Amrita University's Amrita Values Programme (AVP) is a new initiative to give exposure to students about richness and beauty of Indian way of life. India is a country where history, culture, art, aesthetics, cuisine and nature exhibit more diversity than nearly anywhere else in the world.

Amrita Values Programmes emphasize on making students familiar with the rich tapestry of Indian life, culture, arts, science and heritage which has historically drawn people from all over the world.

Students shall have to register for any two of the following courses, one each in the third and the fourth semesters, which may be offered by the respective school during the concerned semester.

**Courses offered under the framework of Amrita Values Programmes I and II**

**Message from Amma’s Life for the Modern World**
Amma’s messages can be put to action in our life through pragmatism and attuning of our thought process in a positive and creative manner. Every single word Amma speaks and the guidance received in on matters which we consider as trivial are rich in content and touches the very inner being of our personality. Life gets enriched by Amma’s guidance and She teaches us the art of exemplary life skills where we become witness to all the happenings around us still keeping the balance of the mind.

**Lessons from the Ramayana**
Introduction to Ramayana, the first Epic in the world – Influence of Ramayana on Indian values and culture – Storyline of Ramayana – Study of leading characters in Ramayana – Influence of Ramayana outside India – Relevance of Ramayana for modern times.

**Lessons from the Mahabharata**
Introduction to Mahabharata, the largest Epic in the world – Influence of Mahabharata on Indian values and culture – Storyline of Mahabharata – Study of leading characters in Mahabharata – Kurukshetra War and its significance - Relevance of Mahabharata for modern times.

**Lessons from the Upanishads**
Introduction to the Upanishads: Sruti versus Smrti - Overview of the four Vedas and the ten Principal Upanishads - The central problems of the Upanishads – The Upanishads and Indian Culture – Relevance of Upanishads for modern times – A few Upanishad Personalities: Nachiketas, SatyakamaJabala, Aruni, Shvetaketu.

**Message of the Bhagavad Gita**

**Life and Message of Swami Vivekananda**
Brief Sketch of Swami Vivekananda’s Life – Meeting with Guru – Disciplining of Narendra - Travel across India - Inspiring Life incidents – Address at the Parliament of Religions – Travel in United States and Europe – Return and reception India – Message from Swamiji’s life.
Life and Teachings of Spiritual Masters India
Sri Rama, Sri Krishna, Sri Buddha, Adi Shankaracharya, Sri Ramakrishna Paramahamsa, Swami Vivekananda, Sri Ramana Maharshi, Mata Amritanandamayi Devi.

Insights into Indian Arts and Literature
The aim of this course is to present the rich literature and culture of Ancient India and help students appreciate their deep influence on Indian Life - Vedic culture, primary source of Indian Culture – Brief introduction and appreciation of a few of the art forms of India - Arts, Music, Dance, Theatre.

Yoga and Meditation
The objective of the course is to provide practical training in YOGA ASANAS with a sound theoretical base and theory classes on selected verses of Patanjali’s Yoga Sutra and Ashtanga Yoga. The coverage also includes the effect of yoga on integrated personality development.

Kerala Mural Art and Painting
Mural painting is an offshoot of the devotional tradition of Kerala. A mural is any piece of artwork painted or applied directly on a wall, ceiling or other large permanent surface. In the contemporary scenario Mural painting is not restricted to the permanent structures and are being done even on canvas. Kerala mural paintings are the frescos depicting mythology and legends, which are drawn on the walls of temples and churches in South India, principally in Kerala. Ancient temples, churches and places in Kerala, South India, display an abounding tradition of mural paintings mostly dating back between the 9th to 12th centuries when this form of art enjoyed Royal patronage. Learning Mural painting through the theory and practice workshop is the objective of this course.

Course on Organic Farming and Sustainability
Organic farming is emerging as an important segment of human sustainability and healthy life. Haritamritam’ is an attempt to empower the youth with basic skills in tradition of organic farming and to revive the culture of growing vegetables that one consumes, without using chemicals and pesticides. Growth of Agriculture through such positive initiatives will go a long way in nation development. In Amma’s words “it is a big step in restoring the lost harmony of nature“.

Benefits of Indian Medicinal Systems
Indian medicinal systems are one of the most ancient in the world. Even today society continues to derive enormous benefits from the wealth of knowledge in Ayurveda of which is recognised as a viable and sustainable medicinal tradition. This course will expose students to the fundamental principles and philosophy of Ayurveda and other Indian medicinal traditions.

Traditional Fine Arts of India
India is home to one of the most diverse Art forms world over. The underlying philosophy of Indian life is ‘Unity in Diversity’ and it has led to the most diverse expressions of culture in India. Most art forms of India are an expression of devotion by the devotee towards the Lord and its influence in Indian life is very pervasive. This course will introduce students to the deeper philosophical basis of Indian Art forms and attempt to provide a practical demonstration of the continuing relevance of the Art.

Science of Worship in India
Indian mode of worship is unique among the world civilisations. Nowhere in the world has the philosophical idea of reverence and worshipfulness for everything in this universe found universal acceptance as it in India. Indian religious life even today is a practical demonstration of the potential for realisation of this profound truth. To see the all-pervading consciousness in everything, including animate and inanimate, and constituting society to realise this truth can be
seen as the epitome of civilizational excellence. This course will discuss the principles and rationale behind different modes of worship prevalent in India.

**Temple Mural Arts in Kerala**
The traditional percussion ensembles in the Temples of Kerala have enthralled millions over the years. The splendor of our temples makes art enthusiast spellbound, warmth and grandeur of color combination sumptuousness of the outline, crowding of space by divine or heroic figures often with in vigorous movement are the characteristics of murals.
The mural painting specially area visual counterpart of myth, legend, gods, diries, and demons of the theatrical world. Identical myths are popular the birth of Rama, the story of Bhīma and Hanuman, Shiva, as Kirata, and the Jealousy of Uma and ganga the mural painting in Kerala appear to be closely related to, and influenced by this theatrical activity the art historians on temple planes, wood carving and painting the architectural plane of the Kerala temples are built largely on the pan-Indians almost universal model of the Vasthupurusha.

**Organic Farming in Practice**
Organic agriculture is the application of a set of cultural, biological, and mechanical practices that support the cycling of farm resources, promote ecological balance, and conserve biodiversity. These include maintaining and enhancing soil and water quality; conserving wetlands, woodlands, and wildlife; and avoiding use of synthetic fertilizers, sewage sludge, irradiation, and genetic engineering. This factsheet provides an overview of some common farming practices that ensure organic integrity and operation sustainability.

**Ayurveda for Lifestyle Modification:**
Ayurveda aims to integrate and balance the body, mind, and spirit which will ultimately leads to human happiness and health. Ayurveda offers methods for finding out early stages of diseases that are still undetectable by modern medical investigation. Ayurveda understands that health is a reflection of when a person is living in harmony with nature and disease arises when a person is out of harmony with the cycles of nature. All things in the universe (both living and nonliving) are joined together in Ayurveda. This leaflet endow with some practical knowledge to rediscover our pre-industrial herbal heritage.

**Life Style and Therapy using Yoga**
Yoga therapy is the adaptation of yogic principles, methods, and techniques to specific human ailments. In its ideal application, Yoga therapy is preventive in nature, as is Yoga itself, but it is also restorative in many instances, palliative in others, and curative in many others. The therapeutic effect comes to force when we practice daily and the body starts removing toxins and the rest is done by nature.

**Insights into Indian Classical Music**
The course introduces the students into the various terminologies used in Indian musicology and their explanations, like Nadam, Sruti, Svaram – svara nomenclature, Stayi, Graha, Nyasa, Amsa, Thala,- Saptatalas and their angas, Shadangas, Vadi, Samavadi, Anuvadi. The course takes the students through Carnatic as well as Hindustani classical styles.

**Insights into Traditional Indian Painting**
The course introduces traditional Indian paintings in the light of ancient Indian wisdom in the fields of aesthetics, the Shadanga (Sixs limbs of Indian paintings) and the contextual stories from ancient texts from where the paintings originated. The course introduces the painting styles such as Madhubani, Kerala Mural, Pahari, Cheriyal, Rajput, Tanjore etc.
Insights into Indian Classical Dance

The course takes the students through the ancient Indian text on aesthetics the Natyasastra and its commentary the AbhinavaBharati. The course introduces various styles of Indian classical dance such as Bharatanatyan, Mohiniyatton, Kuchipudi, Odissy, Katak etc. The course takes the students through both contextual theory as well as practice time.

