

**COURSE TITLE: FUNDAMENTALS OF ENTREPRENEURSHIP**

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
2	MDC	100-199	KU2MDCCOM102	3	45

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

**Course Description**

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

## **COURSE OUTCOMES**

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

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

### **Mapping of Course Outcomes to PSO**

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

## COURSE CONTENTS

### Contents for Classroom Transactions:

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

**Essential Readings:**

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

**Suggested Readings:**

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

**Website**

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

**Assessment Rubrics:**

Evaluation Type	Marks
<b>End Semester Evaluation</b>	<b>50</b>
<b>Continuous Evaluation</b>	<b>25</b>
a) Test Paper	5
b) Test Paper	5
c) Assignment	7.5
d) Seminar/Viva/Article or Book Review	7.5
<b>Total</b>	<b>75</b>



**COURSE TITLE: STOCK MARKET OPERATIONS**

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

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

**Course Description:**

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

**Course Outcomes:**

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

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

**Mapping of Course Outcomes to PSO**

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

**COURSE CONTENTS****Contents for Classroom Transactions**

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

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

**Essential Readings:**

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

**Suggested Readings:**

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

**Assessment Rubrics:**

<b>Evaluation Type</b>	<b>Marks</b>
<b>End Semester Evaluation</b>	<b>50</b>
<b>Continuous Evaluation</b>	<b>25</b>
a) Test Paper	5
b) Test Paper	5
c) Assignment	7.5
d) Seminar/Viva/Article or Book Review	7.5
<b>Total</b>	<b>75</b>

**COURSE TITLE: CORPORATE ACCOUNTING**

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
3	DSC	200-299	KU3DSCCOM200	4	75

Learning Approach (Hours/ Week)			Marks Distribution (Theory)			Marks Distribution (Practical)			Total Marks	Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	CE	ESE	Total		
3	2	-	25	50	75	10	15	25	100	1 1/2

**Course Description:** This course provides an in-depth understanding of the accounting principles and procedures involved in corporate entities, including the issue and redemption of shares and debentures, preparation of final accounts of companies, banking and insurance companies in compliance with statutory requirements. Students will be trained to handle complex accounting situations such as forfeiture and reissue of shares, issue of bonus and right shares, and interpretation of company financial statements in line with Schedule III of the Companies Act, 2013.

**Course Outcomes:**

CO No.	Expected Outcome	Learning Domains
1	Explain the key concepts, types, and processes involved in the issue and redemption of shares and debentures.	U
2	Record and journalize transactions related to shares, debentures, forfeiture, reissue, bonus issues, and buyback as per regulatory norms.	A
3	Prepare the final accounts of companies using the format prescribed under Schedule III of the Companies Act, 2013.	A
4	Analyze the accounting procedures and financial statements of banking and insurance companies, including NPAs, life funds, and valuation balance sheets.	An
5	Interpret company financial reports and evaluate the impact of statutory requirements on corporate financial statements for decision-making.	E

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

## Mapping of Course Outcomes to PSOs

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

## COURSE CONTENTS

### Contents for Classroom Transactions:

Module	Unit	Content	Hours	Marks
<b>I</b>	<b>Accounting for Shares</b>		<b>11</b>	
	1	Shares – meaning – types – divisions of share capital.		
	2	Issue of shares – application, allotment and calls on share issues		
	3	Issue of shares at par and premium – under and over subscription of shares.		
	4	Calls in arrears and Calls in advance – forfeiture and reissue of shares.		
	5	Issue of Bonus Shares – issue of Right Shares – Buyback of shares. (Basic theories only)		
	6	Redemption of shares out of profit and out of capital		
<b>II</b>	<b>Final Accounts of Companies (In new format as per Schedule III of the Companies Act 2013)</b>		<b>12</b>	
	1	New features of Schedule III of the Companies Act of 2013 – General instructions for the preparation of SOP and SOFP.		
	2	Format of Balance Sheet as per Part I Schedule III – Preparation of Statement of Financial Position.		
	3	Format of Statement of Profit and Loss as per Part II Schedule III – Preparation of Statement of Financial Performance.		
<b>III</b>	<b>Final Accounts of Banking Companies</b>		<b>12</b>	
	1	Meaning of banking and Banking Company - Books of Accounts maintained by a Banking company - Ledger posting under Slip System.		
	2	Terms used in banking such as, Cash Reserve Ratio (CRR), Capital Adequacy Ratio (CAR), Statutory Liquidity Ratio (SLR) and Non-banking Assets (NBA) (concept only).		

	3	Non-performing Assets (NPA) – Meaning - Classification of Bank Advances – Computation of provision for bad and doubtful debts		
	4	Rebate on bills discounted – Meaning and Computation.		
	5	Preparation of Balance Sheet of the Banking Companies with schedules.		
	6	Preparation of Profit and Loss Account of the Banking Companies with schedules.		
IV	<b>Final Accounts of Insurance Companies</b>		<b>10</b>	
	1	Meaning, objectives and types of insurance- Meaning and features of life insurance - Types of Life Insurance Policy (Whole Life Policy, Endowment Policy, With Profit Policy and Without Profit Policy).		
	2	Important terms used in life insurance- Insurance Policy, Premiums, Claims, Commission, Bonus, Surrender Value, Reversionary Bonus, Interim Bonus, Reinsurance, Double Insurance Commission on reinsurance ceded, Commission on reinsurance accepted, Annuity, Bonus in reduction of premium).		
	3	Ascertainment of profit in life insurance business - Preparation of Revenue Account, Profit and Loss Account and Balance Sheet of Insurance Companies.		
	4	Life fund - Meaning and Calculation - Valuation balance sheet.		
V		<b>Practicum: The following activities are recommended to conduct practical exercises</b>	<b>30</b>	
		<ul style="list-style-type: none"> <li>Instruct students to conduct minimum 2 case studies on particular aspects of the course.</li> <li>Direct the students to conduct Assignments, Seminars and Group Discussions on all the modules of the course.</li> <li>Allow students to work together and create group projects by analysing financial statements of companies and there by to evaluate its financial position and performance to report recommendations.</li> <li>Preparation of Profit &amp; Loss accounts and Balance Sheets of banking and insurance companies with necessary schedules, by collecting available data from possible institutions.</li> <li>Guide students to do ledger posting under the slip</li> </ul>		

		<p>system for banking companies.</p> <ul style="list-style-type: none"> <li>• Preparation of revenue accounts and life fund calculations for insurance firms.</li> <li>• Assignments and Presentations on recent trends in financial reporting by Indian corporates.</li> <li>• Assignments on valuation methods and classification of NPAs.</li> </ul>		
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### Essential Readings:

- 1) S.P. Jain and K.L. Narang, Advanced Accounting Vol I, Kalyani Publication, New Delhi.
- 2) R.L. Gupta and M. Radhaswamy, Advanced Accounts Vol I, Sultan Chand, New Delhi.
- 3) Broman, Corporate Accounting, Taxmann, New Delhi.
- 4) Shukla, Grewal and Gupta- Advanced Accounts VolII,S.Chand, New Delhi.
- 5) M.C.Shukla, Advanced accounting Vol I, S.Chand, New Delhi.

### Assessment Rubrics:

Evaluation Type	Marks (Theory)	Marks (Practical)	Total Marks
<b>End Semester Evaluation (A)</b>	<b>50</b>	<b>15</b>	<b>65</b>
<b>Continuous Evaluation:</b>			
a) Test Paper	5		
b) Test Paper	5		
c) Assignment	7.5		
d) Seminar/Viva/Article or Book Review	7.5		
<b>Continuous Evaluation (B)</b>	<b>25</b>	<b>10</b>	<b>35</b>
<b>Total (A + B)</b>	<b>75</b>	<b>25</b>	<b>100</b>

**COURSE TITLE: COMPANY LAW AND ADMINISTRATION**

Semester	Course Type	Course Level	Course Code		Credits	Total Hours
3	DSC	200-299	KU3DSCCOM201		4	60
Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture per week	Practical per week	Tutorial	CE	ESE	Total	
4	-	-	30	70	100	2

**Course Description:**

This course provides a structured understanding of the legal framework governing companies in India, with a focus on the Companies Act, 2013. It covers the foundational concepts of company law including the formation, types and characteristics of companies, as well as the doctrine of corporate personality and lifting of the corporate veil. The course further explores essential legal documents such as the Memorandum and Articles of Association, Prospectus and various doctrines relevant to company operations. It also covers the legal provisions relating to company management, directors, key managerial personnel, meetings, resolutions and the process of winding up.

