 2T

Number of Credits: 2

Number of Contact Hours: 30 Hrs.

Course Evaluation: Internal – 10 Marks + External – 40 Marks

Objectives:

- To get a general introduction to office automation packages To get a general introduction to Internet

Prerequisites:

- Basic knowledge Computers and Internet

Course Outline

UNIT I (6T)

Introduction to Computers: Types of Computers - DeskTop, Laptop, Notebook and Netbook. Hardware: CPU, Input / Output Devices, Storage Devices – System - Software - Operating Systems, Programming Languages, Application Software - Networks - LAN, WAN - Client - Server.

UNIT II (8T)

Documentation Using a Word Processor (OpenOffice Writer / M.S. Word)- Introduction to Office Automation, Creating & Editing Document, Formatting Document, Auto-text, Autocorrect, Spelling and Grammar Tool, Document Dictionary, Page Formatting, Bookmark, Advance Features - Mail Merge, Macros, Tables, File Management, Printing, Styles, linking and embedding object, Template.

UNIT III (8T)

Electronic Spread Sheet(OpenOfficeCalc/MS-Excel) - Introduction to Spread Sheet, Creating & Editing Worksheet, Formatting and Essential Operations, Formulas and Functions, Charts, Advanced features - Pivot table & Pivot Chart, Linking and Consolidation.

UNIT IV (8T)

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OPEN COURSE
To be offered by Department of Psychology for other students

OPEN COURSE CHOICE II

SEMESTER V

PSY5D02

Credits : 2

LIFE SKILL APPLICATIONS

36hours

Objectives

- To promote life skill education
- To develop abilities for adaptive and positive behavior
- To enhance self-confidence and self-esteem

Module 1

8 hours

Life Skill: Concept, meaning, definition, need, Importance, ten core life skills.

Module 2

14hours

Self awareness: concept, importance of self awareness, skills to become self aware and benefits of self awareness in real life.

Empathy: Need for empathy, importance of empathy in building relationships, benefits of empathy in real life. Problem solving: Steps of problem solving, using problem solving skill in solving real life problems

Module 3

14hours

Survival Skills: Interpersonal relations-building of interpersonal relations, skill to improve interpersonal relations

Effective communication: listening skills, verbal and non verbal communications.

Negotiating skills: decision making-importance of effective decision making in real life, career decision making

References

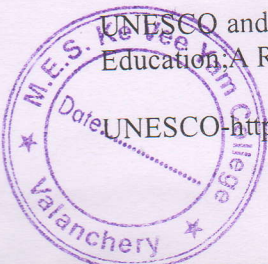
Hurlock,B.E. (2007). Developmental Psychology. New Delhi:Tata MC Grew Hill Publishing Co.Ltd

Nelson – Jones, R. (2007). Life Counseling Skills.New Delhi :Sage Publishers

Rajasenan ,U. (2010). Life skills,Personality and Leadership.Chennai,RGNIYD

UNESCO and Indian Natotional Commission for Cooperation .(2001). Life skills in Non formal Education:A Review. Paris.

UNESCO-<http://www.unesco.org>



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6. Desai S.S.M, Agriculture and Rural Banking in India
7. ILO, Co-operative Management & Administration
8. Goel .B.D, Co-operative Management and Administration, Deep&Deep Publications, New Delhi
9. Nakkiran.S , A Treatise on Co-operative Management, Rainbow Publications, Coimbatore
10. Sinha and Sahaya .R., Management of Co-operative Enterprises, National Council for Co-operative Training, New Delhi
11. ICA, Readings in Co-operative Management
12. Krishnaswamy O.R, Co-operative Account Keeping
13. Manikkavasakam , A Treatise on Co-operative Account eeping
14. Samiuddin , Co-operative Accounting & Auditing

Core Courses in the area of Specialization: Computer Applications

BC5B10 COMPUTER APPLICATIONS IN BUSINESS

Lecture Hours per week: 5 Credits: 4

Internal: 20, External: 80

Objectives:

- > To help the students to acquire basic knowledge about computer and its applications in various areas of business.
- > To enable the students to understand the modern trends and technologies in computer applications.