Indian Martial Arts and Self Defense

The course introduces the students to the ancient Indian system of self-defense and the combat through various martial art forms and focuses more on traditional Kerala’s traditional KalariPayattu. The course introduces the various exercise technique to make the body supple and flexible before going into the steps and techniques of the martial art. The advanced level of this course introduces the technique of weaponry.

Social Awareness Campaign

The course introduces the students into the concept of public social awareness and how to transmit the messages of social awareness through various media, both traditional and modern. The course goes through the theoretical aspects of campaign planning and execution.

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18CUL101 CULTURAL EDUCATION I 2 0 0 2

Unit 1
Introduction to Indian Culture - Introduction to Amma’s life and Teachings - Symbols of Indian Culture.

Unit 2
Science and Technology in Ancient India - Education in Ancient India - Goals of Life – Purusharthas - Introduction to Vedanta and Bhagavad Gita.

Unit 3
Introduction to Yoga - Nature and Indian Culture - Values from Indian History - Life and work of Great Seers of India.

TEXTBOOKS:
1. The Glory of India (in-house publication)
2. The Mother of Sweet Bliss, (Amma’s Life & Teachings)

18CUL111 CULTURAL EDUCATION II 2 0 0 2

Unit 1
1. Relevance of Sri Rama and Sri Krishna in this Scientific Age
2. Lessons from the Epics of India
3. Ramayana & Mahabharata

Unit 2
4. Who is a Wise Man?
5. A Ruler’s Dharma
6. The Story of King Shibi

Unit 3
7. Introduction to the Bhagavad Gita
8. Bhagavad Gita – Action without Desire

Unit 4
9. Role and Position of Women in India
10. The Awakening of Universal Motherhood

Unit 5
11. Patanjali’s Astanga - Yoga System for Personality Refinement
12. Examples of Heroism and Patriotism in Modern India

TEXTBOOKS:
Common Resource Material II (in-house publication)
Sanatana Dharma - The Eternal Truth (A compilation of Amma’s teachings on Indian Culture)
Unit 1
State of Environment and Unsustainability, Need for Sustainable Development, Traditional conservation systems in India, People in Environment, Need for an attitudinal change and ethics, Need for Environmental Education, Overview of International Treaties and Conventions, Overview of Legal and Regulatory Frameworks.
Environment: Abiotic and biotic factors, Segments of the Environment, Biogeochemical Cycles, Ecosystems (associations, community adaptations, ecological succession, Food webs, Food chain, ecological pyramids), Types of Ecosystems – Terrestrial ecosystems, Ecosystem Services, Economic value of ecosystem services, Threats to ecosystems and conservation strategies.
Biodiversity: Species, Genetic & Ecosystem Diversity, Origin of life and significance of biodiversity, Value of Biodiversity, Biodiversity at Global, National and Local Levels, India as a Mega-Diversity Nation (Hotspots) & Protected Area Network, Community Biodiversity Registers. Threats to Biodiversity, Red Data book, Rare, Endangered and Endemic Species of India. Conservation of Biodiversity. People’s action. Impacts, causes, effects, control measures, international, legal and regulatory frameworks of: Climate Change, Ozone depletion, Air pollution, Water pollution, Noise pollution, Soil/land degradation/pollution

Unit 2
Linear vs. cyclical resource management systems, need for systems thinking and design of cyclical systems, circular economy, industrial ecology, green technology. Specifically apply these concepts to: Water Resources, Energy Resources, Food Resources, Land & Forests, Waste management.
Discuss the interrelation of environmental issues with social issues such as: Population, Illiteracy, Poverty, Gender equality, Class discrimination, Social impacts of development on the poor and tribal communities, Conservation movements: people’s movements and activism, Indigenous knowledge systems and traditions of conservation.

Unit 3
Global and national state of housing and shelter, Urbanization, Effects of unplanned development case studies, Impacts of the building and road construction industry on the environment, Eco-homes/Green buildings, Sustainable communities, Sustainable Cities.
Ethical issues related to resource consumption, Intergenerational ethics, Need for investigation and resolution of the root cause of unsustainability, Traditional value systems of India, Significance of holistic value-based education for true sustainability.

TEXTBOOKS/REFERENCES:
18ENG101  Communicative English  2-0-2-3

Objectives:
To help students obtain an ability to communicate fluently in English; to enable and enhance the students skills in reading, writing, listening and speaking; to impart an aesthetic sense and enhance creativity

Course Contents:
Unit I
Kinds of sentences, usage of preposition, use of adjectives, adverbs for description, Tenses, Determiners- Agreement (Subject – Verb, Pronoun- Antecedent) collocation, Phrasal Verbs, Modifiers, Linkers/ Discourse Markers, Question Tags

Unit II
Paragraph writing – Cohesion - Development: definition, comparison, classification, contrast, cause and effect - Essay writing: Descriptive and Narrative

Unit III
Letter Writing - Personal (congratulation, invitation, felicitation, gratitude, condolence etc.) Official (Principal / Head of the department/ College authorities, Bank Manager, Editors of newspapers and magazines)

Unit IV
Reading Comprehension – Skimming and scanning- inference and deduction – Reading different kinds of material –Speaking: Narration of incidents / stories/ anecdotes- Current News Awareness

Unit V
Prose: John Halt’s ‘Three Kinds of Discipline’ [Detailed]
Max Beerbohm’s ‘The Golden Drugget’ [Detailed]
Poems: Ogden Nash- ‘This is Going to Hurt Just a Little Bit’ [Detailed]
Wole Soyinka- ‘Telephone Conversation’ [Non-Detailed]
Kamala Das- ‘The Dance of the Eunuchs’ [Non-Detailed]

Short Stories: Edgar Allan Poe’s ‘The Black Cat’, Ruskin Bond’s ‘The Time Stops at Shamili’ [Non-Detailed]

CORE READING:
2. Syamala, V. *Speak English in Four Easy Steps, Improve English Foundation Trivandrum*: 2006
5. Online sources
References:
8. Murphy, Raymond, Murphy’s English Grammar, CUP, 2004
9. Online sources

AMRITA VISHWA Vidyapeetham
Arts & Sciences Undergraduate Programmes
Second Semester (2018 admission onwards)

18ENG121 Professional Communication 1-0-2-2

Objectives:
To convey and document information in a formal environment; to acquire the skill of self projection in professional circles; to inculcate critical and analytical thinking.

Unit I
Vocabulary Building: Prefixes and Suffixes; One word substitutes, Modal auxiliaries, Error Analysis: Position of Adverbs, Redundancy, misplaced modifiers, Dangling modifiers – Reported Speech

Unit II
Instruction, Suggestion & Recommendation - Sounds of English: Stress, Intonation
- Essay writing: Analytical and Argumentative

Unit III
Circulars, Memos – Business Letters - e-mails

Unit IV
Reports: Trip report, incident report, event report - Situational Dialogue - Group Discussion

Unit V
Listening and Reading Practice - Book Review

References
1. FelixaEskey. Tech Talk, University of Michigan. 2005
Unit-1
a) Introduction to Hindi Language, -other Indian Language’s, Official Language, link Language Technical terminology..
   b) Hindi alphabet: ParibhashaAurBhed.
   c) Shabda: ParibhashaAurBhed, RoopantharkiDrishti se
   d) Sangya -ParibhashaAurBhed,SangyakeRoopanthar-ling, vachan, karak
   e) Sarvanaam- ParibhashaAurBhed.

Unit-2
a) Common errors and error corrections in Parts of Speech –with emphasis on use of pronouns, Adjective and verb in different tenses –gender& number
   b) Conversations, Interviews, Short speeches.