**Course Outcomes:**

CO No.	Expected Outcome	Learning Domains
1	Define and explain the nature, features, and types of companies as per the Companies Act, 2013.	R
2	Demonstrate knowledge of company formation procedures, including the role of promoters and incorporation process.	A
3	Interpret the contents and legal implications of Memorandum and Articles of Association and understand the doctrine of ultra vires, constructive notice, and indoor management.	An
4	Describe the management structure of a company, including the appointment, rights and liabilities of directors and key managerial personnel.	A
5	Understand the procedures and legal implications of company meetings and the process of winding up a company.	U

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

**Mapping of Course Outcomes to PSO**

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



## COURSE CONTENTS

### Contents for Classroom Transactions:

Module	Unit	Content	Hrs
<b>I</b>	<b>Introduction</b>		<b>12</b>
	1	Meaning and definition of company-Features- Types of Companies - Corporate Veil- Lifting of Corporate Veil	
	2	Companies Act 2013 - Objectives – Features of the Act and functioning of National Company Law Tribunal (NCLT), National Company Law Appellate Tribunal (NCLAT).	
	3	Formation of Company – Promotion - Role of promoters and their legal position	
	4	Incorporation - Capital subscription - Commencement of business - Online registration of a company - Pre-incorporation and provisional contracts.	
<b>II</b>	<b>Corporate Documents</b>		<b>12</b>
	1	Memorandum of Association - Contents and alteration - Doctrine of Ultravires	
	2	Articles of Association - Contents and alteration - Distinction between Memorandum and Articles	
	3	Doctrine of Constructive notice and Indoor management	
	4	Prospectus- Contents – Types: Statement in Lieu of Prospectus, Deemed Prospectus, Shelf Prospectus, Red herring Prospectus, Abridged Prospectus- Liability for Misstatement in Prospectus.	
<b>III</b>	<b>Management and Administration</b>		<b>12</b>
	1	Directors – Types, Appointment, Qualifications, Disqualifications and Rights	
	2	Duties and Liabilities of Directors - Director Identification Number (DIN) - Removal of directors	
	3	Key Managerial Personnel	
	4	Company Secretary: Qualification, Appointment and Duties	
<b>IV</b>	<b>Company Meetings and Winding up</b>		<b>12</b>
	1	Company Meetings-Requisites of a valid meeting	
	2	Kinds of Meeting: Statutory meeting - Annual general body meeting - Extra ordinary meeting - Board meetings - Class meetings Debenture Holders meetings and creditor meetings. Resolutions and its types.	
	3	Winding up: Meaning - Modes of winding up - Winding up by Tribunal - Members' voluntary winding up - Creditors' voluntary winding up	
	4	Liquidator: Powers - Duties and liabilities -	

	Consequences of winding up	
<b>V</b>	<b>Teacher Specific Module</b>	<b>12</b>
	Teachers are expected to focus on key legal aspects of company formation, governance and winding up, using real-life examples, case studies and demonstrations of online procedures such as company registration via the MCA portal. Teachers should emphasize statutory documents, legal doctrines, and regulatory bodies to help students connect theoretical knowledge with contemporary corporate practices.	

**Essential Readings:**

- 1) Kapoor, N.D., Elements of Company Law, Sultan Chand & Sons New Delhi.
- 2) Reena Chadha and Sumant Chadha, Corporate Laws, Scholar Tech Press Delhi

**Suggested Readings:**

- 1) Company Law Study Material – Institute of Company Secretaries of India
- 2) Ramaiya, A. (Ed.), Guide to Company Law Procedures, LexisNexis, Mumbai.
- 3) Avtar Singh., Introduction to Company Law, Eastern Book Company.

**Assessment Rubrics:**

<b>Evaluation Type</b>	<b>Marks</b>
<b>End Semester Evaluation</b>	<b>70</b>
<b>Continuous Evaluation</b>	<b>30</b>
a) Test Paper	6
b) Test Paper	6
c) Assignment	9
d) Seminar/Viva/Article or Book Review	9
<b>Total</b>	<b>100</b>

**COURSE TITLE : MARKETING MANAGEMENT**

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
3	DSC	200 - 299	<b>KU3DSCCOM202</b>	4	60
Learning Approach (Hours/ Week)			Marks Distribution		
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total
4	-	-	30	70	100
					Duration of ESE (Hours)
					2

**Course Description:** This course intends to provide a comprehensive understanding of marketing in the current competitive landscape, emphasizing its meaning, concepts, and strategic importance in business contexts. To empower students with the skills to identify, analyse, and leverage new trends in marketing, advertising, and technology for effective consumer engagement.

**Course Outcomes:**

CO No.	Expected Outcome	Learning Domains
1	Understand the meaning and concept of Marketing in the present scenario of competitive world.	U
2	Enhances the knowledge about the new trends in market, advertising and tech-based approach in reaching consumers.	E
3	Insight to the students about the product planning and pricing based on various aspects in the market.	I
4	Analyze the knowledge and skills to develop comprehensive and integrated marketing strategies that leverage emerging trends in marketing	A
5	Apply the knowledge on product planning, new product development , branding , packing , packaging, labeling, product positioning and Pricing in day to day business.	Ap

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

### Mapping of Course Outcomes to PSO

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

### Course Objectives:

1. To enable the students to learn the concepts of marketing, approaches to marketing and functions of marketing.
2. To equip students with skills to develop and execute effective marketing strategies, understand customer behavior, and manage marketing functions like product, pricing, and promotion.
3. To develop proficiency in market research, communication, sales, and relationship building.
4. To promote the students to apply ethical and social responsibility principles in their marketing activities.
5. To develop problem solving skill, strategic thinking, decision making and implement marketing strategies that align with business objectives.

### COURSE CONTENTS

Module	Unit	Content	Hrs
<b>I</b>	<b>INTRODUCTION TO MARKETING</b>		<b>12</b>
	1	Meaning and definition - Goals – Concepts of Marketing – Approaches to Marketing – Functions of Marketing	
	2	Recent Trends in Marketing - e-business – Tele-marketing – M-Business – Green Marketing – Retailing, Relationship Marketing – Customer Relationship Management	
<b>II</b>	<b>MARKETING ENVIRONMENT</b>		<b>12</b>
	1	Meaning – demographic- economic – natural – technological – political – legal – socio cultural environment	
	2	Market Segmentation-concept-importance-target market selection- and Bases of market Segmentation-product differentiation vs	

		market segmentation	
	3	Consumer behavior – Consumer buying process-Factors influencing Consumer buying behavior.	
<b>III</b>	<b>MARKETING MIX</b>		<b>12</b>
	1	Meaning – importance -elements – Product – product mix, product line – product life cycle	
	2	Product planning– new product development – branding – packing and packaging- labeling product positioning	
	3	Pricing– Meaning and definition-significance- steps in pricing- factors influencing pricing- methods of pricing (only Meaning)- and pricing policy and strategies.	
<b>IV</b>	<b>PHYSICAL DISTRIBUTION</b>		<b>12</b>
	1	Physical Distribution- Meaning- Channels of distribution-Meaning-middlemen types- wholesaling and retailing-functions of middlemen- factors to be considered in selecting channels.	
	2	Modern channels of marketing – telemarketing - internet marketing- network marketing- customer relationship marketing- Logistics management-Channel management strategies.	
	3	Factors affecting channels- types of marketing channels-Promotion –Meaning and significance of promotion – promotion tools-personal selling, advertising, public relations and sales promotion-concept-characteristics.	
<b>V</b>	<b>Teacher Specific Module</b>		<b>12</b>
	Conduct Class room presentations, discussions, conducting seminars on Modern Marketing Strategies, E marketing, Green Marketing, Mobile Marketing, Relationship Marketing.		

#### Essential Readings:

1. Philip Kotler - Marketing Management, PHI
2. Rekha. M.P. & Vibha V – Marketing & Services Mgt – VBH.
3. Sunil B. Rao - Marketing & Services Mgt – HPH.
4. Dr. Alice Mani: Marketing & Services Management, SBH.
5. J.C. Gandhi - Marketing Management, TMH
6. Stanton W.J. et al Michael & Walker, Fundamentals of Management, TMH
7. Jayachandran ; Marketing Management. Excel Books.
8. K. Venkatramana, Marketing Management, SHBP.
9. P N Reddy & Appanniah, Essentials of Marketing Management, HPH
10. Sontakki, Marketing Management, HPH
11. Cengiz Haksever et al – ‘Service Management and Operations’; Pearson Education
12. Ramesh and Jayanthi Prasad : Marketing Management I.K. International Publishers

13. K. Karunakaran; Marketing Management, HPH.  
 14. Davar: Marketing Management

**Assessment Rubrics:**

<b>Evaluation Type</b>	<b>Marks</b>
<b>End Semester Evaluation</b>	<b>70</b>
<b>Continuous Evaluation</b>	<b>30</b>
a) Test Paper	6
b) Test Paper	6
c) Assignment	9
d) Seminar/Viva/Article or Book Review	9
<b>Total</b>	<b>100</b>

**COURSE TITLE: FINANCIAL MARKETS AND SERVICES**

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
3	DSC	200-299	KU3DSCCOM203	4	60

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

**Course Description:** This course provides a comprehensive overview of the Indian financial system, including its markets, instruments, and services. It equips students with foundational knowledge of money and capital markets, various financial instruments, and the key financial services that drive economic growth. Special focus is given to the role of regulatory bodies like the RBI and SEBI, as well as the emerging trends such as fintech, digital finance, and innovations in financial services. The course helps students to understand how financial systems support businesses and individuals in managing funds efficiently.

