15OEL231

ADVERTISING 3 0 0 3

Unit 1
Evolution of advertising; Social and economic effects of advertising; Advertising agency system; advertising budget; Legal and ethical aspects of advertising;

Unit 2
Marketing; Market segmentation; Social marketing; Consumer behaviour; Factors influencing consumer behaviour, buying behaviour, buying decision process;

Unit 3
Planning advertising campaigns; Advertising copy, visualization, illustration, layout, headline, body, colour, trademarks, slogans; Television and Radio commercials; Media selection, newspaper, magazines, radio, television, Internet, outdoor, direct mail;

Unit 4
Industrial advertising; Retail advertising; Corporate advertising; Public service advertising;

Unit 5
Evaluation of advertising effectiveness, methods of measurement. Pre-testing and post – testing methods.

BOOKS RECOMMENDED:
B.S. Rathor; Advertising management
Chunnawala: Advertising theory and Practice
Sandage and others: Advertising: Theory and Practice
Thomas Russell and Glenn Vernill: Otto clepperter's advertising Procedure
Manendra Mohan: Advertising Management: Concepts and cases
Philip Kotler: Marketing Management
David Aaker and George day: Marketing Research
Mahendra Mohan: Advertising Management: Concepts and Cases
Frank Jefkins: Advertising Made Simple

15OEL232

BASIC STATISTICS 3 0 0 3

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

References:
3. Dr. S.P Gupta - Statistical Methods, Sultan Chand & Sons, New Delhi.

15OEL233

CITIZEN JOURNALISM 3 0 0 3

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

Unit 1
Introduction: Highlighting development problems of rural areas; Pathetic condition of infrastructure in rural areas.

Unit 2
Lack of connectivity – bad roads or lack of roads.

Unit 3
Lack of potable water – women having to trek distances to fetch drinking water for the family.

Unit 4
The story of electrification of villages – Official claims and reality. Schools without teachers, primary health centres without doctors.
Unit 5
Farmers caught in between labour shortage, high wages, rising cost of inputs and indebtedness due to crop failure and middlemen taking the profit from farm products.

REFERENCES:

15OEL234 CREATIVE WRITING FOR BEGINNERS 3 0 0 3

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

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

Unit 1
Introduction to Creative Writing – meaning and context of using creative writing, Difference between creative writing and functional writing.

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

Unit 2
Imaginative writing – idiomatic expression, use of imagery, figurative language, playing with words.

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

Unit 3
Narrating anecdotes, blog writing, discussion through SMS/ WhatsApp.

Unit 4
Short story writing – Narration and description – setting the plot, rising action, climax, falling action, resolution.

REFERENCE BOOKS:
4. Write from the Heart: Unkinking the power of your creativity, Hal Zina Bennet, California Wew World Library, 2001

15OEL235 DESKTOP SUPPORT AND SERVICES 3 0 0 3

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

Unit 1
Fundamentals of computers

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

Unit 3

Unit 4
Operating System
Unit 5
Trouble shooting - Complete introduction & Troubleshooting, Antivirus free and paid version, Downloading the Drivers from Internet, Installation of Drivers.

REFERENCES:
1. PC AND CLONES Hardware, Troubleshooting and Maintenance B. Govindarajalu, Tata McGraw-Hill Publication
2. PC Troubleshooting and Repair Stephen J. Bigelow, Dream tech Press, New Delhi

LAB Requirements
Required Accessories for Hardware Course
1. Basic Measuring Instruments Multi-meters
3. All generations Motherboard, Processor, Ram.
4. Expansion Card and Cables.
5. All Ports, SMPS and UPS.
7. Printer, Monitor, Speakers.
8. Keyboard, Mouse, Modem.
9. Installation Kit (Bootable CD, Windows CD, All Software CD.)
10. Tool Kit.
   • Secure Driver with all bit.
   • Soldering with Solder and Paste.
   • Desoldering Pump.
   • Digital and Analog Multi-Meter.
   • Screw driver set
   • Internet connectivity.

15OEL236 DEVELOPMENT JOURNALISM 3 0 0 3

Unit 1
Large-scale migration from rural to urban areas: causes and consequences. Statistics, unemployment, education, health, insurgency (lack of security), lack of infrastructure.