Unit -3
a) Letter writing –ParibhashaAurBhed, Avedanpatra (request letter) & Practice
   b) Translation-ParibhashaAurBhed, English to Hindi

Unit- 4
Peom :
   a) Maithilisharangupth: sakhivemujsekahakarjaate
   b) Suryakanthtripatinirala :Priyatam
   c) Mahadevivarma- adhikaar
   d) Shiyaramsharangupth:ekphoolkichah

Unit- 5
Kahani
   a) Kafan  - Premchand ,
   b) Rajasthan ki Ek Gaav kee theerthyatra  - Beeshmasahni
   c) Raychandrabhai :By Mahathma Gandhi  - Sathya ke prayog
   d) Rajani  - Mannu Bhandari
AMRITA VISHWA VIDYAPEETHAM
BBM/BCA/ Int.MA/Int. Msc /B.Com/BA/B.Sc (VM)
Second Semester
18HIN111 HINDI II 1-0-2[2cr]

Unit -1
a) Visheshan- ParibhashaAurBhed.special usage of adverbs, changing voice and
conjunctions in sentences.
b) kriya- ParibhashaAurBhed, rupantharkidrushti se-kaal
c) padhparichay.
d) Vigyapan Lekhan (Advertisement writing), Saar Lekhan (Precise writing).

Unit -2
Communicative Hindi – MoukhikAbhivyakthi –understanding proper pronunciation, Haptics
…etc in Interviews ,short speeches .

Unit -3
Film review,Audio –Visual-Media in Hindi – Movies appreciation and evaluation.News reading
and presentations in Radio and Tv channels in Hindi, samvaadhlekhan,

Unit -4
a) Harishankarparasaiyi- SadacharkaThavis
b) Jayashankarprasadh – Mamata
c) Mannubandari- Akeli
d) Habibtanvir- Karthus

Unit -5
Kavya Tarang
a) Himadri thung shrung se (poet- Jayasankar prasad)
b) Dhabba (poet- kedarnath sing) ,
c) Proxy (poet- Venugopal),
d) Machis(poet –Suneeta Jain) ,
e) Vakth.(poet – Arun kamal)
f) Fasal (poet- Sarveshwar Dayal Saxena)
To enable the students to acquire basic skills in functional language.
To develop independent reading skills and reading for appreciating literary works.
To analyse language in context to gain an understanding of vocabulary, spelling, punctuation and speech

UNIT – 1
- Railway Nildanadalli – K. S. Narasimha Swamy
- Amma, Aachara Mattu Naanu – K. S. Nisar Ahamad
- Kerege Haara – Janapada
- Simhaavalokana – H.S. Shivaprakash

UNIT – 2
- Dhanwantri Chikitse - Kuvempu
- Mouni - Sethuram
- Meenakshi Maneya Mestru - Kuvempu

UNIT – 3
- Sukha –H.G Sannaguddayya
- Mobile Thenkara Jen Nonagala Jhenkara – Nagesh Hegade
- Namma Yemmege Maatu Tiliyitu – Goruru Ramaswamy Iyangar

UNIT – 4
Language structure
- Usage of punctuation marks
- Introduction to words (right usage)
- Reading skills
- Sentence formation (simple & complex)
- Translation- English to Kannada

References:
1. Kannada Samskruti Kosha – Dr. Chi. C Linganna
2. Kannada Sanna Kathegalu – G H Nayak
3. Lekhana Kale – N. Prahlad Rao
4. Kannada Sahithya Charithre – R. Sri Mugali
Objectives:
- To enable the students to acquire basic skills in functional language.
- To develop independent reading skills and reading for appreciating literary works.
- To develop functional and creative skills in language.
- To enable the students to plan, draft, edit & present a piece of writing.

UNIT – 1
- Bettada Melondu Maneya Maadi – Akka Mahadevi
- Thallanisadiru Kandya – Kanakadasa
- Avva – P. Lankesh
- Neevallave – K. S. Narasimha Swamy

UNIT – 2
Gunamukha – Drama by P. Lankesh

UNIT – 3
Karvalo – Novel by Poornachandra Thejaswi

UNIT – 4
Letter Writing –
Personal (congratulation, invitation, condolence etc.)
- Official (To Principal, Officials of various departments, etc.,)
- Report writing
- Essay writing
- Precise writing

Prescribed text:
1. Gunamukha by P. Lankesh (Lankesh Prakashana)
2. Karvalo by Poornachandra Thejaswi (Mehtha publishing house)

Reference
1. Saamanyanige Sahithya Charitre (chapter 1 to 10) – Bangalore University Publication
3. Kacheri Kaipidi – Kannada Adhyayana Samsthe (Mysuru University)
4. Kannada Sahithya Charithre – R. Sri Mugali
5. H.S.Krishna Swami Iyanger – *Adalitha Kannada* – Chetana Publication, Mysuru
Soft skills and its importance: Pleasure and pains of transition from an academic environment to work-environment. Need for change. Fears, stress and competition in the professional world. Importance of positive attitude, self-motivation and continuous knowledge upgradation.

Self Confidence: Characteristics of the person perceived, characteristics of the situation, Characteristics of the Perceiver. Attitude, Values, Motivation, Emotion Management, Steps to like yourself, Positive Mental Attitude, Assertiveness.

Presentations: Preparations, Outlining, Hints for efficient practice, Last minute tasks, means of effective presentation, language, Gestures, Posture, Facial expressions, Professional attire.

Vocabulary building: A brief introduction into the methods and practices of learning vocabulary. Learning how to face questions on antonyms, synonyms, spelling error, analogy etc. Faulty comparison, wrong form of words and confused words like understanding the nuances of spelling changes and wrong use of words.

Listening Skills: The importance of listening in communication and how to listen actively.

Prepositions and Articles: A experiential method of learning the uses of articles and prepositions in sentences is provided.

Problem solving; Number System; LCM & HCF; Divisibility Test; Surds and Indices; Logarithms; Ratio, Proportions and Variations; Partnership; Time speed and distance; work time problems;

Data Interpretation: Numerical Data Tables; Line Graphs; Bar Charts and Pie charts; Caselet Forms; Mix Diagrams; Geometrical Diagrams and other forms of Data Representation.

Logical Reasoning: Family Tree; Linear Arrangements; Circular and Complex Arrangement; Conditionalities and Grouping; Sequencing and Scheduling; Selections; Networks; Codes; Cubes; Venn Diagram in Logical Reasoning.

TEXTBOOKS:

REFERENCES:
4. *Nova GRE*, KAPAL GRE, Barrons GRE books;
5. Quantitative Aptitude, The Institute of Chartered Accountants of India.
7. The BBC and British Council online resources
8. Owl Purdue University online teaching resources
9. www.thegrammarbook.com online teaching resources
10. www.englishpage.com online teaching resources and other useful websites.

18SSK211 LIFE SKILLS II 1 0 2 2


Group Discussions: Advantages of Group Discussions, Structured GD – Roles, Negative roles to be avoided, Personality traits to do well in a GD, Initiation techniques, How to perform in a group discussion, Summarization techniques.

Listening Comprehension advanced: Exercise on improving listening skills, Grammar basics: Topics like clauses, punctuation, capitalization, number agreement, pronouns, tenses etc.

Reading Comprehension advanced: A course on how to approach middle level reading comprehension passages.

Problem solving – Money Related problems; Mixtures; Symbol Based problems; Clocks and Calendars; Simple, Linear, Quadratic and Polynomial Equations; Special Equations; Inequalities; Functions and Graphs; Sequence and Series; Set Theory; Permutations and Combinations; Probability; Statistics.

Data Sufficiency: Concepts and Problem Solving.

Non-Verbal Reasoning and Simple Engineering Aptitude: Mirror Image; Water Image; Paper Folding; Paper Cutting; Grouping Of Figures; Figure Formation and Analysis; Completion of Incomplete Pattern; Figure Matrix; Miscellaneous.

Special Aptitude: Cloth, Leather, 2D and 3D Objects, Coin, Match Sticks, Stubs, Chalk, Chess Board, Land and geodesic problems etc., Related Problems

TEXTBOOKS:

REFERENCES:
1. Quantitative Aptitude, by R S Aggarwal, S Chand Publ.

Facing an Interview: Foundation in core subject, Industry Orientation/ Knowledge about the company, Professional Personality, Communication Skills, activities before interview, upon entering interview room, during the interview and at the end. Mock interviews.

Advanced Grammar: Topics like parallel construction, dangling modifiers, active and passive voices, etc.

