

# **BACHELOR OF COMMERCE**

## **2014 Syllabus**

### **PROGRAMME OUTCOMES (PO)**

#### **PO 1. Critical Thinking**

- 1.1. Acquire the ability to apply the basic tenets of logic and science to thoughts, actions and interventions.
- 1.2. Develop the ability to chart out a progressive direction for actions and interventions by learning to recognize the presence of hegemonic ideology within certain dominant notions.
- 1.3 Develop self-critical abilities and also the ability to view positions, problems and social issues from plural perspectives.

#### **PO 2. Effective Citizenship:**

- 2.1. Learn to participate in nation building by adhering to the principles of sovereignty of the nation, socialism, secularism, democracy and the values that guide a republic.
- 2.2. Develop and practice gender sensitive attitudes, environmental awareness, empathetic social awareness about various kinds of marginalization and the ability to understand and resist various kinds of discriminations.
- 2.3. Internalize certain highlights of the nations and region's history. Especially of the freedom movement, the renaissance within native societies and the project of modernization of the post-colonial society.

#### **PO 3. Effective Communication**

- 3.1. Acquire the ability to speak, write, read and listen clearly in person and through electronic media in both English and in one Modern Indian Language
- 3.2. Learn to articulate, analyze, synthesize, and evaluate ideas and situations in a well-informed manner.
- 3.3. Generate hypotheses and articulate assent or dissent by employing both reason and creative thinking.

#### **PO 4. Interdisciplinary**

- 4.1. Perceive knowledge as an organic, comprehensive, interrelated and integrated faculty of the human mind.
- 4.2. Understand the issues of environmental contexts and sustainable development as a basic interdisciplinary concern of all disciplines.

4.3. Develop aesthetic, social, humanistic and artistic sensibilities for problem solving and evolving a comprehensive perspective

### **PROGRAMME SPECIFIC OUTCOME (PSO)**

1. After the successful completion of the B. Com Degree Programme, the students shall be able to;
2. Understand the concepts and techniques of commerce and its application in business environment
3. Conceive the ideas on entrepreneurship and develop the skills for setting up and management of business organizations
4. Develop the skills and abilities to become competent and competitive in the business world
5. Develop the competency to take wise decisions at personal and professional level
6. Appraise the impact of other disciplines on the working of business

## **BACHELOR OF COMMERCE**

### **2019 Syllabus**

### **PROGRAMME OUTCOMES (PO)**

#### **PO 1. CRITICAL THINKING**

- 1.1. Acquire the ability to apply the basic tenets of logic and science to thoughts, actions and interventions.
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- 1.3 Develop self-critical abilities and also the ability to view positions, problems and social issues from plural perspectives.

#### **PO 2. EFFECTIVE CITIZENSHIP**

- 2.1. Learn to participate in nation building by adhering to the principles of sovereignty of the nation, socialism, secularism, democracy and the values that guide a republic.
- 2.2. Develop and practice gender sensitive attitudes, environmental awareness, empathetic social awareness about various kinds of marginalization and the ability to understand and resist various kinds of discriminations.
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### **PO 3. EFFECTIVE COMMUNICATION**

- 3.1. Acquire the ability to speak, write, read and listen clearly in person and through electronic media in both English and in one Modern Indian Language
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- 3.3. Generate hypotheses and articulate assent or dissent by employing both reason and creative thinking.

### **PO 4. INTERDISCIPLINARY**

- 4.1. Perceive knowledge as an organic, comprehensive, interrelated and integrated faculty of the human mind.
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5. Appraise the impact of other disciplines on the working of business

# **BACHELOR OF BUSINESS ADMINISTRATION**

## **2014- Syllabus**

### **PROGRAMME OUTCOMES**

**PO1:** Enables students to apply knowledge of management theories and practices to solve business problems.

**PO 2:** Encourages analytical and critical thinking abilities for business decision making.

**PO 3:** Promotes ethical and value-based leadership ability.

**PO 4:** Provides a wide knowledge of all disciplines of the course and training in management of

both animate and inanimate entities and develops leadership skills.

**PO 5:** Enables students to effectively communicate business issues, management concepts, plans

and decisions both in oral and written form using appropriate supportive technologies.