Unit 2
‘Pull’ and ‘Push’ factors: Urban centres provide better scope for earning livelihood through employment in industries, transport, construction, trade, services etc. They act as magnets by offering modern facilities and ‘pull’ people from the rural areas, while unemployment, hunger and starvation and lack of means of livelihood “push” people out of villages into towns and cities.

REFERENCES:
1. Effects of internal Migration and Net Emigration on a City – Smriti Chand
2. 4 Major causes of Migration in India – Smriti Chand
3. Human Migration (Cause, Kinds and Theories) - Negi Mohita

15OEL237 DIGITAL PHOTOGRAPHY 3 0 0 3

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

Unit 1
Introduction to photography, role of photographer, Types of cameras - Film camera, Digital Camera, image file types.

Unit 2
SLR - Camera functions and Types of Lenses.

Unit 3
Rules of composition, Types of shots.

Unit 4
Lighting, Natural lighting, flash, studio lights, creative lighting etc.

Unit 5
Types of photographers, Post processing, image editing.

TEXTBOOKS:
1. The Basic Book of Photography by Tom Grimm and Michele Grimm, 4th Edition
15OEL238  EMOTIONAL INTELLIGENCE  3 0 0 3

Unit 1
Emotional Intelligence: Intelligence Quotient - IQ, Concept of Emotional Intelligence, History and origin of Emotional Intelligence, Science of Emotional Intelligence, Scope of Emotional Intelligence

Unit 2

Unit 3

Unit 4
Emotional Intelligence at Work place: Importance of Emotional Intelligence at Work place Cost - savings of Emotional Intelligence, Emotionally Intelligent Leaders, Case Studies

Unit 5
Measuring Emotional Intelligence: Emotional Intelligence Tests, Research on Emotional Intelligence, Developing Emotional Intelligence

REFERENCES:

15OEL239  ESSENCE OF SPIRITUAL LITERATURE  3 0 0 3

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

REFERENCES:
1. Max Muller, The Upanishad, Max Muller, Vedic Hymns
2. Swami Chinnayananada - Bhagavath Gita
3. The Gospel of Jesus Christ.
4. Legge James, Confusionism
5. Kushner, Lawerence, Jewish Mystical Spirituality
6. Rahula, Walpola, What the Buddha Taught
7. Lings Martin, What is Sufism
8. iyenga B.K.S, Light on Yoga
9. Harish Johari, Chakras: Energy Centers of Transformation

15OEL240  FILM THEORY  3 0 0 3

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

Unit 1
Introduction - Basic stages of cinema production, Pre-production, Production, Post-production, Introduction to Lighting.

Unit 2
Indian Cinema - Early Indian cinema, History of Malayalam cinema, Key directors in Malayalam cinema, Key technicians in Malayalam cinema
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**Unit 3**

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

**Unit 4**

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

**Unit 5**

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

**TEXTBOOKS:**

Film Art: An Introduction - David Bordwell, Kristin Thompson
Malayala Cinemayude Katha - Vijayakrishnan

**REFERENCES:**

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

**15OEL241 FUNDAMENTALS OF NETWORK ADMINISTRATION  3 0 0 3**

**Objectives:**

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

**Unit 1**

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

**Unit 2**

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

**Unit 3**

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

**Unit 4**

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

**Unit 5**

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

**REFERENCES:**

1. Networking Complete, BPB Publication
2. Computer Networking - Andrew S. Tanenbaum

**15OEL242 GENDER STUDIES  3 0 0 3**

**Objective:**

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

**Unit 1**

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

**Unit 2 Fiction**

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

**Unit 3 Fiction**

One Part Woman - Perumal Murugan

**Unit 4 Drama**

Dance like a Man - Mahesh Dattani

**Unit 5 Short story**

Quilt - Ismat Chughtai

**15OEL243 GLIMPSES OF INDIAN ECONOMY AND POLITY  3 0 0 3**

**Unit 1**

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

Unit 2
The structure of ancient Indian polity – Rajamandala and Cakravartins – Prajamandala Socio-economic elements from the two great Epics – Ramayana and Mahabharata Sarasvati - Sindhu Civilization and India’s trade links with other ancient civilizations - states and cities of the Indo-Gangetic plain

Unit 3

Unit 4

Unit 5

REFERENCES:
1. The Cultural Heritage of India. Kolkata: Ramakrishna Mission Institute of Culture.

