

# Syllabus of Core values and professional ethics courses

## COURSE CODE A02

### A. Core Text

#### Module 1. Prose

1. Gandhiji as a School Master : M.K.Gandhi
2. Women's Role in the National Movement : Subhash Chandra Bose
3. Martin Luther King and Africa: Chinua Achbe
4. Ambedkar's Constituent Assembly Speech: Dr.B.R.Ambedkar
5. Why I Want a Wife : Judy Brady
6. In Search of Sweet Peas: Ruskin Bond

#### Module 2. Drama

1. *Never Never Nest*: Cedric Mount
2. *Refund*: Fritz Karinthy
3. *Soul Gone Home* : Langston Hughes

Code	Title	Author	Publisher & Year
A02	<i>Modern Prose and Drama</i>	Dr. Zainul Abid Kotta	Oxford UP, 2014

## A03 INSPIRING EXPRESSIONS

COURSE CODE	A03
TITLE OF THE COURSE	<i>INSPIRING EXPRESSIONS</i>
SEMESTER IN WHICH THE COURSE TO BE TAUGHT	2
NO. OF CREDITS	4
NO. OF CONTACT HOURS	72(4hrs/wk)

1. OBJECTIVES OF THE COURSE

- a. To acquaint the students with Short Stories
- b. To cultivate their tastes in English Poetry
- c. To expose to imaginative writing

2. COURSE OUTLINE

1. Module 1. Poems      30Hrs
2. Module 2 .Short Stories      30Hours
3. Evaluation      12 hours

Total 72 Hours

**COURSE CODE A03**

**A. Core Text**

**Module 1. Poetry**

1. "On his Blindness" : John Milton
2. "To his Coy Mistress" : Andrew Marvel
3. "Ulysses": Lord Tennyson
4. "Ode to Nightingale": John Keats
5. "My Last Duchess": Robert Browning
6. "Indian Summer": Jayanth Mahapatra
7. "Journey of the Magi": T.S.Eliot

**Module 2. Short Stories**

1. The Luncheon : Somerset Maugham
2. Karma: Kushwant Singh
3. The Model Millionaire: Oscar Wilde
4. The Night the Ghost Got in : James Thurber

Code	Title	Author	Publisher & Year
A03	<i>Inspiring Expressions</i>	Prof. Muhammed Ayub Kallingal	Black Swan, 2014

**A04 Readings on Society**

COURSE CODE	A04
TITLE OF THE COURSE	<b><i>READINGS ON SOCIETY</i></b>
SEMESTER IN WHICH THE COURSE TO BE TAUGHT	2
NO. OF CREDITS	4
NO. OF CONTACT HOURS	90(5hrs/wk)

### 1. Objectives of the Course

- To introduce learners to various issues in the contemporary society
- To create an awareness of preservation of the environment and nature
- To inculcate the spirit of social life, values, duties and rights

### 2. COURSE DESCRIPTION

Module 1: Social Issues 20 hours

Module 2: Environment 20 hours

Module 3: Gender 20 hours

Module 4: Human Rights 18 hours

Evaluation 12 hours

Total 90 hours

### COURSE CODE A04

#### A. Core Text

#### Module 1. Social Issues

- The Social Cause of Economic Globalization : Vandana Siva
- Unity Amidst Diversity: Dr. Rajendra Prasad

#### Module 2. Environment

- Man and Nature in India: Dr. Salim Ali
- Climatic Change in Human Strategy: E.K.Federov

#### Module 3. Gender

### A04 *Readings on Society*

- Widow: G. Venkat Chalam
- More than 100 million Women Missing : Amartya Sen

#### Module 4. Human Rights

1. Stigma, Shame and Silence: Kalpana Jain
2. I am Happy, Don't you believe :Santhosh John Thooval

Code	Title	Author	Publisher &Year
A04	<i>Readings on Society</i>	Dr. K.P. Nandakumar	Cosmo, 2014

#### A05 NATIVE MEDIA IN ENGLISH

COURSE CODE	A05
TITLE OF THE COURSE	<i>NATIVE MEDIA IN ENGLISH</i>
SEMESTER IN WHICH THE COURSE TO BE TAUGHT	3
NO. OF CREDITS	4
NO. OF CONTACT HOURS	90(5hrs/wk)

##### 1. OBJECTIVE OF THE COURSE

To inculcate native feelings among the learners

To provide contemporary cultural and social awareness of Kerala through English

##### 2. COURSE DESCRIPTION

Module 1:	Extracts from Native Print Media	30 hours
Module 2:	Extracts from Visual Media	30 hours
Module 3:	Extracts from Internet	18 hours
Evaluation		12 hours
	Total	90 hours