Syllogisms, Critical reasoning: A course on verbal reasoning. Listening Comprehension advanced: An exercise on improving listening skills.

Reading Comprehension advanced: A course on how to approach advanced level of reading, comprehension passages. Exercises on competitive exam questions.

Specific Training: Solving campus recruitment papers, National level and state level competitive examination papers; Speed mathematics; Tackling aptitude problems asked in interview; Techniques to remember (In Mathematics). Lateral Thinking problems. Quick checking of answers techniques; Techniques on elimination of options, Estimating and predicting correct answer; Time management in aptitude tests; Test taking strategies.

**TEXTBOOKS:**
4. The Hard Truth about Soft Skills, by Amazon Publication.

**REFERENCES:**
1. *Speed Mathematics, Secrets of Lightning Mental Calculations*, by Bill Handley, Master Mind books;
5. *Quick Arithmetics*, by Ashish Agarwal, S Chand Publ.;
8. The BBC and British Council online resources
9. Owl Purdue University online teaching resources
10. www.thegrammarbook.com online teaching resources
11. www.englishpage.com online teaching resources and other useful websites.
15MAL.101 Malayalam I

**Unit 1**
Ancient poet trio: *Adhyatmaramayanam, LakshmanaSwanthanam* (Lines: valsasoumitre... mungikidakayal), Ezhuthachan - Medieval period classics – *Jnanappana* (Lines: 201 to 298), Poonthanam.

**Unit 2**

**Unit 3**
Short stories from period 1/2/3: *Poovanpazham*, VaikaomMuhammedBasheer - Literary & Cultural figures of Kerala and about their literary contributions.

**Unit 4**
Literary Criticism: *BharathaParyadanam, VyasanteChiri* - Ithihasa studies - KuttikrishnaMararu - Outline of literary Criticism in Malayalam Literature - Introduction to KuttikrishnaMararu & his outlook towards literature & life.

**Unit 5**
AMRITA VISHWA VIDYAPEETHAM

15MAL111 Malayalam II

Unit 1
Ancient poet trio: Kalayanasougandhikam, (Lines: kallum marangalum... namukkennarika vrikodara ), Kunjan Nambiar - Critical analysis of his poetry - Ancient Drama: Kerala Sakunthalam (Act 1), Kalidasan (Transilated by Attor Krishna Pisharody).

Unit 2

Unit 3
Memoirs from Modern Poets: Theeppathi, Balachandran Chullikkadu - literary contributions of his time.

Unit 4
Part of an autobiography/travelogue: Kannerum Kinavum, Chapter: Valarnnu Varunnoratmavu, V.T. Bhattathirippadu - Socio-cultural literature-historical importance.

Unit 5
Error-free Malayalam- 1. Language; 2. Clarity of expression; 3. Punctuation - Thettillatha Malayalam - Writing- a. Expansion of ideas; b. Précis Writing; c. Essay Writing; d. Letter writing; e. Radio Speech; f. Script/Feature/Script Writing; g. News Editing; h. Advertising; i. Editing; j. Editorial Writing; k. Critical appreciation of literary works (Any one or two as an assignment).
Open Elective – UG

18OEL231  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:

1. B.S. Rathor; Advertising management
2. Chunnawala: Advertising theory and Practice
3. Sandage and others: Advertising: Theory and Practice
4. Thomas Russell and Glenn Verrill: Otto cleppner’s advertising Procedure
5. Manendra Mohan: Advertising Management: Concepts and cases
6. Philip Kotler: Marketing Management
7. David Aaker and George day: Marketing Research
8. Mahendra Mohan: Advertising Management; Concepts and Cases

18OEL232  BASIC STATISTICS  3 0 0 3
**Objectives:** To develop an understanding of problem solving methods, to understand the basic concepts of statistics and to apply the results to real life problems.

**Unit 1**
Introduction to Statistics: Meaning and scope of statistics, limitations of statistics, purpose and scope of inquiry.

**Unit 2**
Methods of collecting data - primary and secondary data, classification of data, tabulation of data, frequency table.

**Unit 3**
Presenting data by diagrams and graphs - bar diagram - simple, multiple, component and percentage bar diagram, pie diagram, histogram, frequency polygon and frequency curve, less than ogive and greater than ogive.

**Unit 4**
Measures of central tendency: Arithmetic mean, median, mode.

**Unit 5**
Dispersion: Quartile deviation, standard deviation, coefficient of variation.

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

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**18OEL233 CITIZEN JOURNALISM 1023**

**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:**
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, and discussion through SMS / WhatsApp.

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

Unit 5
Poetry writing – rhythm and rhyme, Types of poems – Narrative, Dramatic, Lyric.

REFERENCE BOOKS:
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 enable 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, Core2 Duo, I3, I5, 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 Mc-graw-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.
   • De-soldering Pump.
   • Digital and Analog Multi-Meter.
   • Screw driver set
   • Internet connectivity.

18OEL236 DEVELOPMENT JOURNALISM 2013

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.

Unit 3
Migration from rural areas and their impact on agricultural production due to shortage of labour in those areas.

Unit 4
Mass migration into metropolitan cities – Delhi, Kolkatta, Mumbai and Chennai – and their impact on civic amenities in the cities – increasing slums, decline in standard of living and environmental degradation.

Unit 5
Nuclear family - A side effect of urbanization - Changes in family system brought about by urbanization.

REFERENCES:
Effects of internal Migration and Net Emigration on a City – Smriti Chand 4 Major causes of Migration in India – Smriti Chand Human Migration (Cause, Kinds and Theories) - Negi Mohita
UN state of the World Population Report - 2007

18OEL237 DIGITAL PHOTOGRAPHY 1023

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

**REFERENCES:**
1. The Basic Photography, 1973, Focal press
2. Advanced Digital Photography by Tom Ang, Mitchell Beazley

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**18OEL238       EMOTIONAL INTELLIGENCE       1023**

**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**
**Components of Emotional Intelligence:** Importance of emotions, Self-awareness, Self-regulation, Self-motivation, Social awareness, Social skills.

**Unit 3**
**Models of Emotional Intelligence:** The Ability-based Model, The Trait Model of Emotional Intelligence, Mixed Models of Emotional Intelligence.

**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:**
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.

Unit 1
Indian Spirituality - Bhagvath Gita: Chapter 10; Upanishad – Isavasyopanishad; Vedic Hymns.

Unit 2
Western Spirituality - The Bible.

Unit 3

Unit 4
Others - Jewish-Sufism – Zoroastrianism.

Unit 5
Yoga and Meditation - The Power of Meditative practices - How to Practise the power of transcendental awareness - Revising Negative trends into positive - Scientific nature of Sadhana - Spiritual Psychology - Human energy systems – Chakras.

REFERENCES:
1. Max Muller, The Upanishad, Max Muller, Vedic Hymn
2. Swami Chinmayananda - 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

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

**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:**
1. *Film Art: An Introduction* - David Bordwell, Kristin Thompson
2. *Malayala Cinemayude Katha* - Vijayakrishnan

**REFERENCES:**
2. *Key Concepts in Cinema Studies* - Susan Hayward
3. *Film as Art* - Rudolf Arnheim
4. *Chalachithrathinte Porul* - Vijayakrishnan
5. *Movies and Meanings* - Stephen Prince

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**18OEL241 FUNDAMENTALS OF NETWORK ADMINISTRATION 2013**

**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*

**18OEL242 GENDER STUDIES**

**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

**18OEL243 GLIMPSES OF INDIAN ECONOMY AND POLITY**

**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.

18OEL244 GRAPHICS AND WEB DESIGNING TOOLS

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:

18OEL245 GREEN MARKETING 3 0 0 3

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

**18OEL246 HEALTHCARE AND TECHNOLOGY  3 0 0 3**

**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, TI, information compression, storage and transmission standards, wireless telemetry, e-health and telemedicine and applications.