SYLLABI UG Programmes 2015 admissions onwards


15OEL244 GRAPHICS AND WEB DESIGNING TOOLS 3 0 0 3

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

Unit 1
Introduction to Computer Graphics Definition, Application, Pixel, Frame Buer, Raster and Random Scan display.

Unit 2

Unit 3
Sound – Analog and Digital Sound – Quantization – Sampling – Sampling Rate – Sound Types.

Unit 4
Introduction to Adobe Photoshop – Image editing tools, Tracing, Static web page template designs creation – slicing – Various aspects of a static webpage.

Unit 5
Introduction to Dream viewer - tables and tools – Dynamic web page template design creation - Animations – 2D, 21/2 D and 3D perceptions with examples.

REFERENCES:
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**15OEL245 GREEN MARKETING**

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

**Unit 1 Introduction to Green Marketing**

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

**Unit 2 Green Marketing Mix (GMM) and Sustainability**

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

**Unit 3 Methods of implementation of Sustainability and Green Marketing**

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

**Unit 4 Role of functional groups in Green Marketing**

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

**Unit 5 Governance and Legal Institutions**

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

**TEXTBOOKS AND REFERENCES:**

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

**15OEL246 HEALTHCARE AND TECHNOLOGY**

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

**Unit 1**

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

**Unit 2**


**Unit 3**


**Unit 4**

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

**Unit 5**

Integrated Health information systems, cost effectiveness; Networks, PSTN, ISDN, VSAT, T1, information compression, storage and transmission standards, wireless telemetry, e-health and telemedicine and applications.

**TEXTBOOKS’ REFERENCES:**


**15OEL247 HISTORY OF ENGLISH LITERATURE**

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

**Unit 1**

The Social and Literary context: Medieval and Renaissance (Evolution of English Language and Literature).
Unit 2
Restoration to the Romantic Age (Social Background and its influences).

Unit 3
The Victorian Society and Literature (features, effects on the globe).

Unit 4
Modernism and after (Social transformation, Science, World Wars).

Unit 5
Assignment, Seminar Discussion & Term Test

REFERENCES:
1. William J Long - English Literature, FQ Books Publication
2. Pramod K Nayar - A Short History of English Literature, Cambridge University Press
3. Ifor Evans - A Short History of English Literature, Penguin Books

15OEL248 INDIAN WRITING IN ENGLISH 3 0 0 3

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

Unit 1
Introduction to Indian writing in English - development and growth of poetry, fiction and drama - trends of Indian writing in English.

Unit 2 Poetry
Nissim Ezekiel: Goodbye party for Miss Pushpa T.S;
Kamala Das: An Introduction
A.K.Ramanujan: A River

Unit 3 Short Stories
Rabindranath Tagore: My Boyhood Days
Khushwant Singh: The Portrait of a Lady

Unit 4 Fiction
R.K.Narayan: The Vendor of Sweets

15OEL249 INDUSTRIAL RELATIONS AND LABOUR WELFARE 3 0 0 3

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

Unit 1
Industrial relations - industrial disputes - causes - handling and settling disputes - employee grievances - steps in grievance handling - causes for poor industrial relations - remedies.

Unit 2

Unit 3

Unit 4
The Industrial Disputes Act 1947 - The Trade Union Act, 1926.

Unit 5
The Payment of Wages Act, 1936 - The Employee’s State Insurance Act, 1948

REFERENCE BOOKS:
1. P.C.Tripathi - Personnel Management & Industrial Relations, Sultan Chand
2. C.B.Mamoria - Dynamics of Personnel Management, Himalaya Publishing
**SYLLABI**

**UG Programmes**

**2015 admissions onwards**

**15OEL250**  
INTRODUCTION TO ANCIENT INDIAN YOGIC AND VEDIC WISDOM  
3 0 0 3

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

**Unit 1**  
Ayurvedic, Yogic and Vedic Lifestyle: Introduction to Ayurveda, Yoga and Veda, life and lifestyle, daily routine according to Ayurveda, Yoga and Veda like ablution and food system.