**Course Outcomes:**

CO No.	Expected Outcome	Learning Domains
1	Recall the basic concepts, components, and terminologies of the Indian financial system.	R
2	Explain the structure and functioning of financial markets and services in India.	U
3	Apply knowledge of financial instruments and services in real-world business contexts.	A
4	Analyze and differentiate between various financial markets, institutions, and services.	An
5	Evaluate the performance and suitability of financial services and regulatory frameworks.	E
6	Create a structured report or solution to address contemporary financial issues or trends.	C

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

## Mapping of Course Outcomes to PSO

	PSO1	PSO2	PSO3	PSO4	PSO5
C01	✓	✓			
C02		✓			
C03	✓			✓	✓
C04		✓		✓	✓
C05	✓	✓		✓	
C06			✓	✓	✓

## COURSE CONTENTS

### Contents for Classroom Transactions:

Module	Unit	Content	Hours	Marks
<b>I</b>	<b>Overview of Financial System</b>		<b>12</b>	
	1	Financial system: Meaning - structure		
	2	Financial Concepts-Financial Assets-Financial institutions-Financial markets- Financial instruments-Financial Services.		
	3	Functions and significance of the financial system.		
	4	Role of RBI and SEBI in the Indian financial system		
	5	Role of financial system in the economic development.		
	6	Weakness of Indian Financial System		
<b>II</b>	<b>Financial Markets</b>		<b>12</b>	
	1	Financial Markets- Money Market: Features, objectives, features of a developed Money Market, functions, participants.		
	2	Call money, commercial paper, T. Bill, Certificate of deposits (meaning and features of each market and instruments).		
	3	Capital Market: Structure, functions, instruments.		
	4	Primary and Secondary markets –Stock exchange-functions of stock exchange		
	5	IPO process		
	6	Role of SEBI in capital market regulation- Market intermediaries: Stock brokers, underwriters, depositories		
	<b>Financial Services</b>		<b>12</b>	
	1	Introduction to Financial services: Meaning and definition- scope-importance- Types —		



III	2	<b>Merchant Banking-</b> meaning-functions-importance,		
	3	<b>Venture Capital-Meaning-</b> features – stages and types		
	4	<b>Mutual funds-</b> meaning-features types-, advantages and disadvantages		
	5	<b>Credit rating-Meaning-</b> features-Credit rating agencies (CRISIL, ICRA, CARE, Fitch Ratings India) .		
	6	<b>Factoring-</b> meaning and definition-types- forfaiting-meaning-Differences between factoring and forfaiting		
IV	<b>Financial Innovations and Emerging Trends</b>		<b>12</b>	
	1	Financial technology (FinTech) and digital transformation- E-banking, mobile banking, UPI, and NEFT/RTGS		
	2	Cryptocurrencies and blockchain technology.		
	3	Crowdfunding and peer-to-peer (P2P) lending.		
	4	Green finance and ESG (Environmental, Social, Governance) investing- Cybersecurity and risk management in finance.		
V		<b>Open Ended Module</b>	<b>12</b>	
		<b>Suggested topics:</b>  Suggested themes for presentation <ul style="list-style-type: none"> <li>• Financial literacy and inclusion in India</li> <li>• Role of RBI in managing inflation and economic stability</li> <li>• Impact of global economic events (e.g., recession, oil crisis) on Indian financial markets</li> <li>• Budget analysis and its implications for financial markets</li> </ul>		

### Suggested Readings:

1. Bhole, L.M. – *Financial Institutions and Markets*, Tata McGraw-Hill
2. Khan, M.Y. – *Financial Services*, Tata McGraw-Hill
3. Pathak, B.V. – *Indian Financial System*, Pearson
4. Machiraju, H.R. – *Indian Financial System*, Vikas Publishing
5. Gordon & Natarajan – *Financial Markets and Services*, Himalaya Publishing
6. SEBI & RBI Publications (for reference to latest regulations and reforms)

Assessment Rubrics:

Evaluation Type	Marks
End Semester Evaluation	70
Continuous Evaluation	30
a) Test Paper	6
b) Test Paper	6
c) Assignment	9
d) Seminar/Viva/Article or Book Review	9
Total	100

### **COURSE TITLE: EVENT MANAGEMENT**

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
3	DSC	200-299	KU3DSCCOM204	4	60

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

#### **Course Description:**

This course offers an overview of the concept of event management. It equips the students with the knowledge and skills necessary to plan, execute, and evaluate various types of events. Through a structured approach encompassing four comprehensive modules, students will delve into the fundamentals of event planning, operational logistics, protocol adherence, and safety considerations. Emphasis is placed on developing competencies in budgeting, marketing, staffing, and risk management to ensure the successful delivery of events.

#### **Course Outcomes:**

CO No.	Expected Outcome	Learning Domains
1	Understand the fundamentals of event management, including event types, benefits, the Five C's framework and the essential skills required for successful event managers.	U
2	Create comprehensive event management plans, including budgeting, pricing and event logistics.	U,A,An,E
3	Understand about Marketing the event and manage event staffing effectively through job descriptions and rosters.	U,An,C
4	Understand event closure procedures, apply evaluation techniques to assess outcomes, implement corrective actions and prepare comprehensive reports.	U,A,An
5	Recognize various career paths in event management and understand the qualifications and essential skills required for success in the field.	U,A,An

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

#### **Mapping of Course Outcomes to PSO**

	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	✓	✓	✓	-	✓
CO 2	✓	✓	✓	✓	-
CO 3	✓	✓	✓	✓	✓
CO 4	✓	✓	✓	✓	✓
CO 5	✓	✓	✓	-	✓

## COURSE CONTENTS

### Contents for Classroom Transactions

Module	Unit	Content	Hrs
I	<b>Introduction to Event Management</b>		<b>8</b>
	1	Events - Meaning and Definition	
	2	Classification of events - Benefits of events	
	3	Event Management - Scope, Importance and Functions - Five C's of Event Management	
	4	Event Manager, Essential qualities and skills required for Event manager - Key steps to successful event.	
II	<b>Planning the Event</b>		<b>15</b>
	1	Event Planning - Benefits - Forces affecting event planning	
	2	Event planning checklist - Pre-event, During event and post-event activities	
	3	Selection of venues- Consideration of various factors- Arrangement of Permissions and Licenses	
	4	Budgeting the event- Pricing Decisions - Factors to be considered while fixing the price	
	5	Arrangement of event logistics	
III	<b>Marketing and Staffing of event</b>		<b>15</b>
	1	Marketing and Publicity for events	
	2	Channels for promoting events- Traditional Channels- Digital media and social media - Positioning the events.	
	3	Organising and staging an event - Staffing for an event	
	4	Job description for event staff - Preparation of Job Rosters - benefits	
	5	Safety and security related to events	
IV	<b>Evaluation of Events &amp; Career aspects</b>		<b>10</b>
	1	Close down of an event	
	2	Event evaluation techniques - Corrective actions	
	3	Reporting and documentation	
	4	Careers in event management, Qualifications, essential skills	
V	<b>Teacher Specific Module</b>		<b>12</b>
	The teacher shall focus on equipping the students with strategies to deliver the Event Management curriculum effectively. It emphasizes the integration of real-world case studies and interactive teaching methods to foster student engagement. Educators will learn to utilize diverse assessment tools and incorporate technology to simulate practical event scenarios. Continuous feedback mechanisms are highlighted to adapt teaching approaches and enhance learning outcomes.		

**Essential Readings:**

- Saurav Mittal (2017). Event Management: Ultimate Guide To Successful Meetings, Corporate Events, Conferences, Management & Marketing For Successful Events: Become an event planning pro & create a successful event series. Kindle Edition
- Sukhpreet Kaur (2018), Event Management, Excel Books Private Ltd., New Delhi
- Gupta, A., & Jain, M. (2019). Event Management: Concepts & Cases. New Delhi, India: Taxmann Publications.