#### COURSE CODE A05

##### Core Text

##### Module 1 Extracts from Print media

1. *Achadi, drishyam, samoohya madhyamangalude samakaliga samanvayam*. A speech by Sasi Kumar, Director College of journalism. Appeared in Malayalam weekly 17 January 2014
2. "Young Indians have become more superstitious". By Shalini Singh. An interview/Jayant Vishnu Narlikar, Astrophysicist (The Week 1 February 2014)
3. Interview- Bill Gates. "India did not get anything wrong" from *Outlook*. 10 June 2013

## Module 2 Extracts from Visual Media

1. "Television reality shows. Satyamevayate" Episode s 2. *Break the Silence* 4. *Every Life is Precious*, 10. *Dignity for All*.
2. "Analyzing Television Commercials"
3. Doc film: "Only An Axe Away" (Malayalam/40min/20 04/DV) by P.Baburaj and C. Saratchandran

## Module 3 Extracts from Internet

1. "The Internet and Youth Culture". *Gustavo S. Mesch*.  
<http://www.iasc.culture.org/THR/archives/YouthCulture/Mesch.pdf>
2. "Writing online: websites, blogs and social network ing" ( model business letters, emails... Shirley Taylor)
3. "How Google has changed our Language". ( *Integrated advertising, promotion and Marketing communications*. By Kenneth E. Clow et al 266-67)
4. Short films on internet  
A. Facebook Short film – *Status Updated* by Abhinav Sunder  
Nayak B *Applied?* By Nitin Menon

Code	Title	Author	Publisher & Year
A05	<i>Native Media in English</i>	Prof. Mahamood Pampally & K.Rizwana Sultana	Pearson,2014

## A06: Reading Fiction and Non Fiction

COURSE CODE	A06
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TITLE OF THE COURSE	<i>Reading Fiction and Non Fiction</i>
SEMESTER IN WHICH THE COURSE TO BE TAUGHT	4
NO. OF CREDITS	4
NO. OF CONTACT HOURS	90(5hrs/wk)

1. OBJECTIVES OF THE COURSE

1. To develop reading fictional and nonfictional works from a national perspective.
2. To improve language skills through literature
3. To promote writing narratives.

2. COURSE DESCRIPTION

Modules 1:	An Indian English Popular Fiction	30 hours
Module 2:	A section from an Autobiography of an Indian	30 hours
Module 3:	A travelogue by a Malayali writer in translation	18 hours
Evaluation:		12 hours
Total		90 Hours

**COURSE CODE A06**

**A. Core Text**

1. *Nampally Road*: Meena Alexander
2. *Sunny Days*, Chapters 1,9,23 : Sunil Gavaskar
3. *In the Land of Africans*: S.K.Pottekkat

Code	Title	Author	Publisher & Year
A06	<i>Reading Fiction and Non Fiction</i>	Dr. Josh Sreedharan	Cambridge UP, 2014

**UNIVERSITY OF CALICUT  
BACHELOR OF BUSINESS ADMINISTRATION  
BBIB01 MANAGEMENT CONCEPTS AND BUSINESS ETHICS**

**Time: 5 Hours per week**

**Credits:4**

Course objectives:

- To understand the process of business management and its functions, and
- To familiarize the students with current management practices.
- To understand the importance of ethics in business, and

- To acquire knowledge and capability to develop ethical practices for effective management.

### **Module I**

Nature and scope of Management; evolution of management- Schools of management thought; F.W.Taylor and Henry Fayol; principles of management; management as a science and an art; management process.

### **Module II**

Functions of management- planning: types of plan; planning process; organizing: span of control , line and staff functions ; centralization and decentralization; delegation; staffing: manpower planning, recruitment, selection and placement;; directing: principles of direction; coordinating, and controlling.

### **Module III**

Manager vs leader; leadership and motivation; leadership styles; theories of motivation. MBO; Management of performance; Understanding and managing group processes; characteristics of work group, work group behaviour and productivity; team creation and management;

### **Module IV**

Ethics, culture and values: Importance of culture in organisations; Indian ethos and value systems; Model of management in the Indian socio political environment; Work ethos; Indian heritage in production and consumption.

### **Module V**

Business ethics: Relevance of values in Management; Holistic approach for managers in decision-making; Ethical Management: Role of organisational culture in ethics; structure of ethics management; Ethics Committee.

### **Books:**

1. Boatright, John R: Ethics and the Conduct of Business, Pearson Education, New Delhi 2005.
2. Sathish Modh: Ethical Management: Macmillan.
3. Koontz, H and Wehrick, H: Management, McGraw Hill Inc, New York, 1995.
4. Drucker, Peter, F: Management: Tasks, Responsibilities and Practices, Allied Publishers, New Delhi 2004.
5. Principles of management By L.N Prasad.
6. Management Process by R.S Davar