**Unit 2**  
Over view of Indian Philosophy: Introduction to Indian Philosophies, difference between Indian Philosophies and western Philosophies, Basic idea on various Indian Philosophies.

**Unit 3**  
Human mind: States of mind, virtues & vice, causes for distraction, ways to gain one pointed mind.

**Unit 4**  
Eight Limbs of Yoga: Introduction to Yoga Philosophy, benefits of Yoga, goal of yoga, explanation on Eight Limbs of Yoga.

**Unit 5**  
Bhagavadgita: Glory of the Bhagavadgita, Human life according to the Bhagavadgita, solution for sufferings, self management.

**REFERENCE BOOKS:**

1. Bhagavad Gita – Commentary by Swami swarupananda, Advaita Ashrama
2. Paatanjala Yogasutra – Commentary by Swami Gambhirananda, Ramakrishna mission
3. Yogopanishath
4. Ayuvrjina Ratnakaraha – Yogendranath, Rashtriya Samkrita Samsthanam

**15OEL251**  
INTRODUCTION TO COMPUTER HARDWARE  
3 0 0 3

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

**Unit 1**  
Hardware Basics – Generation of computers, Types of computers, Parts of a computer, and Functions of System Modules, Front and rear panel view of system, Safety information while disassembling PC – Internal structure of PC.

**Unit 2**  
Motherboards: Components and Architecture, features, components, form factor, processor support, BIOS, IDE and SATA Connectors, External interfaces and connectors, troubleshooting and maintenance of Mother Boards.

**Unit 3**  
Popular CPU Chips and their Characteristics, Processor Architecture - Processor specifications - installing and uninstalling processor - CPU Overheating issues – common problems and solutions.

**Unit 4**  
Memory and Storage: Memory features – Types of memory – working - Installing and uninstalling memory modules – maintenance and troubleshooting – common problems and solutions.

**Unit 5**  


**TEXTBOOKS/REFERENCE BOOKS**


**15OEL252**  
INTRODUCTION TO EVENT MANAGEMENT  
3 0 0 3

**Unit 1**  

**Unit 2**  
Unit 3

Unit 4
Types of Events, Roles & Responsibilities of Event Management in Different Events, Scope of the Work, Approach towards Events.

Unit 5
Introduction to PR – Concept, Nature, Importance, Steps, Limitations, Objectives Media – Types of Media, Media relations, Media Management PR strategy and planning – identifying right PR strategy, Brain Storming sessions, Event organization, writing for PR.

REFERENCES:
2. Swarup K. Goyal - Event Management, Adhyayan Publisher - 2009

15OEL253 INTRODUCTION TO MEDIA 3 0 0 3

Unit 1

Unit 2

Unit 3

Unit 4
An overview of Media planning – problems of media planning – Developing media plan – Market Analysis and Target - Interactive and Digital Media.

Unit 5
Establishing media objectives - Developing and Implementing – Evaluation and Follow up - Computers in Media Planning - Characteristics of Media.

REFERENCE BOOKS:
1. Tom Duncan - “Principles of Advertising and IMC”; Tata McGraw Hill
3. Mehra - “Newspaper Management”

15OEL254 INTRODUCTION TO RIGHT TO INFORMATION ACT 3 0 0 3

Unit 1 Introduction to RTI Act
The evolution of the Right to Information in India - the important terms and concepts used in the Act - the salient features of the Act.

Public Authorities and their Obligations under the Act
• What is a Public Authority?
• Who are the Public Authorities covered under the Act?
• Which Public Authorities are exempted from the ambit of the Act?
• Obligations of Public Authorities.

Unit 2
Role of Public Information Officers: PIOs and APIOs - Accepting Information Request, Processing and Disposing

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

Unit 3
Exemptions from Disclosure of Information, Partial Disclosure and “Third Party” Information
• Specific provisions of the Act which exempt certain kinds of information – the classification of such exempted information.
• Application of public interest test with respect to exempted information.
• Grounds that allow for partial disclosure of information.
The concept of ‘Third Party’ and the issues and considerations revolving around its involvement.