Module I

Computer Systems : Introduction – Features and Parts of new generation Computers-Factors to be considered while selecting computer - Importance of computers in business –Network- Types of network, LAN, WAN, MAN, PAN ,BAN,SAN&CAN.Computer applications in various areas of business- Internet, Features and uses in business- Social media & its uses in business

15 Hours



Module II

Business and websites-introduction to web design-concepts-principles involved in

Word : Word Basics - Starting word - Creating a new document - Opening preexisting document
The parts of a word window - Typing text - Selecting text - Deleting text - Undo - Redo - Repeat
- Inserting text - Replacing text - Formatting text - Cut - Copy - Paste - Formatting Text and
Documents - Auto format - Line spacing - Margins - Borders and Shading.
Headers and Footers : Definition - Creating basic headers and footers - Tables - Creating table -
Adding, changing, deleting rows - Inserting, changing, deleting column - Graphics - Importing
graphics - Clipart - Insert picture - Clip Art Gallery - Drawing objects - Text in drawing .
Templates : Template types - Using templates - Exploring templates - Modifying templates -
Macros : Record in macros - Editing macros - Running a macro - Mail Merge: Mail Merge concept
- Main document - Data sources - Merging data source and main document - Overview of word
menu options - Word basic tool bar.

(Theory 15 Hours and Practical 10 Hours)

Module II

MS EXCEL : Electronic Spreadsheet – Creating and rearranging worksheet - Structure of
spreadsheet and its applications to accounting, finance, and marketing functions of business
-Creating a dynamic / sensitive worksheet - Concept of absolute and relative cell reference -
Using built in functions – Mathematical, statistical and financial functions – Conditional
formatting –filters- Charts –Pivot table and pivot chart - Goal seeking and solver tools - Sharing
data with other desktop applications - Strategies of creating error free worksheet.

(Theory 15 Hours and Practical 10 Hours)

Module III

Ms-Power Point : Power point - Basics - Terminology - Getting started - Views -Creating
presentations - Using auto content wizard - Using blank presentation option -Using design
template option - Adding slides Deleting a slide - Importing images from the outside world -
Drawing in power point - Transition and build effects - Deleting a slide - Numbering a slide
- Saving presentation - Closing.

(Theory 9 Hours and Practical 6 Hours)

Module IV

The Internet and its Basic Concepts: Internet concept - History - Development in India
-Technological foundation of internet - Distributed computing - Client-server computing -Internet
protocol suite - Application of distributed computing - Client-server computing -

Module V

Internet protocol suite in the internet environment - Domain Name System (DNS) -Generic
Top Level Domain (g TLD) - Country Code Top Level Domain (cc TLD) -Indian

Developing a website-golden rules of web designing-page design-home page-web standards-audience requirement-Role of websites in a business-Cascading Style Sheet-Concept of CSS-HTML-HTML documents-Basic structure of an HTML Document-creating an HTML Document-HTML Tags.

15 Hours

Module III

Elements of HTML-Introduction-working with text-working with Lists, Tables, Hyperlinks, images and multimedia-web publishing or hosting-creating the website -saving the site-working on the web site-themes-publishing websites-website for business growth.

15 Hours

Module IV

E-Commerce & Digital payments: E-Commerce, Business Models - B2B, B2C, B2G, C2C & B2E - Requirements of e-commerce website - Modes of delivery- Digital payments: USSD, NUUP, AEPS, UPI, Debit card, Credit card, Pre-paid cards, Internet Banking, Mobile banking, e-wallets - POS Terminals, M-POS, V-POS.

20 Hours

Module V

Digital Security - Security threats in Internet & e-Commerce, Virus & Trojan horses, Phishing, Hacking, Spyware - Security Measures, Antivirus, Firewall, Encryption, Bio-metrics -Precautions while using Internet & e-payments - IT Act, Major Provisions of IT Act.

10 Hours

Reference Books :

1. Rajaraman , Introduction to Information Technology, PHI
2. Jennifer Niederst Robbins, "Learning web design:A beginner's Guide to HTML,CSS,Java script.and web Graphics" ,O' Reilly Media,Inc
3. John Duckett, "HTML and CSS Design and build websites",John Wiley&Sons
4. Rajaraman , Fundamentals of Computers 4/E, PHI
5. PTSJ Joseph, E-Commerce: An Indian perspective, PHI
6. Ananya Misra, E-Commerce, B.K Publications Pvt.Ltd.
7. P. Mohan , Fundamentals of Computers, Himalaya Publishing House
8. Dennis P. Curtin , Information Technology, McGraw Hill International
9. Behrouz A. Forouzan , Data Communication and Networking 2nd edition ,McGraw- Hill
10. Avi Silberschatz, Peter Galvin & Greg Gagne Willey, Operating System Concepts

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PRINCIPAL

Core Course XII

FUNCTIONAL ENGLISH FOR ELECTRONIC MEDIA

Code	Contact Hrs/week	Credit	Semester
FEN6B12	5	4	6

Aims

To give the students basic training in writing for electronic media such as radio and TV and the Internet.