### **PROGRAMME SPECIFIC OUTCOMES**

**PSO 1:** Understand the corporate world

**PSO 2:** Analyze the theoretical knowledge with the practical aspects of Organizational setting and techniques or management.

**PSO 3:** Understand the rapid changes of financial services include banking and insurance sectors.

**PSO 4:** Determine the various PEST (Political, Economic, and Social Technological) factors influence on changes of business environment.

**PSO 5:** Gain knowledge and skills in the areas of Management principles and practices, finance, human resource management and marketing

**PSO 6:** Acquire knowledge in accounting principles and practices and its application in real business settings

**PSO 7:** Apply concepts, theories, tools and techniques of statistics, information techniques, economics and numerical skills for decision making

**PSO 8:** Build entrepreneurial spirit, develop research attitude and entrepreneurial competencies and managerial abilities

# **BACHELOR OF BUSINESS ADMINISTRATION**

## **2019-Syllabus**

### **PROGRAMME OUTCOMES**

#### **PO 1 - CRITICAL THINKING:**

1. Acquire the ability to apply the basic tenets of logic and science to thoughts, actions and interventions.
2. Develop the ability to chart out a progressive direction for actions and interventions by learning to recognize the presence of hegemonic ideology within certain dominant notions.
3. Develop self-critical abilities and also the ability to view positions, problems and social issues from plural perspectives.

#### **PO 2 - EFFECTIVE CITIZENSHIP:**

1. Learn to participate in nation-building by adhering to the principles of sovereignty of the nation, socialism, secularism, democracy and the values that guide a republic.
2. Develop and practice gender-sensitive attitudes, environmental awareness, the ability to understand and resist various kinds of discriminations and empathetic social awareness about various kinds of marginalization.
3. Internalize certain highlights of the nation and region's history. Especially of the freedom movement, the renaissance within native societies and the project of modernization of the postcolonial society.

#### **PO 3 - EFFECTIVE COMMUNICATION:**

1. Acquire the ability to speak, write, read and listen clearly in person and through electronic media in both English and in one Modern Indian Language
2. Learn to articulate analysis, synthesis, and evaluation of situations and themes in a well-informed manner.
3. Generate hypothesis and articulate assent or dissent by employing both reason and creative thinking.

#### **PO 4 - INTERDISCIPLINARY:**

1. Perceive knowledge as an organic comprehensive, interrelated and integrated faculty of the human mind
2. Understand the issues of environmental contexts and sustainable development as a basic interdisciplinary concern of all disciplines.
3. Develop aesthetic, social, humanistic and artistic sensibilities for problem-solving and evolving a comprehensive perspective.

### **PROGRAMME SPECIFIC OUTCOME**

**PSO 1:**

Gain knowledge and skills in the areas of Management principles and practices, finance, human resource management and marketing

**PSO 2:**

Acquire knowledge in accounting principles and practices and its application in real business settings

**PSO 3:**

Apply concepts, theories, tools and techniques of statistics, information techniques, economics and numerical skills for decision making

**PSO 4:**

Build entrepreneurial spirit, develop research attitude and entrepreneurial competencies and managerial abilities

## **BACHELOR OF COMPUTER APPLICATION**

### **2014- Syllabus**

#### **PROGRAMME OUTCOMES (PO)**

**PO 1. CRITICAL THINKING:**

1. Acquire the ability to apply the basic tenets of logic and science to thoughts, actions and interventions.
2. Develop self-critical abilities and also the ability to view positions, problems and social issues from plural perspectives.

**PO 2. EFFECTIVE CITIZENSHIP:**

1. Develop and practice gender sensitive attitudes, environmental awareness, the ability to understand and resist various kinds of discriminations and empathetic social awareness about various kinds of marginalization.
2. Internalize certain highlights of the nations and region's history. Especially of the freedom movement, the renaissance within native societies and the project of Modernization of the post-colonial society.

**PO 3. INTERDISCIPLINARITY:**

1. Perceive knowledge as an organic comprehensive, interrelated and integrated faculty of the human mind
2. Develop aesthetic, social, humanistic and artistic sensibilities for problem solving and evolving a comprehensive perspective.

### **PROGRAMME SPECIFIC OUTCOMES (PSO)**



**PSO 1:**

Understand the concepts of Computer Science and Applications.

**PSO 2:**

Understand the concepts of System Software and Application Software.