**TEXTBOOKS/ REFERENCES:**

**18OEL247 HISTORY OF ENGLISH LITERATURE  3 0 0 3**

**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

**18OEL248** 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

**Unit 5 Drama**
Girish Karnad: Nagamandala – Play with a Cobra

**REFERENCES:**

18OEL249 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

18OEL250 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. Bhagavat Gita – Commentary by Swami swarupananda, Advaita Ashrama
2. Paatanjala Yogasutra – Commentary by Swami Gambhirananda, Ramakrishna mission
3. Yogopanishath
4. Ayurvijnana Ratnakaraha – Yogendranath, Rashtriya Samkrita Samsthanam

**18OEL251 INTRODUCTION TO COMPUTER HARDWARE 2013**

**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 uninstalining memory modules – maintenance and troubleshooting – common problems and solutions.


**Unit 5**


**TEXTBOOKS/REFERENCE BOOKS**
18OEL252 INTRODUCTION TO EVENT MANAGEMENT

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

18OEL253 INTRODUCTION TO MEDIA

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:
3. Mehra – “Newspaper Management”

180EL254 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

18OEL255 INTRODUCTION TO TRANSLATION

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

Unit 4

Unit 5

REFERENCE BOOKS AND SOURCES:
5. Central European and Euroasian Law Institute, USAID Duff, Alan, Translation, OUP, 1997
6. Gërmizaj, Shykrane - Translation Theory in the Classroom, Prishtina, 2005

Websites: (newspaper Selection of websites)

180EL256 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

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

180EL257 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’.


**Unit 5** Psychoanalysis: Freud - Critical tool in literary analysis - Norman N Holland.

**REFERENCE BOOKS:**

**18OEL258 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:

18OEL259 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. Shaffer, Cengage learning.
4) Ethics in Management and Indian Ethos - Ghosh BB, Vikas publishing.

18OEL260 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.

Unit 4  
Planning & Production
Planning and execution of programme production - production terms - control practices and procedures.

Unit 5  
History & Law
Historical perspective of mass media laws in India -  

REFERENCE BOOKS:
1. Aggarwal S.K. - Press at the crossroads in India, UDH Pub House
2. William and Rucker - Newspaper Organization and Management, a State Pr. Publication

180EL261 MICRO ECONOMICS 3 0 0 3

Unit 1  
Introduction to Microeconomics
Definition of economics – Scope – Scarce and End resource – Welfare Definition  

Unit 2  
Consumer’s Equilibrium Demand and Supply
Consumer Equilibrium – Meaning of Utility – Law of Equi-Marginal Utility - Demand  

Unit 3  
Theory of Production

Unit 4
Cost Function

Unit 5
Market Structure and Price Determination

REFERENCE BOOKS:

18OEL262 MICRO FINANCE, SMALL GROUP MANAGEMENT AND COOPERATIVES  3 0 0 3

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:
18OEL263  NEGO T I AT I ON AND C OUNSEL I NG  3 0 0 3

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
**Objective:** 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, Straus and Giroux Publication
4. Judith Wright - Woman to Man, Angus and Robertson Publication

**Objective:** 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**

**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
Strategy and planning for NGOs – Elements of Strategy, SWOT analysis, Process of Management – Planning, Organization, Delegation, Co-ordination, Core-Competency and Capacity Building

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 1403928681 Macmillan India Lid, 2006

18OEL266 PERSONAL EFFECTIVENESS 3003

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, Mc-Graw Hill Education
3. Whetten & Cameron - Development Management Skills, 7th Ed. Pearson, PHI.
4. Calvin S Hall 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.
**18OEL267 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**

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

**Unit 5**

**REFERENCES:**
4. An Introduction to Modern Astrophysics, 2nd Ed. by Caroll Ostie, Pearson, Addison Wesley

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**18OEL268 PRINCIPLES OF MARKETING 3 0 0 3**

**Objective:** To provide exposure to the students about principles of marketing and the knowledge of E-business.

**Unit 1**
Marketing, Introduction, Definition of market and marketing, Objects of marketing, features, Classification of markets, marketing and selling, Importance of marketing, modern marketing, features, marketing management, characteristics of marketing management, marketing management and sales management, Green Marketing, Market Segmentation and Target Marketing, Marketing mix, definition, elements of marketing mix, Marketing process, marketing functions, functions of exchange, functions of physical supply, facilitating functions.

**Unit 2**
Marketing Research, market research and marketing research, marketing research and marketing information system, procedure of marketing research.

**Unit 3**
Product, classification, product policies, product line, product mix, product life cycle, different stages in product life cycle, Pricing, pricing objectives, factors affecting price decisions, price determination procedure, types of pricing.

**Unit 4**
Promotion, objectives, forms of promotion, sales promotion, tools of sales promotion, advertising, definition, kinds of advertising media, personal selling, features, personal selling process, channels of distribution.
Unit 5
Consumer behaviour: introduction, market analysis, marketing strategy, factors 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

18OEL269 PRINCIPLES OF PUBLIC RELATIONS

Unit 1
Purpose & Philosophy of PR, What PR Is, Objectives of Public Relations, the Primary Purpose of PR, Hostility, Prejudice, Apathy, Ignorance, Emergence of Public Relations, Public Relations Today, Public Relations and Propaganda, Defining Objectives and Planning a Programme.

Unit 2

Unit 3
Public Relations as a Profession, Overview, Profession, Codes of Professional Conduct, Functions of Public Relations Department, Policy, Publicity, Product Publicity, Relations with the Government, Community Relations, Shareholders Relations, Promotion Programmes, Donations, Employee Publications, Guest Relations, Establishment of Relations with the Public, The Need for Public Relations, Scope of Public Relations, Professional Code - Public Relations.

Unit 4


REFERENCE BOOKS:
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 science. 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

Objectives: 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 co-efficient - interpretation.

Unit 2
Regression Analysis: introduction – uses of regression analysis – regression lines - the two regression equations.

Unit 3

Unit 4
Unit 5
Theoretical distributions: discrete and continuous distributions - Binomial distribution
– Normal distribution.

REFERENCE BOOKS:

18OEL272 TEAMWORK AND COLLABORATION 2013

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.

Unit 3

Unit 4
Teams – Effective Team Characteristics and Team Building, Ginnetts Team Effectiveness Leadership Model.

Unit 5

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

18OEL273 THE MESSAGE OF BHAGAVAD GITA 3003

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

TEXTBOOKS/REFERENCES:

18OEL274 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
Tourism as an ancient phenomenon - pleasure travel - religion as a motivator Industrial revolution and development of tourism. Effects of Great World Wars on transport system - advent of jet and high speed trains. Causes of rapid growth - meaning, nature and components of tourism-basic travel motivations.

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.

TEXTBOOKS:
1. Vara V V Prasad - Travel and Tourism Management, Excel books
2. Ghosh, Biswanath – Tourism and Travel Management, Vikas Publishing House
REFERENCES:

**18OEL275**

**VIDEOGRAPHY**

**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:**
1. Allan Wurtzel: *Television Production*
2. Zettl Herbert: *Television Production*
3. Gerald Millerson: *The Technique of Television Production*
4. Hartwig, Robert: *Basic TV Technology, digital and Analog*
5. Chattedji P.C: *Broadcast News*
6. John Watkinson: *An Introduction to Digital Video*

**18OEL276**  

**VISTAS OF ENGLISH LITERATURE**

**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

18OEL277 WEB-DESIGNING TECHNIQUES 1 0 2 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.

Unit 3

Unit 4
CSS: Introduction to Cascading Style Sheets, Types of Style Sheets, Class Selector, ID Selector, Absolute Relative Positioning, Inline menu, DIV + CSS Layout Design, PSD to CSS Conversion.

Unit 5
JavaScript: Introduction to JavaScript, Understanding variables & functions, Working with alert, confirm and prompt, Understanding loop, arrays, Creating rollover image, Working with operators.

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
Unit I
Introduction to Organic farming: Definition, Basic principles of Organic farming, Chemical intensive farming versus Organic farming, Advantages and disadvantages.


Unit II
Basics of Organic Vegetable cultivation: Selection of varieties, seeds or seedlings, Liming of soil, Potting mixture preparation and filling of grow-bags/pots, Precautions during planting and transplanting, Details of Organic inputs required for cultivation and its application methods, 100 day schedule for organic vegetable farmers, Nutrient management and Plant protection measures.

Unit III
Land reclamation using green manuring crops: Soil degradation due to chemical fertilizers, Crops used for green manuring, Benefits, ITK used by farmers in plant growth and protection.