Unit 4
The roles and responsibilities of Appellate Officers within Public Authorities.
• The process involved in making first appeals to designated Appellate Officers.
• Timelines for making a first appeal and disposal of the appeal
• First Appeals and Appellate Officers - Important Provisions

Unit 5
Information Commission: Powers and Functions
• The Role and Responsibilities of the Information Commissions.
• The relevant provisions in the RTI Act dealing with Complaints to the Information Commission and the specifications thereof.
• The “Second Appeal” process and the Commissions’ mandate for the same.
• The power of Information Commissions with regard to enforcing compliance of public authorities with the provisions of the RTI Act, imposing penalty/recommending disciplinary action against erring PIOs etc.

REFERENCES:
1. S P Sathe - Right To Information, Lexisnexis India Publication
2. Sarbjit Sharma - Right To Information, Authors Press Publication

15OEL255  INTRODUCTION TO TRANSLATION  3 0 0 3

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

Unit 1
What is Translation - History of translation - The rise and development of translation - Linguistic and Philological definition of translation.

Unit 2
Translation and Communication - Information and message; Communication channel - The sender and the receiver of the message Forms and types of translation.

Unit 3

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15OEL256  LINGUISTIC ABILITIES  3 0 0 3

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

Unit 1
Listening – Importance of listening - Types of listening - Basic skills of listening - Barriers of listening – Activities - listening to radio, TV or Internet - Transcript.

Unit 2
Speaking - body language – Pronunciation - Introducing yourself – storytelling - speak on any topic - social etiquette.

Unit 3
Reading - Different types of reading – comprehensive test - Vocabulary building.

Unit 4
SYLLABI UG Programmes 2015 admissions onwards

Unit 5
Practical Module - Creative writing - Play reading - Role play - Dialogue.

REFERENCES:
1. O’Brien Terry - Modern Writing Skills, Rupa Publication
2. O’Brien Terry - Effective Speaking Skills, Rupa Publication
3. Olson Judith F. Writing Skills - Success in 20 Minutes a Day, Goodwill Publishing House

15OEL257 LITERARY CRITICISM AND THEORY 3 0 0 3

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

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

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

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


REFERENCE BOOKS:

15OEL258 MACRO ECONOMICS 3 0 0 3

Unit 1 Introduction to Macroeconomics and National Income

Unit 2 Government Budget and the Economy

Unit 3 Money and Banking

Unit 4 Macro Economic Problem
Introduction – Determinants of Consumption, Saving and Investment - Unemployment – Types - Definition and Characteristics of Trade Cycles - Different phases of trade cycles - Definition and types of Inflation and Deflation - Causes and consequences of Inflation.

Unit 5 Public Finance
Meaning - Scope of Public Finance - Role and Types of Direct and Indirect Taxes in India - Role of Monetary and Fiscal Policies in maintaining real economic growth with stability – International Trade.

REFERENCE BOOKS:

15OEL259 MANAGING FAILURE 3 0 0 3

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

Unit 1
Understanding the self - self awareness - Individual psychological processes - sculpting a unique socially desirable personality - spiritual/ ethical orientation.
Unit 2
SWOT analysis at the individual level - Developing individual competencies - surviving in a competitive environment - environment and sustainable development.

Unit 3
Emotional Intelligence - life skills - inter-personal relations - Social adjustments - Soft skills.

Unit 4
Managing at work situations - Profile of today’s organization - Strategic context - environment challenges - Individual challenges and responsibilities.

Unit 5
Managing failures: Envisioning the future - managing change - unleashing creative and intuitive skills to meet failures - Remodeling individuals and organizations - Indian ethos for managing self and organizations ethically.

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

15OEL260 MEDIA MANAGEMENT 3 0 0 3

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

Unit 1 Introduction

Unit 2 Types of Media Ownership – Features Advantages & Disadvantages
Sole proprietorship – Partnership - private limited companies - public limited companies - trusts, co-operatives - religious institutions (societies) - Franchisees (Chains).