Objectives

On completion of the course the student will have

- To familiarize them with the fundamentals of electronic media.
- Knowledge of the fundamentals of writing for the electronic media.

Course Outline

Module I: Electronic Media:

Definition, types, characteristics of **broadcast writing**, immediacy, conversational style, clarity.

Brief History of Radio, TV and New Media - DD, AIR

Module II: Radio:

Radio as mass medium - New trends - FM - Bands - **radio**

Jockeys - Interactive methods - phone in shows.

Radio scripting - Different types - structure and format of news, talks, interviews, Documentaries, drama.

Module III: Television:

As a mass medium - new trends: Cable, DTH, IPTV,

HDTV - **Internet TV Scripting**: Different types - Structure and format of news, talks, interviews, documentaries, tele films and interviews.

Basics of TV program Production: Studio recording and Editing.

Module IV: Role of functional English in New Media:

Basic features of E-Book, E-magazine, E-Journal, Internet, Web.

Web writing - **Technical writing** - Blogging - Social Networking - **Profile writing**

Media convergence

Basic Glossary (See Appendix)

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Core Course III
ENGLISH AND COMMUNICATION TECHNOLOGY

Code	Contact Hrs/week	Credit	Semester
FEN3B03	4	4	3

Aims

This course introduces students to all the basic aspects of Information Technology and computers that an educated citizen of the modern world may be expected to know and use in daily life. The topics in the syllabus are to be presented as much as possible with a practical orientation, so that the student is given a perspective that will help him to use and master technology.

Objectives

On completion of the course:

- The student will have a thorough general awareness of Computer Hardware and Software from a practical perspective.
- The student will have good practical skill in performing common basic tasks with the computer

Course Outline

Module I: Computer Hardware

History of the development of computers- Types of computers- PC, Laptop, Net book, Tablet, Workstations -- Mainframes -- Supercomputers. Different parts of a computer- memory - monitor- CRT and LCD - CPU - processor types. Input/output devices -- mouse - keyboard - Printers - scanners - microphones- speakers etc. Ports - USB - Network- Peripheral devices - Modems - Web camera- Bluetooth devices.

Module II: Software

Operating Systems - Windows- Linux- Mac- Android - Software Licenses - Free Software. Office Suites - MS Office - Libre Office - Google Docs - Zoho writer. Windows software tools- MS Word, PowerPoint, Excel - Linux tools -- Open Office -- Impress. Using Word Processors- formatting text- fonts - arranging pages- printing. Using Presentation Software - making presentations.



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M.E.S KEVEEYEM COLLEGE
VALANCHERY, PIN- 676 592

COMMON COURSES
BC3A11 BASIC NUMERICAL SKILLS

Lecture Hours per week: 5

Credits: 4

Internal: 20, External: 80

Objectives:

- > To enable the students to acquire knowledge of Mathematics and Statistics.
- > At the end of this course, the students should have understood set operations, matrix and Mathematics of finance, Statistical tools and their applications.

Module I

Sets and Set Operation - Venn Diagrams - Elements of Co-ordinate system - Matrices - Fundamental ideas about matrices and their operational rules - Matrix multiplication - Inversion of square matrices of not more than 3rd order - Solving system of simultaneous linear equations.

15 Hours

Module II

Theory of Equations : Meaning - types of equations - Simple linear and Simultaneous equations (only two variables) eliminations and substitution method only - Quadratic equation factorization and formula method ($ax^2 + bx + c = 0$ form only) - Problems on business applications.

10 Hours

Module III

Progressions : Arithmetic Progressions - Finding the 'n'th term of an AP and also sum to 'n' terms of an AP - Insertion of Arithmetic means in given terms of AP and representation of AP - Geometric Progression : Finding 'n'th term of GP - Insertion of GMs in given GP and also representation of GP - Mathematics of Finance - Simple and compound interest (Simple problems only).

15 Hours

Module IV

Meaning and Definition of Statistics - Scope and limitations - Statistical enquiries - Scope of the problem - Methods to be employed - Types of enquiries - Presentation of data by Diagrammatic and Graphical Method - Formation of Frequency Distribution.