**Suggested Readings:**

1. Allen, J. (2000). Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives, and Other Special Events. Toronto, Ontario, Canada: Wiley
2. Astroff, M. T., and J. R. Abbey (1995). Convention Sales and Services, 4th ed. Cranbury, NJ: Waterbury Press.

**Assessment Rubrics:**

Evaluation Type	Marks
<b>End Semester Evaluation</b>	<b>70</b>
<b>Continuous Evaluation</b>	<b>30</b>
a) Test Paper	6
b) Test Paper	6
c) Assignment	9
d) Seminar/Viva/Article or Book Review	9
<b>Total</b>	<b>100</b>

### **COURSE TITLE: FINANCIAL MANAGEMENT**

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
3	DSC	200-299	KU3DSCCOM205	4	60

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

#### **Course Description:**

This course introduces the fundamental concepts and practices in financial management. It explores financial decision-making from the perspective of a corporate finance manager, focusing on investment, financing and dividend decisions. Core concepts such as the time value of money, risk-return framework, capital budgeting techniques, cost of capital, working capital management, capital structure, leverage and dividend policies are also covered in this course.

CO No.	Expected Outcome	Learning Domains
➤ 1	Understand the nature, scope, and objectives of financial management and explain the role of a finance manager.	U
➤ 2	Evaluate investment proposals using capital budgeting techniques such as Payback Period, ARR, NPV and IRR.	U,A,An,E
➤ 3	Understand and analyze working capital needs and identify sources of working capital.	U,A,An
➤ 4	Analyse financing options and construct an optimal capital structure using relevant theories and leverage concepts.	U,A,An
➤ 5	Understand dividend decisions and the relevance of dividend policies and theories.	U,A,An

#### **Course Outcomes:**

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

#### **Mapping of Course Outcomes to PSO**

	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	✓	✓	✓	-	✓
CO 2	✓	✓	✓	✓	✓
CO 3	✓	✓	✓	✓	✓
CO 4	✓	✓	✓	✓	✓
CO 5	✓	✓	✓	-	✓

## COURSE CONTENTS

### Contents for Classroom Transactions

Module	Unit	Content	Hrs
I	<b>Introduction to Financial Management</b>		<b>10</b>
	1	Financial management- Meaning, Definition, Nature and Scope	
	2	Financial Goal - Profit Maximisation, Wealth Maximisation and Value Maximisation	
	3	Role and Responsibilities of a Finance Manager.	
	4	Time value of Money	
	5	Conceptual Framework of Risk and Return	
II	<b>Investment Decisions</b>		<b>14</b>
	1	Capital Budgeting- meaning – Objectives – Nature.	
	2	Evaluation of Investment Proposal – Payback period method - Average rate of return method- NPV – IRR (Simple Problems).	
	3	Management of Working Capital – Meaning – Concept - types – determinants -Principles of working capital management.	
	4	Sources of Working Capital- Working Capital Estimation under Operating Cycle Method.	
III	<b>Financing Decisions</b>		<b>14</b>
	1	Sources of Finance (Brief Study only) - Capital structure – meaning, designing capital structure - Optimal Capital Structure - factors determining capital structure	
	2	Capital Structure Theories – Net Income Approach, NOI, MM and Traditional (Theoretical aspects only)	
	3	Cost of Capital: Meaning and Significance of Cost of Capital; Calculation of Cost of Debt, Preference Capital, Equity Capital and Retained Earnings- WACC	
	4	Leverage: Meaning Financial, Operating and Combined Leverage (Simple Problems only).	
IV	<b>Dividend Decisions</b>		<b>10</b>
	1	Dividend- Meaning – Types	
	2	Dividend policy – Objectives of Dividend Policy – Conservative v/s Liberal policy	
	3	Factors determining dividend policy	
	4	Dividend payout ratio – Dividend Theories (Relevance and Irrelevance) [Theory Only]	
V	<b>Teacher Specific Module</b>		<b>12</b>
	The teacher shall focus on building a strong conceptual foundation in financial management by using simple explanations, real-life business examples and basic numerical problems. Emphasis shall be placed on practical		

	understanding of investment, financing and dividend decisions, and the teacher shall encourage student participation through discussions, case studies and problem-solving exercises.	
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### Essential Readings:

1. Shashi K. Gupta, R.K. Sharma & Neeti Gupta :Fundamentals of Financial Management: Kalyani Publication.
2. Ravi M. Kishore & Prof. (Dr.) Padma Sai Arora : Financial Management: Taxmann

### Suggested Readings:

1. Pandey I.M.: Financial Management: Vikas Publishing House, New Delhi.
2. Prasanna Chandra: Financial Management Theory and Practice; Tata McGraw Hill, New Delhi.
3. M.Y Khan & S.P. Jain : Financial Management: Tata McGraw Hill, New Delhi.

### Assessment Rubrics:

Evaluation Type	Marks
<b>End Semester Evaluation</b>	<b>70</b>
<b>Continuous Evaluation</b>	<b>30</b>
a) Test Paper	6
b) Test Paper	6
c) Assignment	9
d) Seminar/Viva/Article or Book Review	9
<b>Total</b>	<b>100</b>



## KU3DSCCOM206 - PRINCIPLES AND PRACTICES OF GST

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
3	DSC-Minor	200 - 299	KU3DSCCOM206	4	60

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

### Course Description:

This course offers a theoretical understanding of the Goods and Services Tax (GST) framework in India. It covers the evolution of the tax system from the earlier indirect tax structure to the unified GST regime. Students will explore key concepts such as the scope and types of supply, levy and collection of GST, exemptions, and the composition scheme. The course also explains the time and place of supply, valuation rules, input tax credit mechanism, and the process of registration and return filing. The content is designed to help students develop a clear conceptual foundation of GST as per current laws and provisions.

### Course Prerequisite – Not Applicable to Commerce Major Students

### Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Describe the evolution and structure of GST, and explain key concepts, components, and the role of governing bodies like the GST Council	U
2	Analyze different types of supply under GST and explain the provisions related to levy, reverse charge, composition levy, and exemptions.	An
3	Interpret the rules related to time, place, and value of supply and understand the eligibility and conditions for availing Input Tax Credit	E
4	Explain the provisions relating to GST registration, identify persons liable for registration, and discuss the types and	U, A

	procedures of GST returns.	
5	Understand the structure and functioning of electronic ledgers under GST and the prescribed manner of tax payment.	U, A

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

### Mapping of Course Outcomes to PSO

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	-	-	-	-
CO2	2	-	-	-	-
CO3	2	-	-	-	-
CO4	2	-	-	-	-
CO5	3	-	-	-	-

### COURSE CONTENTS

Module	Unit	Content	Hours
I	<b>Introduction to GST</b>		12
		Evolution and concept of GST - Earlier indirect tax structure - Important concepts and Definitions - Merits and Limitations - Components of GST- Taxes subsumed in GST – GSTN - GSTIN - HSN Code - SAC code - GST Council – GST Rate	
II	<b>Levy and collection of GST</b>		12
		Concept of supply under GST - Scope of Supply - taxable and non-taxable supply - Interstate and intra state Supply - Mixed and Composite Supply - Principal supply - Concept of Levy of GST (Section 9-CGST Act) - Reverse Charge Mechanism (List of goods and services) - Composition Levy (Basic Provisions only) - Exemptions under GST (List only)	
III	<b>Time and Place of Supply</b>		12
		Time of supply of Goods and Services-Place of Supply (Section 10 and 12 of IGST Act 2017) – Value of Supply (Inclusions and exclusions) - Input Tax Credit - Conditions and eligibility - Manner of utilization.	
IV	<b>GST Registration</b>		12
		GST registration - Persons liable for Registration- Compulsory Registration - Procedure for Registration –	

		GST Return-Types0- Credit Notes - Debit Notes - Electronic Cash Ledger - Electronic Credit Ledger - Electronic liability ledger - Manner of payment of tax.	
V	<b>Teacher Specific Module</b>		12
		Directions: GST Portal - GST Suvidha Provider - Tax Invoice - E way Bill - GST Return Filing - Computation of GST - Basic Accounting entries - Refund Procedures.	