Unit 3 Ownership Patterns of Mass-Media in India
Organizational structure of newspaper and magazine - Organizational structure of Radio - Organizational structure of Television.
SYLLABI  UG Programmes  2015 admissions onwards

REFERENCE BOOKS:

15OEL262 MICRO FINANCE, SMALL GROUP MANAGEMENT AND COOPERATIVES

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

Unit 1
Financial institutions for rural development - Basic understanding of rural and development credit. Institutional structure for rural financing in India: policy and schemes of NABARD, recent financing scheme of the Government.

Unit 2
Development of cooperative banks in India with special reference to PACS, CCBs, LDBs. Rural financing through commercial banks - Policies and objectives before and after nationalization of banks, Branch expansion policy and programmes.

Unit 3
Emergence of RRBs policy, objectives, functions, progress and achievements. Micro finance at small group level: concept, emergence, objectives and thrust areas. Case studies of recent success stories.

Unit 4
Management of small groups, cluster and federation from credit and trade perspectives. Role of facilitating agencies. Linkages between small group and Banks.

Unit 5
Convergence of with development programmes and implementing departments of government. Withdrawal strategy for facilitating organizations.

SUGGESTED READINGS:
1. V S Somnath – Microfinance, Excel Books

15OEL263 NEGOTIATION AND COUNSELLING

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

Unit 1

Unit 2

Unit 3

Unit 4

Unit 5

REFERENCE TEXTS:
2. B.D.Singh - Negotiation Made Simple, Excel Books, 1st Ed.
4. Singh Kavita - Counselling Skills for Manager, PHI, 1st Ed.
6. Pareek Udai - Understanding Organisational Behaviour, Oxford University Press
SYLLABI

15OEL264 NEW LITERATURES  3 0 0 3

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

Unit 1
Introduction to new literatures, experiments in style, narrative techniques, issues of identity, selfhood and location.

Unit 2 Fiction
Shyam Selvadurai – Cinnamon Gardens
Amitav Ghosh - The Hungry Tide

Unit 3 Poetry
Kamala Das – An Introduction
Derek Walcott – A Far Cry From Africa
Kishwar Naheed – We Sinful Women

Unit 4 Drama
Wole Soyinko – The Road

Unit 5 Assignments, Discussions, Term Test

REFERENCES:
1. G. H. Mair - English Literature, Discovery Publishing House
2. Kamaladas - The Old Playhouse and other Poem, Orient Blackswan
3. Derek Walcott - Selected Poems, Farrar, Strauss and Giroux Publication
4. Judith Wright - Woman to Man, Angus and Robertson Publication

SYLLABI

15OEL265 NON-PROFIT ORGANIZATION  3 0 0 3

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

Unit 1
NGOs – An Introduction, Concepts and Functions, evolution in India, Types of non-profits, Issues in NGO Management, challenges of NGO Management.

Unit 2 Legal procedures for establishment of NGOs – Trust and Society and their differences. Formation of Trust and Society. Registration procedure for NGO. Corporate Social Responsibility and Social Marketing.

Unit 3
Development issues, Development indicators, Poverty (Exploitation, Vulnerability and Powerlessness) and Development. HIV/AIDS, Child labor, Education and Tribal welfare. (This is to increase the level of awareness among students on issues).

Unit 4

Unit 5
NGOs and changing trends of development. State, market and third sector, Self-Help Group (SHG) and Empowerment of Women, Role of NGOs in Civil Society.

REFERENCE BOOKS:
1. Management of Non -Governmental Organizations towards a Developed Civil Society, JM Ovasdi, ISBN 140392868 1 Macmillan India Lid,2006

15OEL266 PERSONAL EFFECTIVENESS  3 0 0 3

Unit 1

Unit 2 Pedagogy and Androgogy. Adult Learning Process; learning styles and its relatedness to personality development.