15 Hours

Module V

Measures of Central Tendency - Arithmetic Mean - Median - Mode - Geometric and Harmonic

OPEN COURSE

To be offered by Department of Psychology for other students

OPEN COURSE CHOICE II

SEMESTER V

PSY5D02

Credits : 3

LIFE SKILL APPLICATIONS

48 hours

Objectives:

- To promote life skill education
- To develop abilities for adaptive and positive behavior
- To enhance self-confidence and self-esteem

Module 1 : Introduction

8 hours

Life Skill: Concept, meaning, definition, need, Importance, Ten core life skills.

Module 2: Self awareness, Empathy and Problem solving

12 hours

Self awareness: concept, importance of self awareness, skills to become self aware and benefits of self awareness in real life.

Empathy: Need for empathy, importance of empathy in building relationships, benefits of empathy in real life. Problem solving: Steps of problem solving, using problem solving skill in solving real life problems

Module 3 :Survival Skills, Effective communication and Negotiating skills

14 hours

Survival Skills: Interpersonal relations-building of interpersonal relations, skill to improve interpersonal relations

Effective communication: listening skills, verbal and non verbal communications.

Negotiating skills: decision making-importance of effective decision making in real life, career decision making

Module 4: Life skill in different area

14 hours

Life skill for preventing addiction-life skill for career planning and development-life skill for women empowerment-life skill training for various groups (Adolescents, youth).

Reference

Hurlock,B.E. (2007). Developmental Psychology. New Delhi:Tata MC Grew Hill Publishing Co.Ltd



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Board of Studies in Psychology

DETAILED CURRICULUM

SEMESTER I

C.No	Course Code	Course Name	Credit	Marks			Hrs/wk		
				Int	Ext	Tot	T	P	Total
		AO1 Transactions	4	20	80	100	4		4
1.1	GEC1EG01	Essential English Language Skills							
	GEC1ML02	MAL1A01(2) Malayalam Bhashayum Sahithyavum-I	4	20	80	100	4		4
1.2	GEC1AR02	ARB1A07(2)(LRP Pattern) -Essential Skills in Arabic							
	GEC1HD02	A07(3) Prose and one act plays	4	20	80	100	4		4
1.3	GEC1GA03	General Anatomy & Physiology	4	20	80	100	4		4
1.4	SDC1PO01	Physical Optics	4	20	80	100	4		4
1.5	SDC1MP02	Microbiology & Pharmacology	5	20	80	100		5	5
1.6	SDC1GA03 (P)	General Anatomy & Physiology- Practical	5	20	80	100		5	5
1.7	SDC1MP04 (P)	Microbiology & Pharmacology - Practical	30			700	20	10	30
Semester I Total									

SEMESTER II

C.No	Course Code	Course Name	Credit	Marks			Hrs/wk		
				Int	Ext	Tot	T	P	Total
2.1	GEC2EG04	A02 Ways with Words	4	20	80	100	4		4
	GEC2ML05	MAL2A02 (2) Malayalam- Bhashayum Sahithyavum-II	4	20	80	100	4		4
2.2	GEC2AR05	ARB2A082(2)- Reading Arabic Prose & Poetry							
	GEC2HD05	A09 Poetry and Short Stories	4	20	80	100	4		4
2.3	GEC2OA06	Ocular Anatomy & Physiology	4	20	80	100	4		4
2.4	SDC2GO05	Geometrical Optics	5	20	80	100	5		5
2.5	SDC2BC06	Biochemistry	5	20	80	100		5	5
2.6	SDC2OA07 (P)	Ocular Anatomy & Physiology- Practical	4	0	100	100		4	4
2.7	SDC2INT08 (Pr)	Internship/Project	30			700	21	9	30
Semester II Total									

SEMESTER I

C.No.	Paper Code	Paper Title	GEN/ SKILL	Credit	Marks			Hours per Week		
					Internal	External	Total	Theory	Practical	Total
1.1	GECIEG01	Transactions Essential English Language Skills A01	GEN	4	20	80	100	4		4
	GECIML02	Malayalam - BhashayumSahityayum-1 MALI/A01(2)								
	GECIAR02	Communication Skills in Arabic ARBI/A07(1)	GEN	4	20	80	100	4		4
	GECIHD02	Prose and One Act Plays A07								
1.3	GECIEC03	E-commerce and General Informatics	GEN	4	20	80	100	4		4
1.4	SDCIHRM01	Introduction to Retail Store Operations- Health Safety, Security, Team & Organizational Dynamics	SKILL	5	20	80	100	5		5
1.5	SDCIHRM02	Basic Business Communication Skills	SKILL	4	20	80	100	4		4
1.6	SDCIHRM03(P)	Lab on Business Communication Skills(P)	SKILL	4	20	80	100		4	4
	SDCIHRM04(P)	Lab on Retail Selling Skills- I(P)	SKILL	5	20	80	100		5	5
1.7										
		Total		30	140	560	700	21	9	30