### Essential Readings:

1. Mehrotra & Agarwal, Goods & Service Tax & Customs Duty, Sahitya Bhawan publication, Agra
2. CA. Rohini Aggarawal & Dr. Neelam Goel, GST and Customs Law, Sultan Chand
3. Abhishek A. and Kumar Rustogi, Goods & Service Tax- New Face of Indirect Taxes in India, Taxmann Publications (P) Limited
4. Mehrotra & Agarwal, Income Tax and GST, Sahitya Bhawan publication, Agra
5. Sanjeev Agarwal and Neha Somani, GST Appeals and Appellate Procedure, Bharat Publications
6. Tarun Kr. Gupta, Practical Guide to Assessment and Audit Under GST, Bharat Publications

### Assessment Rubrics:

Evaluation Type	Marks
<b>End Semester Evaluation</b>	<b>70</b>
<b>Continuous Evaluation</b>	<b>30</b>
a) Test Paper	6
b) Test Paper	6
c) Assignment	9
d) Seminar/Viva/Article or Book Review	9
<b>Total</b>	<b>100</b>

**COURSE TITLE: PROFESSIONAL ETHICS AND CORPORATE GOVERNANCE**

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
3	VAC	100-199	KU3VACCOM100	3	45

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture per week	Practical per week	Tutorial	CE	ESE	Total	
3	-	-	25	50	75	1.5 hrs

**Course Description:**

This course provides an understanding of ethical principles and moral values relevant to the professional conduct of individuals and organizations. It explores the foundations of ethics, the role of ethical behavior in the professional world, and the importance of integrity and responsibility. The course also focuses on corporate governance practices, highlighting the mechanisms, processes, and structures through which corporations are directed and controlled. Topics include ethical theories, corporate social responsibility (CSR), stakeholder management, regulatory frameworks, and governance best practices.

**Course Outcomes:**

CO No.	Expected Outcome	Learning Domains
1	Define key concepts in professional ethics and corporate governance.	R
2	Explain ethical theories, principles, and governance frameworks in organizations.	U
3	Apply ethical reasoning to real-world professional and corporate dilemmas.	A
4	Analyze ethical issues and governance failures in business case studies.	An
5	Evaluate the effectiveness of corporate governance practices in ensuring ethics	E
6	Develop ethical codes or governance models for professional conduct.	C

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

**Mapping of Course Outcomes to PSO**

	PSO1	PSO2	PSO3	PSO4	PSO5
C01	✓		✓		✓
C02	✓	✓	✓		✓
C03	✓	✓	✓		✓
C04	✓	✓	✓		✓
C05	✓	✓	✓		✓
C06	✓		✓		✓

### COURSE CONTENT

Module	Unit	Content	Hours	Marks
<b>I</b>	<b>Introduction to Ethics and Professionalism</b>		<b>10</b>	
	1	Basics of Ethics- Meaning and definition of ethics		
	2	Importance of ethics in life and business		
	3	Types of ethics: personal, professional, and business ethics.		
	4	Concept of Professional ethics -Principles of Professional Ethics- Integrity, honesty, transparency, accountability- Fairness and respect- Conflict of interest.		
	5	Business Ethics- Meaning- Role of ethics in business success- Scope -Benefits of ethical practices -Unethical practices in business.		
	6	Factors responsible for ethical and unethical business decisions- Business ethics in India.		
<b>II</b>	<b>Corporate Social Responsibility and Ethics</b>		<b>10</b>	
	1	Introduction to Corporate Social Responsibility (CSR) Meaning and definition-Objectives- characteristics - need for CSR		
	2	Levels and phases of CSR -Principles of CSR, laws in India, and corporate examples		
	3	CSR and Business Ethics		
	4	Corporate citizenship, and ethical code of conduct		
<b>III</b>	<b>Corporate Governance – Framework and Theories</b>		<b>10</b>	
	1	Corporate Governance: Meaning, objectives, need		
	2	Key Theories: Agency, Stewardship, Stakeholder, Resource Dependency, Managerial Hegemony.		
	3	principles (fairness, accountability, responsibility,		

		transparency)		
	4	Governance Structure in India: Board of Directors, Committees (Audit, Management)- Stakeholders and shareholder roles		
IV	<b>Governance Mechanisms and Ethical Practices</b>		<b>9</b>	
	1	CII code on corporate governance – features - Various Corporate Governance forums – CACG, OECD, ICGN AND NFCG. Various Corporate Governance forums - CACG, OECD, ICGN AND NFCG.		
	2	Ethical leadership and boardroom behaviour, creating ethical culture.		
	3	Corporate governance failures – Causes of governance failures (examples)		
	4	Trends: ESG (Environmental, Social, Governance) and its relevance.		
V		<b>Teacher Specific Module</b>	<b>6</b>	
		<b>Suggested topics:</b> <b>Case Study Discussion:</b> Choose a real corporate scandal or governance success story. Assign students roles (e.g., CEO, employee, regulator) and conduct a debate. <b>Ethical Dilemma Workshop:</b> Present a hypothetical workplace dilemma. Have students brainstorm solutions and justify their reasoning. <b>Code of Ethics Drafting:</b> In groups, students create a basic “Code of Ethics” for a fictitious company. <b>Governance Audit:</b> Students review the governance report of a real company and identify strengths, weaknesses, and compliance.		

### Recommended Reading:

1. A.C. Fernando – *Business Ethics and Corporate Governance*
2. Sundar.K, Business Ethics and Value, Vijay Nichole Prints, Chennai.
3. C.S.V. Murthy – *Business Ethics and Corporate Governance*
4. Dr.S.S. Khanka – Business Ethics and Corporate Governance, S.Chand Publication.
5. N. Balasubramanian – *Corporate Governance: Contemporary Issues*

6. SEBI and Ministry of Corporate Affairs websites
7. UGC e-Pathshala content on Corporate Governance

**Assessment Rubrics:**

<b>Evaluation Type</b>	<b>Marks</b>
<b>End Semester Evaluation</b>	<b>50</b>
<b>Continuous Evaluation</b>	<b>25</b>
a) Test Paper	5
b) Test Paper	5
c) Assignment	7.5
d) Seminar/Viva/Article or Book Review	7.5
<b>Total</b>	<b>75</b>

### COURSE TITLE: COST ACCOUNTING

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
4	DSC	200-299	KU4DSCCOM207	4	60

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

**Course Description:** This course introduces the principles and practices of cost accounting essential for effective business decision-making. It covers cost concepts, material and labour cost accounting, and the treatment and allocation of overheads. The course enables students to classify, record, and analyze costs for planning, controlling, and evaluating organizational performance. It provides a foundational understanding for managerial decision-making based on cost data and insights.

#### Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1.	1 Explain the fundamental concepts, elements, and classifications of cost accounting and prepare basic cost sheets.	U
2.	2 Apply inventory control techniques and pricing methods for material issues in various business scenarios.	A
3.	3 Compute and analyze labour costs using different wage payment and incentive schemes.	An
4.	4 Allocate, apportion, and absorb overheads using appropriate distribution and absorption methods.	A
5.	5 Evaluate the effectiveness of cost accounting techniques in managerial planning, control, and decision-making.	E

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



## Mapping of Course Outcomes to PSO

	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	✓		✓	✓	
CO 2	✓			✓	✓
CO 3	✓		✓		✓
CO 4	✓		✓	✓	
CO 5	✓	✓	✓	✓	✓

## COURSE CONTENTS

### Contents for Classroom Transactions

Module	Unit	Content	Hrs
I	<b>Introduction to Cost Accounting</b>		<b>10</b>
	1	Limitations of financial accounting - Meaning and concept of cost – Elements of cost – Classifications of costs – Cost center and cost unit – Cost accounting: Meaning and Objectives	
	2	Difference between Cost Accounting and Financial Accounting – Benefits and limitations of cost accounting – Preparation of cost sheet – Ascertainment of profit	
II	<b>Accounting for Material</b>		<b>14</b>
	1	Meaning and types of material cost – Procurement of materials – Purchase procedure – Inventory management and control – Stores department – Techniques of stores control – Classification and codification – Double bin system – Stock level setting – Computation of stock levels – EOQ – Inventory turnover ratio	
	2	Perpetual inventory system – ABC Analysis – VED Analysis – JIT Analysis – Issue of materials – Methods of pricing material issues: FIFO, LIFO, Average cost methods (Simple and Weighted Average) – Material losses and its treatment: scrap, waste, defectives, spoilage	
III	<b>Accounting for Labour</b>		<b>10</b>
	1	Time keeping – Time booking – Payroll – Idle time – Overtime – Labour turnover	
	2	Systems of wage payment: Time wage system, Piece rate system – Taylor's differential piece rate system – Halsey plan – Rowan plan – Emerson's efficiency plan – Co-partnership and profit-sharing schemes	
	<b>Accounting for Overheads</b>		<b>14</b>

<b>IV</b>	1	Meaning and classification of overheads – Collection, allocation, and apportionment of overheads - Primary and secondary distribution – Direct re-distribution method – Step distribution method	
	2	Reciprocal service method – Repeated distribution method - Absorption of overheads – Treatment of under and over absorption – Overheads absorption rates – Machine Hour Rate method	
<b>V</b>	<b>Teacher Specific Module</b>		<b>12</b>
	The teacher shall focus on building a strong conceptual foundation in Cost Accounting by giving activity based problem solutions. Focus shall be placed on practical understanding of ascertainment of cost of a product, cost planning and control. The teacher shall encourage student participation through discussions, case studies and problem-solving exercises.		