Assessing the quality of organic inputs: Quality of organic manures, Analysis-agencies involved Quality standards, Governance and Legal Institutions Involved in Organic certification.

Unit IV

Safe egg and meat production in homesteads: Selection of suitable poultry breeds, Housing requirements, Feeding management, Care and management, Vaccination and other routine medicines, Safe withholding periods, Common diseases and their management.

Unit V
Safe fish production in Homesteads: Homestead fish farming methods, Location specific models, Stepwise Installation procedure, Species selection, Feeding and management, Culture-Package of Practice, Harvesting, storage and marketing.

Storage and Value addition of excess produce: Refrigerated storage, Drying and dehydration, Pickles, Jam, Squash preparation, Home recipes.

Reference Books:
2. Amitava Rakshit, HB Singh – ABC of Organic Farming, Jain Brothers Publication
3. B. Subrahmanyeswari Mahesh Chander – Organic Livestock Farming, ICAR Publication
4. Handbook of Fishers and Aquaculture – ICAR Publication

18OEL278 ORGANIC FARMING 1023

Objective: This course is intended to give the students a basic awareness on Women’s rights and the legal frame work for the protection of their rights.

Unit 1
Introduction/Overview: The meaning of law, social security legislations, free legal aid to the poor, Indian Evidence Act, various modes of dispute settlement mechanisms- Lok Adalats, Family Courts, Mahila Courts, Crime Against Women Cells, NCW, NHRC, State Commissions.
Women and the Constitution: Fundamental Rights, Constitutional Remedies (Writs), Electoral Law, Voting Rights for Women, participation in Panchayats and governance.
Unit 2
Women & Family Laws: Marriage Law, Separation, Divorce, Maintenance, Adoption, Right to Property and Succession, Guardianship, unmarried mother and the legitimacy of her children.

Unit 3
Criminal Law and Women: Major offences against women, Women in Custody- Arrest, grounds of arrest, kinds of offences (bailable and non-bailable), arrest warrant, powers of police, rights of arrested persons including the right to bail, the immediate procedure to be adopted in case of violation of rights.

Unit 4
Procedure in Action: Procedure for seeking redressal, Complaints to Police Station, Courts, Lok Adalat.

Unit 5

18OEL280 Ritual Performances of Kerala 3 0 0 3

Objectives: To provide an overall view of Ritual Performances of Kerala in general and ‘Padayani’, ‘Mudiyettu’ and ‘Teyyam’ performances in particular. Land, people, social and political system and worldview are the deciding factors of ritual performances. The course aims to give a clear understanding of these performances and their unique features. The classes will be supported with PowerPoint and video clippings of the respective ritual performances.

Unit 1


Unit 2

Unit 3
Comparative aspects of Padayani, Mudiyettu and Teyyam – theme, decorative elements and form, dance, enactment, faith and other aspects.

**REFERENCE BOOKS:**
2. Kadammanitta Vasudevan Pillai, ‘Padayani’.
7. M D Raghavan, ‘Folk plays and Dances of Kerala’.
8. Sreedhara Menon, ‘Cultural History of Kerala’.

**18OEL281 Documenting Social Issues 3 0 0 3**

**Objective:** Visual documentation of key social issues: The student will write the script and shoot a documentary film of 5-10 minutes, highlighting a key issue.

**Unit 1**
Screening documentary films on various social issues – gender discrimination, women empowerment, dowry, female infanticide and skewed sex ratios, maternal and child care, role of technology in transforming societies, changing caste and class barriers etc. etc.,

**Unit 2**
Selecting the topic: Migration of labour from other regions to the southern states due to labour shortage and their integration in the society as local youth turn away from traditional occupations of their families and go in search of white-collar jobs, alcohol consumption and rising crime, drug addiction among students etc. etc..

**Unit 3**
Data collection on the ground, interviews and shooting schedule.

**Unit 4**
Pre-production, production and post-production processes with approval from the guide.

**Unit 5**
Preview of the film & analysis.

**REFERENCES:**

**FILMS:**
5. Flaherty, Robert J (1922) Nanook of the North
8. Srinivasan; R R (2000) Nadhiyin Maranam

**15OEL282 Fabrication of Advanced Solar Cell 3 0 0 3**

**Unit 1**
The Solar Resource and types of solar energy converters, Requirements of an ideal photoconverter, Principles of a solar cell design, material and design issues; Revisions of Semiconductor Physics, Physics of semiconductor Junctions; p-n junction under dark and under illumination, effect on junction characteristics, Other device structures. Photovoltaic cell and power generation, Characteristic of the Photovoltaic Cell.

**Unit 2**

**Silicon Solar cell**, Mono-crystalline and poly-crystalline cells, Metallurgical Grade Si, Electronic Grade Si, wafer production, Mono-crystalline Si Ingots, Poly-crystalline Si Ingots, Si-wafers, Si-sheets, Solar grade Silicon, Si usage in solar PV, Commercial Si solar cells, process flow of commercial Si cell technology, Process in solar cell technologies, Sawing and surface texturing, diffusion process, thin film layers, Metal contact.

**Unit 3**


**Optics in solar energy conversion**: antireflection coatings, concentration of light: Light confinement, photon recycling, multiple excitation generation.

**Unit 4**

3rd generation Solar cell; **Advances in Photovoltaics**, Photochemical and photosynthetic energy conversion; DSSC, Solution processed thin film, Organic Solar Cell, Hydride Perovskite solar cell and multi junction tandem solar cells;

**Solar PV modules**: Series and Parallel connections, Mismatch between cell and module, Design and structure, PV module power output, PV system configuration, standalone system with DC / AC load with and without battery, Hybrid system, Grid connected systems.

**Unit 5**

Hand on experience on solar cell fabrication, DSSC fabrication, Perovskite solar cell fabrication, Thin-film solar cell fabrication.

**TEXTBOOKS/REFERENCES:**


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**15OEL283 BASIC CONCEPTS OF X-RAY DIFFRACTION** 3003

**Unit 1**
The geometry of the crystalline structure

**Unit 2**

**X-RAY BASICS**
The scattering of X-rays, Diffraction from a crystal

**Unit 3**

**X-RAYDIFFRACTOMETERS**
High-Resolution Diffractometers

**Unit 4**
Experimental Collection of Diffraction Data
The factors affecting the X-ray intensities

**Unit 5**
Determination of Space group and crystal structures
Accuracy and refinement process

**REFERENCES:**
1. Emil Zolotovabko; *Basic Concepts of X-Ray Diffraction*; John Wiley & Sons, 21-Apr-2014 - Science
2. M. M. Woolfson; *An Introduction to X-ray Crystallography*; Cambridge University Press

INTRODUCTION TO FORTRAN AND GNUPLOT

**Unit 1 Introduction**
Introduction to Computing, Basic Fortran, Data Types, Constants and Variables, Naming Convention. Operation and Intrinsic Functions, Expressions and Assignment Statements, Logical Operators and Logical Expression.

**Unit 2 Control Statements and I/O**
IF statement and construct, nested if statement, GOTO, Case Construct, Do Loop, nested do loop, do while loop. Fortran I/O and External Files, Formatted Output, Formatted Input, File Processing.

**Unit 3 Subroutines and Functions**
Defining and referring subroutine and function, arguments, conditions on arguments, Dummy arguments or parameters and actual arguments, Scope of variables.

**Unit 4 Arrays**
Arrays and elements, Array properties, Array storage, Whole array assignment, Array section assignment, Array Operations, Array Processing, Mask Array, Allocatable Arrays, Functions Return Arrays.

**Unit 5 Gnuplot**
Introduction to gnuplot, function plot, data plot, analyse a function, various options in gnuplot, Scientific Graphic Library, Linking Fortran Programs to gnuplot Graphic Library.

**TEXTBOOK:**

**REFERENCES:**
Introduction to porous materials, Classification based on the pore size: microporous materials, mesoporous materials and nanoporous materials; Classification based on materials: Zeolites, Transition metal oxides, Metal organic frameworks and types-new era of porous materials.

Unit 2 Metal organic frameworks, Mesoporous materials and Zeolites

Unit 3 Characterization of porous materials
Introduction to adsorption, classification-physical and chemical adsorption, surface area, factors affecting the surface area, gas adsorption for surface area analysis, adsorption isotherms and their classification, Langmuir and BET adsorption isotherms, pore analysis: calculation of pore size and pore volume, mercury porosimetry.