Qualifications Pack – RAS/Q0101 Retail Store Operations Assistant

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MALAPPURAM

Department of Physical Education
The Zaveria Gurukulam College
Kochi - 682014

**REVISED SYLLABUS FOR OPEN COURSE IN PHYSICAL EDUCATION FOR THE
FIFTH SEM UG STUDENTS (2015-16 ADMISSION ONWARDS)**

NAME OF THE COURSE: PHYSICAL ACTIVITY HEALTH AND WELLNESS
COURSE CODE- PE5D03

Module I: Concepts of physical education and fitness

Definition, aim, objectives and importance of physical education

Physical fitness components - speed, strength, endurance, flexibility and coordinative abilities

Types of physical fitness- Health related physical fitness, Performance related physical fitness and

Cosmetic fitness

Fitness balance

Module II: Exercise principles, First Aid and nutrition

Principles of exercise programme, Exercise and heart rate zone, BMR

Definition of First Aid, Aim of First Aid, Principles of First Aid,

RICE, ABC of First Aid, First Aid for Fracture, Bleeding, Drawing and Snake Bite

Nutritional balance, Nutritional deficiency diseases

Module III: Yoga, stress management and postural deformities

Definition and meaning of Yoga, Asana, and Pranayama.

Eight limbs of Ashtanga Yoga - Yama, Niyama, Asana, Pranayama, Prathyahara, Dharana,

Dhyanam, Samadhi

Asanas - Ten Asanas and its effects

NO	Types	Asanas
1	Standing (Balancing)	Vrikshasana
2	(Forward bending)	Padahasthasana
3	(Backward bending)	Ardha Chakrasana
4	(Twisting)	Trikonasana
5	Kneeling	Ushtrasana
6	Sitting (Meditative)	Vajrasana
7		Padmasana,
8	Prone line	Bhujangasana,
9		Salabhasa
10	Supine (Relaxative)	Savasana

Pranayamas - Three Pranayamas and its effects-

1) Surya Bedhana (Heating), 2) Chandra bedhana (Cooling) 3) Nadisudhi (Balancing)

Postural deformities and corrective measures

Meaning of good posture, causes of poor posture, importance of good posture

Postural deformities- Kyphosis, Lordosis, Scoliosis, Bow leg, Knock knee, Flat foot

Stress Management- Definition of stress, causes of stress and stress management

Module IV: Vital signs, Lifestyle/Hypokinetic diseases and its management

Vital signs- Pulse rate, Respiratory rate, Blood pressure, Body temperature,

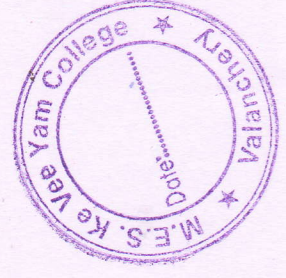
Diabetes, Hypertension, Obesity, Osteoporosis, CHD, Back pain.

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SEMESTER II

C. No.	Paper Code	Paper Title	GEN/ SKILL	Credit	Marks			Hours per Week		
					Internal	External	Total	Theory	Practical	Total
2.1	GEC2EG04	Ways with Words A02	GEN	4	20	80	100	4		4
2.2	GEC2ML05	Malayalam –BashayumSahithyavum-II MAL2A02(2)	GEN	4	20	80	100	4		4
	GEC2AR05	Literature in Arabic ARB2A08(2)								
	GEC2HD05	Poetry and Short Stories A09								
2.3	GEC2FA06	Financial AccountingBC2B02	GEN	4	20	80	100	4		4
2.4	SDC2RM05	Retail Logistics Management	SKILL	4	20	80	100	4		4
2.5	SDC2RM06	Retail Shopper Behavior	SKILL	5	20	80	100	4	1	5
2.6	SDC2RM07(P)	Lab on Retail Selling Skills II (P)	SKILL	4	20	80	100		4	4
2.7	SDC2RM08(Pr)	Internship/Project (Pr)	SKILL	5		100	100		5	5
Total				30	140	560	700	20	10	30

Qualifications Pack – RAS/Q0102 Retail Cashier



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