#### **Essential Readings:**

- 1) Cost Accounting: Principles and Practice – M.N. Arora, Vikas Publishing House
- 2) Cost Accounting – Jawahar Lal & Seema Srivastava, Tata McGraw-Hill
- 3) Cost Accounting – S.P. Jain and K.L. Narang, Kalyani Publishers
- 4) Cost and Management Accounting – Ravi M. Kishore, Taxmann
- 5) Advanced Cost Accounting – V.K. Saxena and C.D. Vashist, Sultan Chand & Sons

#### **Assessment Rubrics:**

<b>Evaluation Type</b>	<b>Marks</b>
<b>End Semester Evaluation</b>	<b>70</b>
<b>Continuous Evaluation</b>	<b>30</b>
a) Test Paper	6
b) Test Paper	6
c) Assignment	9
d) Seminar/Viva/Article or Book Review	9
<b>Total</b>	<b>100</b>

## COURSE TITLE: BUSINESS LEGAL ENVIRONMENT

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
4	DSC	200-299	KU4DSCCOM208	4	60

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

### Course Description:

This course offers a foundational understanding of the Indian Contract Act, focusing on the essential elements that constitute a valid contract. Students will explore the key principles of contract formation, including offer, acceptance, consideration, capacity and free consent. The course further distinguishes between valid, void and voidable contracts and elaborates on breach of contract and the legal remedies available. Moreover, it emphasises on specific contracts such as indemnity, guarantee, agency and bailment, as well as the Sale of Goods Act.

### COURSE OUTCOMES

CO No.	Expected Outcome	Learning Domains
1	Understand the nature of agreements, contracts and the essential elements of a valid contract	<b>U</b>
2	Differentiate between valid, void, voidable, illegal, and unenforceable contracts	<b>An</b>
3	Understand the breach of contract and remedies available for a breach of contract	<b>U</b>
4	Interpret the legal framework and practical implications of special contracts such as indemnity, guarantee, agency, bailment and provisions under the Sale of Goods Act.	<b>A</b>

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

### Mapping of Course Outcomes to PSO

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

## COURSE CONTENTS

### Contents for Classroom Transactions:

Module	Unit	Content	Hrs
<b>I</b>	<b>Indian Contract Act</b>		<b>12</b>
	1	Indian Contract Act 1872 - Objects - Contract: Meaning and Definition – Essentials of valid contract –Classification of Contract	
	2	Offer: Meaning and Definition- Essential elements - Types of Offers – Revocation of Offer - Acceptance: Meaning and Definition – Essentials –Communication of offer and acceptance	
	3	Consideration: Meaning and Definition – Essentials – Stranger to the consideration- Exceptions to consideration	
	4	Capacity to Contract- Minor-Unsound mind persons - Persons disqualified by law	
<b>II</b>	<b>Free consent and Legality of object</b>		<b>10</b>
	1	Free consent: Meaning – Coercion – Undue influence – Misrepresentation – Fraud – Mistake (Basic concepts of these 5 elements)	
	2	Legality of object – Contracts expressly declared to be void	
	3	Wagering contract and Contingent contract	
	4	Quasi Contract and types.	
<b>III</b>	<b>Performance and Discharge of Contract</b>		<b>12</b>
	1	Performance of Contract – Modes of performance- Tender and its essentials	
	2	Discharge of Contract- Ways of discharging contract	
	3	Breach of Contract-Remedies of breach of contract	
<b>IV</b>	<b>Special Contracts and Sale of Goods Act</b>		<b>14</b>
	1	Special Contracts – Indemnity contracts – Guarantee contracts – Differences between Indemnity and Guarantee contracts — Kinds of Guarantee - Rights, duties and discharge of Surety	
	2	Contract of Agency – Creation and termination of Agency	
	3	Bailment – Essentials – Kinds of Bailment – Rights and duties of Bailer and Bailee	
	4	Sale of Goods Act – Sale and Agreement to sell – Conditions and Warranties – Express and Implied – Doctrine of Caveat Emptor.	
	<b>Teacher Specific Module</b>		<b>12</b>
	Case law discussions and important judgments can be used to help students understand how laws work in real life. To keep		

<b>V</b>	students active and interested, the teacher can conduct group activities like role-plays on making and breaking contracts, debates on topics like free consent and legality of agreements, and quiz competitions. Simple problem-solving tasks and small case studies can also be given to help students think clearly and understand legal situations better.	
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### **Suggested Readings:**

- 1) R S N Pillai & Bagavathi, Business Law, Sultan Chand & Sons
- 2) Kapoor N.D., Elements of Mercantile Law, Sultan Chand & Sons
- 3) Chawla, Garg & Sarin, Mercantile Law, Kalyani Publishers
- 4) L R Potti, Business and Corporate Law, Yamuna Publications

### **Assessment Rubrics:**

<b>Evaluation Type</b>	<b>Marks</b>
<b>End Semester Evaluation</b>	<b>70</b>
<b>Continuous Evaluation</b>	<b>30</b>
a) Test Paper	6
b) Test Paper	6
c) Assignment	9
d) Seminar/Viva/Article or Book Review	9
<b>Total</b>	<b>100</b>

**COURSE TITLE : ENTREPRENEURSHIP DEVELOPMENT**

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
4	DSC	200 - 299	KU4DSCCOM209	4	60
Learning Approach (Hours/ Week)			Marks Distribution		
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total
4	-	-	30	70	100
					Duration of ESE (Hours)
					2

Course Description: This course intends to provide a basic understanding of Entrepreneurship. It explains the concept of Student entrepreneurship- concept and importance. Through this course student will be able understand the importance of entrepreneurs in the economic development of a nation. Students can identify the different types of entrepreneurs and strengthen their skill and quality as an entrepreneur. The course helps to understand the financial support or schemes of financial institutions for entrepreneurs to start new ventures.

**Course Outcomes:**

CO No.	Expected Outcome	Learning Domains
1	Understand the concept Entrepreneurship, features and importance	U
2	Enhance knowledge on entrepreneurial motivation, entrepreneurial competencies, institutional efforts and role of Government in developing entrepreneurship	E
3	Identify the factors affecting Entrepreneurial Growth	I
4	Analyze the Problems of MSMEs, Steps for starting SSIs/MSMEs and measures taken by the Government for the promotion of MSMEs	A
5	Apply the knowledge on financial support or schemes of financial institutions for entrepreneurs to start new ventures.	Ap

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

**Mapping of Course Outcomes to PSO**

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

## COURSE CONTENTS

**Contents for Classroom Transactions:**

Module	Unit	Content	Hrs
<b>I</b>	<b>Introduction to Entrepreneur and Entrepreneurship</b>		<b>12</b>
	1	Meaning and Definition of Entrepreneur- Characteristics of an Entrepreneur- Definition of Entrepreneurship- Nature and Characteristics of Entrepreneurship	
	2	Entrepreneur vs Manager- Types of Entrepreneurship - Student entrepreneurship- concept and importance	
	3	Role of first generation entrepreneurs. Intrapreneur- Qualities of a Successful Entrepreneur- Innovations and entrepreneurship.	
<b>II</b>	<b>Entrepreneurial Growth</b>		<b>12</b>
	1	Factors affecting Entrepreneurial Growth - Barriers to entrepreneurship – Environmental - Barriers –Personal Barriers- Social Barriers - motives influencing entrepreneurs	
	2	Women Entrepreneurship- problems and challenges of women entrepreneurs-Remedies to solve the problems of women entrepreneurs -Assistance available to women entrepreneurs	
	3	Rural entrepreneurship- Social entrepreneurship -role of entrepreneur in Economic development	
	<b>Entrepreneurial Motivation</b>		<b>12</b>
	1	Motivating factors -Achievement Motivation -Entrepreneurial competencies – Meaning-Developing competencies-Types of Entrepreneurial competencies	

<b>III</b>	2	Institutional efforts and role of Government in developing entrepreneurship- Entrepreneurship Development Programme (EDP) - Need- Objectives-Course content and curriculum of EDP.	
	3	Phases of EDP, Stories of successful entrepreneurs. Loans and advances available for entrepreneurs -schemes of financial institutions- startups	
	4	Role of universities and colleges in developing entrepreneurship-Role of NGOs- entrepreneurial ecosystem in Kerala	
<b>IV</b>	<b>Micro, Small &amp; Medium Enterprises</b>		<b>12</b>
	1	Micro, Small & Medium Enterprises- MSMED Act 2006 - Characteristics- Objectives-Advantages MSMEs- Disadvantages of MSMEs	
	2	Role and Importance of MSMEs in developing countries- Problems of MSMEs-Steps for starting SSIs/MSMEs	
	3	Measures taken by the Government for the promotion of MSMEs : Administrative framework, Policy instruments- Industrial Estates-Features and advantages of Industrial Estates	
	4	Entrepreneurship incubators- MSMEs- Incentives and subsidies- Advantages of incentives and subsidies-Need for incentives and subsidies	
<b>V</b>	<b>Teacher Specific Module</b>		<b>12</b>
	Conduct Class room presentations, discussions, conducting seminars on Startups in Kerala -Role of Kerala startup missions, Govt 's initiatives to boost startups. Visit nearest institutions of successful entrepreneur.		