Unit 4 Synthesis of porous materials
Sol-Gel Processing for synthesis of porous materials: factors affecting the sol gel process, xerogels and aerogels, Template based methods for the synthesis of porous materials: Brief introduction to the synthesis of porous materials like MCM 41 and SBA 15 and hydrothermal methods for the synthesis of MOFs and zeolites

Unit 5 Applications
Applications of mesoporous materials in catalysis, gas adsorption and drug delivery; importance of zeolites in petroleum industry, application of MOFs

REFERENCE BOOKS:

Unit 1 Introduction
Origin of forensic science, need for forensic science, trace and contact evidence, marks and impression, examination of documents, blood stain analysis, microscope in analysis, explosives, chemical analysis of explosives, forensic laboratories and courses in India.

Unit 2 Narcotics
Narcotics, classification of drugs, specific drugs- Psychotropic drugs, chemical screening of drugs, chemical extraction and sample preparation, chemical identification of drugs using analytical methods.

Unit 3 Fingerprinting and Firearm Analysis
History of fingerprinting, principles of fingerprinting, constituents of latent finger marks, fingerprint detection, chemical methods of detection, firearm examination, chemical analysis of firearm, analysis of gunshot residue.

Unit 4 Toxicology
Introduction to Toxicology, alcohol and human body, testing of blood alcohol concentration, Toxins & Biological Poisons, Measuring Toxicity as LD50, sample and analysis, inorganic poisons, nerve agents, radioactive toxins, Pharmacokinetics and Toxicokinetics, tests for toxins, reported case studies.

Unit 5 Postmortem Toxicology
Introduction, tissue and fluid specimens, specimen collection and storage, extraction procedure, analytical techniques, interpretation, case studies.
15OEL287  INTRODUCTION TO SOLAR PHYSICS  3 0 0 3

Unit 1 Sun

Unit 2 Tools for Solar Observation
High-Resolution Telescope, Spectrographs and Spectrometers, Filters and Monochromators, Polarimetry, Special purpose Instruments.

Unit 3 Sun’s Oscillations and Rotations:
Linear Adiabatic Oscillations of Non-Rotating Sun, Helioseismology, Excitation and Damping, The Angular Velocity of Sun, Models of Rotating Convection Zone.

Unit 4 Magnetic properties of Sun:
Fields and Conducting Matter, Flux tubes, Sunspots and Solar Cycle.

Unit 5 Chromosphere, Corona and Solar Wind

TEXTBOOK:
The Sun: An Introduction second edition by Michael Stix

15OEL288  RECYCLING, RECOVERY AND TREATMENT METHODS FOR WASTES  3 0 0 3

Unit 1 Biowaste
Agrowaste - Biopesticide from solid waste, biomass to bioethanol, biowaste as carbon source, other applications of agrowaste.

Animal waste – bio-digester - generation of renewable energy, biogas from animal waste-daily consumption, Equipment sizing and design.

Food waste-management, anaerobic digestion of food waste – kitchen waste composting.

Unit 2 Plastic & Rubber

Recycling of rubber – Devulcanisation - thermal, mechanical and microbial process - characterization of devulcanized rubber - products from rubber waste.

Pyrolysis of plastics and rubber - Catalytic process of treatment- plastic waste to fuel, oil and wax.

Unit 3 Utilized Products recycling
Paper recycling - types of paper, Mechanical and chemical re-pulping,
Glass waste - bottle recycling, cullet recycling, process in glass recycling

Metals - Iron & steel, iron & steel remanufacturing, Aluminium remanufacturing

**Unit 4 Electronic waste**

**Unit 5 Biomedical & Hazardous Waste**
Biomedical waste and its category, Treatment - autoclaving, shredding, deep burial & chemical treatment of biomedical waste

Radioactive waste – Nuclear waste type and source, long lived and short lived radionuclide, treatment of radioactive waste - immobilization-cement based material for disposal of waste.

**REFERENCES:**

**16OEL289 ACTING AND DRAMATIC PRESENTATION 2 0 2 3**

**Objective:** To cultivate communication skills of students through teaching of theory and skills of theatre and Dramatics.

**Unit 1**
Rasa theory in Bharata’s Natyasastra. Classical theatre in India.

*Practical: Warming-up exercises - Relaxation Exercises.*

**Unit 2**
Greek drama and dramatic theories. Use of masks.

*Practical: Voice modulation - Breath control.*

**Unit 3**
Shakespearean theatre.

*Practical: Practice in Monologues - Training in articulation of emotions through dramatic speech.*

**Unit 4**
20th century theatre. Stanislavskian method, and Brechtian epic theatre.
Practical: Developing body and facial expressions in drama - Articulating narratives through body movements - Building up a repertoire of gestures.

Unit 5
Theatre semiotics and dramaturgy.

Practical: Building up units of action to create a Theatrical Ensemble - Plotting movements of different characters within a scene.

TEXTBOOK:
The Semiotics of Theatre and Drama by Keir Elam

REFERENCES:
1. Theatre as Sign System: A Semiotics of Text and Performance By Elaine Aston, George Savona
2. Theatre Semiotics: Text and Staging in Modern Theatre By Fernando de Toro
3. Acting For Real: Drama Therapy Process, Technique, And Performance By Renee Emunah

16OEL290 COMPUTERISED ACCOUNTING 2023

Objectives: The course will provide an understanding of the Accounting practices including the final accounts, inventory keeping practices, financial reporting and printing. Tally is proposed to be used as the mail tool.

Unit 1

Unit 2

Unit 3
Final Accounts: Trading and Profit and Loss Accounts, Balance Sheet – simple adjustments like outstanding expenses, prepaid expenses, bad debts, accrued income, unearned income.

Unit 4
Getting started with Tally – Company information - Tally accounting - Chart of accounts – Ledgers and Groups - financial and trading vouchers – Voucher creation and entry.

Unit 5
Tally Inventory – inventory vouchers - Display and reporting – reporting and printing

Reference Books:
1. Goyal and Ruchi Goyal – Financial Accounting, Prentice Hall India
2. Jain and Narang – Advanced Accounts Volume 1, Kalyani Publishers
Objective: Mural painting is an offshoot of the devotional tradition of Kerala. In the contemporary scenario Mural painting is not restricted to permanent structures and are being done even on canvas. Kerala Mural painting are the frescos depicting mythology and legends. Learning Mural painting through the theory and practical workshop is the objective of this course.

Unit 1  Introduction, history and evaluation, preparation method of pigments.

Unit 2  Technical details, methods and techniques of wall preparation, preparation of the colors and brushes.

Unit 3  Basics of mural drawing and traditional style, drawing anatomy and study of mural style.

Unit 4  Basics of mural painting.

Unit 5  Mural painting in acrylic colours, drawing and painting.

Reference Books:
2.  Chithralakshanam - K.K Warrier.
**BOOKS RECOMMENDED:**

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**15OEL293**

**REPORTING RURAL ISSUES**

**Objectives:** News coverage of rural areas: Issues ranging from health, education and civic amenities to government welfare schemes and the state of agriculture with farming losing its sheen among rural youth and resultant urban migration. New trends like mechanization of farming due to shortage of labour, the growth of self-help groups and mushrooming cottage industries, changes in the social and political life of the rural communities, inter-caste and class dynamics and how technological penetration is changing rural life and aspirations, success stories, best practices in farming, growing consumerism and its impact on environment, rural businesses and innovations.

**Unit 1**
Reporting rural India - problems and prospects: Poor connectivity and infrastructure, electrification and drinking water supply, state of primary healthcare centres, growing literacy and education breaking down caste and class barriers

**Unit 2**
Role of women in rural areas, gender discrimination, female infanticide and patriarchy, women role models who have asserted themselves in social, political and economic life of the society overcoming all odds and helped breakdown social barriers.

**Unit 3**
Government development programmes for rural areas. Are they reaching the intended beneficiaries? Success and failure stories, women empowerment and youth upliftment programs.