**PSO 3:**

Understand the concepts of Algorithms and Programming.

**PSO 4:**

Understand the concepts of Computer Networks.

**PSO 5:**

Design, develop, implement and test software systems to meet the given specifications, following the principles of Software Engineering.

## **BACHELOR OF COMPUTER APPLICATION**

### **2019- Syllabus**

### **PROGRAMME OUTCOMES (PO)**

**PO 1. CRITICAL THINKING:**

1. Acquire the ability to apply the basic tenets of logic and science to thoughts, actions and interventions.
2. Develop the ability to chart out a progressive direction for actions and interventions by learning to recognize the presence of hegemonic ideology within certain dominant notions.
3. Develop self-critical abilities and also the ability to view positions, problems and social issues from plural perspectives.

**PO 2. EFFECTIVE CITIZENSHIP:**

1. Learn to participate in nation building by adhering to the principles of sovereignty2.6.1 of the nation, socialism, secularism, democracy and the values that guide a republic.
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**BA ECONOMICS****2014- Syllabus****PROGRAMME OUTCOMES****PO1. CRITICAL THINKING**



1.1. Acquire the ability to apply the basic tenets of logic and science to thoughts, actions and interventions.

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1.3 Develop self-critical abilities and also the ability to view positions, problems and social issues from plural perspectives.

## **PO2. EFFECTIVE CITIZENSHIP**

2.1. Learn to participate in nation building by adhering to the principles of sovereignty of the nation, socialism, secularism, democracy and the values that guide a republic.

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## **PO4. INTER DISCIPLINARITY**

4.1. Perceive knowledge as an organic, comprehensive, interrelated and integrated faculty of the human mind.

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## **PROGRAMME SPECIFIC OUTCOMES (PSO)**

### **PSO 1.**

The programme with structured curricula will support the academic development of the undergraduates.

### **PSO 2.**

The programme will provide the students with the opportunity to pursue courses that emphasize quantitative, qualitative and theoretical aspects of economics.

### **PSO 3.**

The programme will provide a well-resourced teaching learning environment for the students of economics, which will definitely lead to the ultimate educational goal of “learning to be”.

### **PSO 4.**

The programme will promote academic writing, critical thinking and research aptitude among the students.

### **PSO 4.**

Needless to point out, the students will gain a source of livelihood by expanding their skill set and widening their knowledge horizon.

## **BA ECONOMICS**

### **2019- Syllabus**

#### **PROGRAMME OUTCOMES**

#### **PO1. CRITICAL THINKING**

1.1. Acquire the ability to apply the basic tenets of logic and science to thoughts, actions and interventions.

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## **BA ENGLISH**

(2014 ADMISSION ONWARDS)

## GENERAL OBJECTIVES

English Literature is a product of historical circumstances. There is a complex interaction between literature and its contexts. Literature functions as a critical reflection on people and society in history and on the ways in which people make historical sense of their lives. It is the aim of the course to expand the relation between texts and contexts, and provide a firm foundation for historically contextualized literary study. In the general organization of texts and modules the Board of Studies has been guided by a pragmatic sense of the general requirements of undergraduate studies in English and the kinds of literary traditions, periods and texts that are widely taught and studied in universities and colleges around the world.

English is a language of global communication and a language that offers infinite opportunities for learning and career development. It is evident that English Language learning is a pressing need of the times in view of the fact that a fairly high degree of proficiency in English and communication skills will enhance students' employability. The Common course for students has been comprehensively designed to meet the needs of the students of the Undergraduate classes of Kannur University who find English language learning a daunting task. Inadequate language skills have been found to seriously impede their performance in many spheres such as higher education, the job market, interviews, formal presentations and impromptu situations.

The course has been conceived in such a way as to make the learning of English a rewarding and enjoyable experience. It seeks to make classroom teaching learner-centred and help teachers free themselves from the inhibiting confines of the single-directional lecture-oriented monotony. The tasks incorporated in the texts call for an integrated application of conventional language skills as well as the equally important reference skills. The students will learn to identify the general features of discourse development which may be realized differently in

specific communicative situations. The course aims at breaking new grounds in English Language Teaching by providing the teacher with new course material and a whole variety of refreshingly new language exercises that will ensure increased student participation.