### Suggested Readings:

1. Desai, Vasant. Dynamics of Entrepreneurial Development and Management. Mumbai, Himalaya Publishing House.
2. Panda, Shiba Charan. Entrepreneurship Development. New Delhi, Anmol Publications
3. Entrepreneurship : R.V. Badi& N V Badi
4. Kao, John J. The Entrepreneurial Organization. Englewoods Cliffs, New Jersey: Prentice-Hall.
5. SIDBI Reports on Small Scale Industries Sector.
6. Singh, Nagendra P. Emerging Trends in Entrepreneurship Development. New Delhi: ASEED
7. Entrepreneurial Development : P. Saravanavel
8. Entrepreneurship Development : S.S. Khanka
9. Entrepreneurial Development :C. B Gupta and N.P Sreenivasan
10. A complete Guide to Successful Entrepreneurship; G.N. Pandey



11. Business and Society Davis Keith and Williams C. Fredarick
12. Entrepreneurship : Robert D Hisrich and Michael P Peters
13. MSME Act 2006

**Assessment Rubrics:**

<b>Evaluation Type</b>	<b>Marks</b>
<b>End Semester Evaluation</b>	<b>70</b>
<b>Continuous Evaluation</b>	<b>30</b>
a) Test Paper	6
b) Test Paper	6
c) Assignment	9
d) Seminar/Viva/Article or Book Review	9
<b>Total</b>	<b>100</b>

**COURSE TITLE: OFFICE SECRETARYSHIP AND PRACTICES**

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
4	SEC	100-199	KU4SECCOM100	3	45

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture per week	Practical per week	Tutorial	CE	ESE	Total	
3	-	-	25	50	75	1.5 Hours

**Course Description:**

This course provides comprehensive training in the principles and practices of modern office secretaryship, with a strong emphasis on administrative effectiveness, communication proficiency, and digital competence. It equips students with the knowledge and skills required to perform secretarial duties in both traditional and technology-driven office environments. Through a blend of theory and hands-on practice, students will gain familiarity with office procedures, professional correspondence, scheduling, record-keeping, and the use of contemporary office software. The course also focuses on ethical practices, organizational behavior, and interpersonal skills critical to a secretary's role. Designed to prepare students for administrative and support roles across sectors, the course integrates case studies, simulations, and practicum-based learning to bridge the gap between academic concepts and workplace applications.

**Course Outcomes:**

CO No.	Expected Outcome	Learning Domains
1	Understand the fundamental concepts of office secretaryship	U, R
2	Apply knowledge of office management practices and procedures	A
3	Demonstrate proficiency in written and oral business communication	A
4	Utilize modern office technology and digital tools for secretarial tasks	A
5	Exhibit practical secretarial skills through simulated and real-world activities	C

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

## Mapping of Course Outcomes to PSO

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

## COURSE CONTENTS

### Contents for Classroom Transactions:

Module	Unit	Content	Hours	Marks
<b>I</b>		<b>Fundamentals of Office Secretaryship</b>	<b>9</b>	
	1	Definition, nature and scope of office secretaryship		
	2	Types of secretaries: Personal, Company, and Executive Secretaries		
	3	Attributes of a professional secretary		
	4	Importance of confidentiality and ethical conduct		
	5	Role of secretary in corporate governance		
<b>II</b>		<b>Office Management and Procedures</b>	<b>9</b>	
	1	Office organization structure and hierarchy		
	2	Routine office procedures: filing, indexing, mailing, record-keeping		
	3	Time management and scheduling		
	4	Maintenance of office equipment and supplies		
	5	Disaster preparedness and risk management in office		
<b>III</b>		<b>Business Communication and Interpersonal Skills</b>	<b>9</b>	
	1	Types of communication: verbal, non-verbal, written and digital		
	2	Drafting official correspondence: notices, memos, minutes, circulars		
	3	Email and online communication etiquette		
	4	Public relations and media handling basics		

	5	Listening skills, conflict resolution, and teamwork		
<b>IV</b>		<b>Office Technology and Digital Tools</b>	<b>9</b>	
	1	Introduction to office automation tools: MS Office, Google Workspace		
	2	Use of spreadsheets for data management		
	3	Calendar and scheduling tools (Google Calendar, Outlook)		
	4	Cloud storage and data security essentials		
	5	.Virtual meeting platforms (Zoom, MS Teams, Google Meet)		
<b>V</b>		<b>Teacher Specific Module</b>		
		<b>Suggested Activities (to be included along with theory):</b> <ol style="list-style-type: none"> <li>1. Hands-on sessions in drafting letters, notices, and meeting minutes.</li> <li>2. Simulate real office settings with virtual secretary tasks.</li> <li>3. Practice email writing, telephonic conversations, and mock meetings.</li> <li>4. Exercises on MS Word, Excel, PowerPoint, and collaborative tools. Maintenance of work record is essential.</li> <li>5. Visit to a corporate office or exposure to secretarial duties and drafting a visit report with experience, unique practices found and suggestions for improvement in administration.</li> <li>6. Hosting, administering and transacting meeting via digital platforms.</li> </ol>	<b>9</b>	

### Essential Readings:

1. Chadha, N. (2012). *Office Management and Secretarial Practice*. New Delhi: Vikas Publishing House.

2. Raman, M. & Sharma, S. (2016). *Business Communication and Office Management*. New Delhi: Oxford University Press.
3. Pal, P. & Saha, P. (2013). *Business Communication: A Practical Approach*. New Delhi: Prentice-Hall.
4. Banerjee, B. (2008). *Secretarial Practice and Office Management*. Kolkata: Chhaya Prakashani.
5. Vijay, S. (2010). *The Modern Secretary: Office Management and Communication*. New Delhi: Kalyani Publishers.
6. Rajendra, P. & Rani, M. (2015). *Business Communication and Office Procedures*. New Delhi: PHI Learning Pvt. Ltd.
7. Nayak, A. & Mishra, N. (2017). *Office Management & Secretarial Practice*. Mumbai: Himalaya Publishing House.
8. Rao, P. S. (2016). *Office Management and Administrative Procedures*. New Delhi: New Age International Publishers.
9. Steiner, G. (2010). *Office Procedures for the Twenty-First Century*. New York: Cengage Learning.
10. Adams, R. & Goleman, D. (2009). *Emotional Intelligence in the Workplace: A Secretarial Guide*. London: HarperCollins.
11. Katherine, M. & Satterlee, B. (2018). *Effective Communication and Interpersonal Skills for Office Secretaries*. New York: McGraw-Hill.

#### **Assessment Rubrics:**

<b>Evaluation Type</b>	<b>Marks</b>
<b>End Semester Evaluation</b>	<b>50</b>
<b>Continuous Evaluation</b>	<b>25</b>
a) Test Paper	5
b) Test Paper	5
c) Assignment	7.5
d) Seminar/Viva/Article or Book Review	7.5
<b>Total</b>	<b>100</b>

**COURSE TITLE: CONSUMER RIGHTS AND PROTECTION**

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
4	VAC	100-199	KU4VACCOM101	3	45

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture per week	Practical per week	Tutorial	CE	ESE	Total	
3	-	-	25	50	75	1.5 Hours

**Course Description:** This course provides a foundational understanding of consumer rights, responsibilities, and protection mechanisms in a market-driven economy. It explores the legal framework governing consumer protection, including the Consumer Protection Act and related laws, and the role of regulatory authorities and redressal agencies. Students will gain insight into consumer grievances, unfair trade practices, and the mechanisms available for seeking justice. The course aims to create informed and responsible consumers and encourages awareness about ethical business practices.