Unit 3 Attitudes, beliefs, Values and their impact on behaviour. Personal change - meaning, nature and requisites. Social adjustments and habit formation. Habits of personal effectiveness. Seven habits of highly effective people.
Unit 4

Unit 5
Transactional Analysis - Ego states, types of transactions and time structuring. Life position, scripts and game experience learning methodologies - T-group, sensitivity training, encounter groups and human process labs (students may go through three days personal growth lab for experiential learning)

REFERENCE BOOKS:
2. Robert N. Lussier - Human Relations in organizations, McGraw Hill Education
3. Whetten & Cameron - Development Management Skills, 7th Ed. Pearson, PHI.
4. Calvin S Halt Et Al - Theories of Personality, Wiley Publication
5. Stephen R Covey Simon & Schuster - Seven Habits of Highly Effective People, Simon & Schuster
6. Training in Interpersonal Skills – tips for managing People at work, Stephen Robbins Et al, Pearson, PHI.

15OEL267 PERSPECTIVES IN ASTROPHYSICS AND COSMOLOGY 3 0 0 3

Unit 1
Historical Introduction - Copernicus, Galileo - Solar system-Planets, Comets, meteorites, asteroids, satellites, Constellations and Astrology. Olvers paradox.

Unit 2
Constellations, Distance scales and measurements - Parallax methods - Moving cluster, Statistical and Spectroscopic and dynamic parallax methods.

Unit 3
Introduction to Celestial Mechanics – Kepler’s laws. Black body temperature of stars Hertz-Sprung Russell diagram - Stellar evolution - white dwarfs, red giants, neutron stars, pulsars, black holes.

Unit 4
Special Relativity – Minkowski space, Introduction to General Relativity - space-time curvature.
SYLLABI  

Influencing consumer behaviour, individual determinants, external environmental factors affecting consumer behaviour.

**TEXTBOOKS:**

**REFERENCE BOOKS:**
1. Martin Khan – Consumer Behaviour, New Age International Publishers
2. Philip Kotler – Marketing Management, Prentice Hall of India

15OEL270  SCIENCE, SOCIETY AND CULTURE  3 0 0 3

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

**Unit 1 The nature of Sociology**
The meaning of Sociology: Origin, Definition, Scope, Subject matter, Nature and relation of sociology with other social Sciences. Humanistic orientation to Sociological study.

**Unit 2 Basic concepts**
Society, community, Institution, Association, Group, Social structure, status and role, Human and Animal Society.

**Unit 3 Institutions.**
Family and kinship, religion, education, State.

**Unit 4 The individual and Society.**
Culture, Socialization, Relation between individual and society.

**Unit 5 The use of Sociology.**

**REFERENCE TEXTS:**
2. Inkeles, Alex - What is Sociology, Prentice-Hall of India.
3. Jaiaram - What is Sociology, Macmillan
SYLLABI  UG Programmes  2015 admissions onwards

15OEL271  STATISTICAL ANALYSIS  3 0 0 3

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

Unit 1
Correlation Analysis: meaning and definition - positive correlation - negative correlation - no correlation - scatter diagram - Karl Pearson’s correlation coefficient - interpretation.

Unit 2

Unit 3

Unit 4

Unit 5
Theoretical distributions: discrete and continuous distributions - Binomial distribution – Normal distribution.

REFERENCE BOOKS:

15OEL272  TEAMWORK AND COLLABORATION  3 0 0 3

Unit 1

Unit 2
Focus on the Leader – Power and Influence; Leadership and Values. Leadership Traits; Leadership Behaviour; Contingency Theories of Leadership; Leadership and Change.

REFERENCE TEXTS:
3. West Michael - Effective Team Work, Excel Books, 1st Ed.
4. Sadler Philip – Leadership, Crest Publishing House

15OEL273  THE MESSAGE OF BHAGAVAD GITA  3 0 0 3

Unit 1

Unit 2

Unit 3
Karma Yoga: Yoga of Action – Living in the Present – Dedicated Action without Anxiety over Results - Concept of Swadharma

Unit 4

Unit 5
Other topics: Tuning the Mind – Quantity, Quality and Direction of Thoughts –

TEXTBOOKS/ REFERENCES:

15OEL274 UNDERSTANDING TRAVEL AND TOURISM 3 0 0 3

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

Unit 1 Growth and Development of Tourism

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

Unit 3 Measurement of Tourism
Need for measuring tourism phenomenon - methods of measurement - importance of tourist statistics - types of tourist statistics. Definition of the terms tourist, domestic tourism and international tourism - tourism planning and development - planning for tourism. Assessment of tourist demand and supply - basic infrastructure - financial planning - human resources planning - tourism marketing - environmental and regional planning.