**Course Outcomes:**

CO No.	Expected Outcome	Learning Domains
1	Understand the concept of consumer rights and the importance of consumer awareness.	R
2	Explain the provisions of the Consumer Protection Act and related legislations.	U
3	Identify various unfair trade practices and consumer grievances.	A
4	Evaluate the roles of consumer forums and regulatory authorities in redressal.	E
5	Apply knowledge of consumer rights to real-life situations and case studies	A
6	Promote ethical consumption and responsible consumer behavior in society	C

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

**Mapping of Course Outcomes to PSO**

	PSO1	PSO2	PSO3	PSO4	PSO5
CO1		✓	✓		✓
CO2	✓	✓	✓		✓
CO3		✓	✓		✓
CO4		✓	✓		✓
CO5	✓	✓	✓	✓	✓
CO6		✓	✓		✓

### COURSE CONTENTS

Module	Unit	Content	Hours	Marks
I		<b>Fundamentals of Consumer Rights</b>	<b>10</b>	
	1	Consumer – Meaning and definition- Concept and Importance of Consumer Rights		
	2	Consumer Rights – Meaning & Definition -History and development of the consumer movement-		
	3	Basic Consumer Rights - Right to safety, Right to be informed, Right to choose, Right to be heard, Right to redress, Right to consumer education.		
	4	Consumer responsibilities and ethical consumption- Importance of Consumer Awareness in a market economy.		
II		<b>Legal and Institutional Framework for Consumer Protection.</b>	<b>12</b>	
	1	Consumer Protection Act, 2019 - Objectives and significance and Key definitions: Consumer, complaint, defect, deficiency, unfair trade practices.		
	2	Consumer Redressal Mechanism – Structure and powers of District, State, and National Commissions; jurisdiction and appeal process		
	3	Filing a Complaint – Procedure, time limits, fees, and required documentation		
	4	Regulatory and Government Agencies – Role of Central/ State Governments.		
	5	brief overview of FSSAI, SEBI, TRAI, RBI, and IRDAI		
	6	Consumer Organizations and Online Redressal – Role of NGOs and major platforms like NCH, CPGRAMS		
III		<b>Consumer Protection in the Digital Era</b>	<b>8</b>	
	1	Consumer Issues in the Digital Era- E-commerce rights,		

		data privacy, online frauds		
		Cyber grievance redressal mechanisms		
	2	Unfair & Misleading Trade Practices – Misleading ads, defective products, product liability, and unfair contract terms		
		<b>Consumer Empowerment and Ethical Practices</b>	<b>6</b>	
<b>IV</b>	1	Importance of consumer literacy and education		
	2	Consumer awareness campaigns		
	3	Role of educational institutions and media in consumer protection		
	4	Corporate Social Responsibility (CSR) in promoting ethical business conduct		
		<b>Teacher Specific Module</b>	<b>9</b>	
<b>V</b>		<b>Suggested topics:</b>		
		<ul style="list-style-type: none"> <li>• Group discussions on common consumer issues</li> <li>• Debates on the recent issues on consumer Protection</li> <li>• Role-play of consumer court proceedings</li> <li>• Analysis of real or fictional consumer complaint cases</li> <li>• Guest lectures from legal professionals or consumer rights activists.</li> </ul>		

### **Recommended Reading:**

1. Consumer Protection Act, 2019 (Bare Act)
2. N.R. Nair & S. Santhi – Consumer Protection in India
3. Suresh Misra & Sapna Chadah – Consumer Protection in India: Issues and Concerns
4. Aggarwal, V. K. Consumer Protection: Law and Practice
5. Girimaji, Pushpa : Consumer Right for Everyone Penguin Books
6. Dr. Avtar Singh, Eastern Book Company

### **Websites :**

1. <https://consumeraffairs.nic.in>



2. <https://consumerhelpline.gov.in>
3. <https://egazette.nic.in>
4. <https://epgp.inflibnet.ac.in>

**Assessment Rubrics:**

<b>Evaluation Type</b>	<b>Marks</b>
<b>End Semester Evaluation</b>	<b>50</b>
<b>Continuous Evaluation</b>	<b>25</b>
a) Test Paper	5
b) Test Paper	5
c) Assignment	7.5
d) Seminar/Viva/Article or Book Review	7.5
<b>Total</b>	<b>100</b>

**COURSE TITLE: ENVIRONMENTAL STUDIES AND DISASTER MANAGEMENT**

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
4	VAC	100-199	KU4VACCOM102	3	45

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture per week	Practical per week	Tutorial	CE	ESE	Total	
3	-	-	25	50	75	1.5 hrs

**Course Description:** This course introduces students to key environmental concepts, major ecological issues, and the legal framework for environmental protection in India. It highlights the impact of pollution, climate change, and industrial activities on the environment, along with the role of businesses in promoting sustainability. Students will also learn about disaster management, covering both natural and man-made hazards, and strategies for preparedness and mitigation

**Course Outcomes:**

CO No.	Expected Outcome	Learning Domains
1	Recall basic concepts of environment, pollution, and disaster management.	R
2	Understand the causes and impacts of environmental degradation and disasters on society and business.	U
3	Apply environmental laws, pollution control measures, and disaster response strategies in real-life scenarios.	A
4	Analyze the relationship between economic development, sustainability, and environmental ethics	E
5	Evaluate government policies, business practices, and technologies for environmental compliance and disaster resilience.	A
6	Design solutions for sustainable practices or local disaster management strategies through innovative or case-based learning.	C

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

**Mapping of Course Outcomes to PSO**

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

CO3	✓	✓	✓	✓	✓
CO4	✓	✓	✓	✓	✓
CO5	✓	✓	✓	✓	✓
CO6	✓	✓	✓	✓	✓

### COURSE CONTENTS

Module	Unit	Content	Hours	Marks
I		<b>Environmental Studies and Legal Framework</b>	<b>10</b>	
	1	Environment: Definition and components – Atmosphere, Hydrosphere, Lithosphere, Biosphere		
	2	Importance and scope of environmental studies- Key environmental issues: deforestation, mining, water depletion		
	3	Overview of major environmental movements: Chipko & Silent Valley		
	4	Environmental Protection Act, 1986 – Basic provisions and business implications.		
	5	Environmental Impact Assessment (EIA) – Meaning and relevance		
	6	ESG and eco-labeling		
II		<b>Environmental Pollution and Industrial Compliance</b>	<b>11</b>	
	1	Pollution- Major types of pollution: air, water, soil – causes and effects		
	2	Global environmental challenges: Climate change, global warming, ozone depletion, acid rain		
	3	Industrial compliance: norms and penalties		
	4	Role of industries in compliance and social responsibility		
	5	Green tech, carbon credit, Blockchain (Brief mention)		
III		<b>Sustainability and Disaster Management</b>	<b>10</b>	
	1	Sustainable vs. Unsustainable development-		
	2	Environmental hazards and Disaster: Meaning, types: natural & man-made – meaning and example		
	3	Endogenous Hazards: volcanic eruption-Earth quakes-Landslides		
	4	Exogenous Hazards: infrequent events, cyclones-lightning-		

		hailstorms.		
	5	Cumulative atmospheric hazards/disasters: floods-Droughts-Heat waves- Extra planetary hazards/disasters.		
	6	Man induced hazards and disasters: physical hazards/disaster-soil erosion-chemical hazards/disaster.		
IV		<b>Disaster Management Phases and Community Preparedness</b>	<b>8</b>	
	1	Phases of disaster management: 1) pre-disaster stage(preparedness), Emergency stage, post disaster stage		
	2	Institutional framework of disaster management-disaster mitigation institutions.		
	3	Community involvement in disaster management- SDGs and community preparedness using digital tools		
	4	Education on disaster, role of media		
V		<b>Teacher Specific Module</b>	<b>6</b>	
		<b>Suggested topics:</b> <ul style="list-style-type: none"> <li>• Climate Finance and Environmental Accounting</li> <li>• Waste-to-Wealth Start-up Models</li> <li>• Green Audit in Colleges</li> <li>• Case Study: Kerala Floods or Cyclone Amphan</li> </ul>		

### Recommended Reading:

1. *Environmental Science* – Cunningham, TMH
2. *Environmental Studies* – A.K. De, New Age International
3. *Environmental Management* – N.K. Oberoi, Excel Books
4. *Environmental Pollution Control Engineering* – C.S. Rao, New Age International
5. *Ecosystem Principles and Sustainable Agriculture* – Sithamparanathan, Scitech
6. *Disaster Management* – R.B. Singh, Rawat Publications
7. *Disaster Management* – H.K. Gupta, University Press

8. *An Overview of Natural and Man-Made Disasters and Their Reduction* – R.K. Bhandani, CSIR

**Assessment Rubrics:**

<b>Evaluation Type</b>	<b>Marks</b>
<b>End Semester Evaluation</b>	<b>50</b>
<b>Continuous Evaluation</b>	<b>25</b>
a) Test Paper	5
b) Test Paper	5
c) Assignment	7.5
d) Seminar/Viva/Article or Book Review	7.5
<b>Total</b>	<b>100</b>