Unit 4 Tourism and Economic Development
Economic and social significance of tourism - economic benefits - multiplier effect - infrastructure development - regional development – employment opportunities - cultural tourism - international understanding.

Unit 5 Role of travel agencies in tourism
Thomas Cook and organization of travel - introduction of railway and air travel - travel agency - tour operator, Need for legislation - travel agencies in India – TAA.

BOOKS RECOMMENDED:
1. Varan V V Prasad - Travel and Tourism Management, Excel books
2. Ghosh, Biswanath – Tourism and Travel Management, Vikas Publishing House

REFERENCES:
1. Douglas Foster – Travel and Tourism Management, Palgrave MacMillan

15OEL275 VIDEOGRAPHY 3 0 0 3

Unit 1
Fundamentals of TV production techniques; Principle of video; TV camera, components of camera lens, basic shots and its composition, sound and lighting and its types, special effects.

Unit 2
Lighting for television - types of lights, Three point and Multi-point lighting; Sound - Types of microphones and characteristics of sound; Sound recording - tape and tapeless;

Unit 3
Stages of TV programmes - pre-production, rehearsal and set-up, actual production and post-production, graphics-CG and VG, animation, ENG-DSNG and OB broadcasting.

Unit 4
Type of editing - Assemble and Insert; Modes of editing - Online, Offline, Linea and Non – linear type software's and graphics early.

Unit 5
Writing for television - script writing - genres of TV programmes - news, documentary, talk shows, panel discussion, quiz, current affairs and special audience programmes - women, children, youth - post production, reviews, sports, musical and dance programmes, phone-in programmes.

BOOKS RECOMMENDED:
Allan Wurtzel: Television Production
Zeitl Herbert: Television Production
Gerald Millerson: The Technique of Television Production
Hartwig, Robert: Basic TV Technology, digital and Analog
Chatteji P.C: Broadcast News
John Watkinson: An Introduction to Digital Video
SYLLABI  UG Programmes  2015 admissions onwards

15OEL276  VISTAS OF ENGLISH LITERATURE  3 0 0 3

Unit 1
1 Introduction – What literature is – enjoyment of literature – Holding a mirror to life
– Ages of literature – Different literatures
2 WH Auden – The Unknown Citizen

Unit 2
3 Rabindranath Tagore – The Child
4 RK Narayan – Sweets for Angels
5 Toru Dutt – Lakshman

Unit 3
6 Jane Austen – Pride and Prejudice (Chapter 1)
7 Sarojini Naidu – The Queen
8 AG Gardiner – A Fellow Traveller

Unit 4
9 Shakespeare – Macbeth: The Murder Scene
10 Oliver Goldsmith – The Man in Black

Unit 5
11 Robert Browning – My Last Duchess

SYLLABI  UG Programmes  2015 admissions onwards

15OEL277  WEB-DESIGNING TECHNIQUES  3 0 0 3

Unit 1
Introduction to web technologies. How the website works?, Client and Server
scripting languages, Difference between a web designer and web developer,
Types of websites (Static and Dynamic), Web standards and W3C recommendations.

Unit 2
HTML: Introduction to Internet, Understanding Browsers, Starting with HTML, HTML
Page Structure. Defining Web Layout( Head & Body), Head Tags, BODY tag with
Background color, Background with image and text color. Text formatting, Text
attributes. Importance of heading tags (H1–H6). Marquee text with or without
background, Blink the text attributes. Divide section using <HR> line with width,
align, size.

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

TEXTBOOK/ REFERENCES:
1. Ivan Bayross - Web Enabled Commercial Application Development Using HTML, JavaScript,
   DHTML and PHP, BPB Publications
2. Dionysios Synodinos, Michael Bowers, Victor Sumner - Pro HTML 5 and CSS 3 Design
   Patterns, Springer India Publication
   JavaScript, and Web Graphics, Shroff Publishers