**Unit 4**
Agriculture – shrinking areas under cultivation, drying irrigation sources, high cost of inputs, labour shortage and rising wages. Need to ensure fair prices for the farmers’ produce by setting up agro-industries and cold storage chains in rural areas and introducing appropriate technology.

**Unit 5**
Role of media in highlighting rural issues so that authorities in the cities take note and take remedial measures.

**REFERENCES:**


**VIDEOS:**
*The Noer*
RITUAL PERFORMANCES OF KERALA

Objectives: To provide an overall view of Ritual Performances of Kerala in general and ‘Padayani’, ‘Mudiyyettu’ and ‘Theyyam’ performances in particular. Land, people, social and political system and worldview are the deciding factors of ritual performances. The course aims to give a clear understanding of these performances and their unique features. The classes will be supported with PowerPoint and video clippings of the respective ritual performances.

Unit 1


Unit 2

Unit 3

Comparative aspects of Padayani, Mudiyyettu and Teyyam – theme, decorative elements and form, dance, enactment, faith and other aspects.

REFERENCE BOOKS:
15. M D Raghavan, ‘Folk plays and Dances of Kerala’.
Unit 1
Introduction to Indian Arts: Architecture, Painting, Sculpture, Dance, Music and theatre
Theoretical introduction to Traditional Indian miniature, mural, scroll paintings and decorative.
Theoretical introduction to Ritualistic paintings

Unit 2
Introduction to Traditional Kerala Mural paintings: Theoretical, conceptual and contextual framework of Kerala Mural paintings. Colours, Forms and historic and mythological contexts. Surface preparation. Painting in Kerala Mural- from the textual narrative to execution

Unit 3
Introduction to Cheriyal Scroll paintings: Theoretical, conceptual and contextual framework of Cheriyal paintings. Colours, Forms and historic and mythological contexts. Surface preparation. Painting in Cheriyal style- from the textual narrative to execution.

Unit 4
Introduction to Pahari paintings: Theoretical, conceptual and contextual framework of Cheriyal paintings. Colours, Forms and historic and mythological contexts. Surface preparation. Painting in Cheriyal style- from the textual narrative to execution.

Unit 5
Introduction to traditional Madhubani paintings: Theoretical, conceptual and contextual framework of Madhubani paintings. Colours, Forms and historic and mythological contexts. Surface preparation. Painting in Madhubani style- from the textual narrative to execution.

Text book
 a) BN Goswamy - The Spirit of Indian Painting

Reference books
 a) Bernard S. Myers - Encyclopaedia of Painting: Painters and Painting of the World from Prehistoric Times to the Present Day
 b) Partha Mitter - Indian Art (Oxford History of Art)
 c) Sherman E. Lee, George Montgomery - Rajput Painting

18OEL297 HISTORY AND PHILOSOPHY OF SCIENCE 3 0 0 3

Unit 1
Why History of Science? Astronomy in the ancient world - people, theory and instruments (4 hours) - Astronomy across civilizations of the old world, main discoveries, their contribution and instruments during those times.

Unit 2
The Dark ages in Europe - the Arabian influence - The Islamic science, translations and original contributions of Arabians, dark ages Europe, logic, literature and scientific method, early universities of Europe.

Unit 3
Indian tradition in Science and Technology - an overview - Indian contributions in science and technology - mathematics, astronomy and other sciences.
Unit 4
Texts that changed the course of history science - Elements of Euclid, Aryabhatiya of Aryabhata, BrahmasputaSidhanta of Brahmagupta, Yuktibhasa of Jyestadeva, PhilosophiaeNatturalis Principia Mathematica.

Unit 5
The Copernican revolution and the rise of modern science - The background of Copernican revolution, interaction between civilizations, the rise of modern sciences - when and why?

Text and Background Literature:
History and philosophy of science is yet to be established as full-fledged discipline. A suggested anthology of reading materials:
1. Essential reading on history of sciences (in-house publication)

18OEL298 EU HISTORY OF SCIENCE AND TECHNOLOGY 4 0 0 3

From Galileo to Einstein, from the split of science and religion to the discovery of machines and computers, science have played a major role in the history of European Union and largely contributed to the place of European Union in the world nowadays.
In this course we will review some major contributions in science and technology made in EU, in particular in Physics, which allowed cultural, philosophical and technical revolutions. We will try to put as best as we can the discovery in their historical context and present elements of biography of the some of the most prominent scientists involved in these discoveries. We will also look at past and present influence, in particular Indian influence on EU science and technology advances. These courses will outreach scientific concept of each discovery for bachelor students in science. The course will follow thematic line, which will be as much as possible historically ordered.

1. The Greek legacy: Eratosthenes, Ptolemy (2h):
   a. Pre-Socratic period: the Pythagoreans school.
   b. Classic period: Plato and Aristotle

2. Elements of Indian Astronomy and Mathematics and their influence on Europe (6h):
   a. Prehistory: the Vedic period, discoveries in mathematics, astronomy and medicine.
   b. Middle age
   c. Late middle age: science technology transfer with Europe.

3. The scientific revolution at renaissance. (6h)
   b. Separation between science and religion.
   c. Technology major inventions: printing technics, navigation instrument: astrolabe, sextant.

4. Thermodynamics and thermal machine and the industrial revolution (6h).
   a. Invention of thermal machine and industrial revolution in Europe.
b. XVIIe to XVIIIe: the birth of thermodynamic with chemistry and thermal machine  
c. XIXe: Formalization of thermodynamic laws and principles (Carnot, Joule, Clapeyron, Kelvin)  
d. Development of statistical mechanics (Boltzmann, Gibbs)

5. Light, Electricity and electromagnetism:  
a. Coulomb, Maxwell, Ampere (4h)

6. Einstein contribution (Photo electric effect, Relativity, etc.) (2h)

7. Radioactivity: Pierre et Marie Curie (2h).  
a. Introduction on Mendeley and periodic table.  
b. Discovery of Radioactivity  
c. Elements of biography of Marie Curie

8. Discovery of quantum mechanics:  
a. Introduction on black body radiation (Planck), photo electric effect (Einstein) and wave-particle duality.  
b. The Copenhagen interpretation: Bohr, Heisenberg, Pauli, Planck

9. Technology discovery in the context of the 2nd world war (4h)  
a. Nuclear energy  
b. Turing machine  
c. Jet engine

10. A few remarkable recent advances in quantum mechanics (4h):  
a. Violation of Bell’s inequalities (A. Aspect)  
b. Mesoscopic physics and quantum Circuits  
c. Cold atoms (C. Cohen Tannoudji)  
d. Quantum material: Graphene, topological insulators.
Sanskrit

Syllabus for the I&II Semester -All UG

Course code : 15SAN101

Objectives

18SAN101                  SANSKRIT I                  1-0-2[2cr]

To familiarize students with Sanskrit language and literature.
To read and understand Sanskrit verses and sentences.
Self-study of Sanskrit texts and to practice communication in Sanskrit.
To help the students imbibe values of life and Indian traditions propounded by the scriptures.
To be able to speak in Sanskrit.

Semester I

Module I
Introduction to Sanskrit language, Devanagari script - Vowels and consonants, pronunciation, classification of consonants, conjunct consonants, words – nouns and verbs, cases – introduction, numbers, Pronouns, communicating time in Sanskrit.
Practical classes in spoken Sanskrit. (7 hours)

Module II
Verbs- Singular, Dual and plural — First person, Second person, Third person.
Tenses – Past, Present and future – Atmanepadi and parasmaipadi-kartheriprayoga.
(8hrs)

Module III
Words for communication and moral stories. (4 hrs)

Module IV
Chanakya Neethi first chapter (first 15 Shlokas) (6 hrs)

Module V
Translation of simple sentences from Sanskrit to English and vice versa.(5hs)
Semester II

18SAN111 SANSKRIT II 1-0-2[2cr]

Module I
Seven cases, Avyayas, sentence making with Avyayas, Saptha kakaras.

Module II
Kthavathu’ Prathyayam, Upasargas, Kthvatha, Thumunnantha, Lyabantha Prathyayam. Three Lakaras – brief introduction, Lot lakara

Module III
New words and sentences for the communication, Slokas, moral stories (panchathanthra) Subhashithas, riddles (Selected from the Pravesha Book)

Module IV
Introduction to classical literature, classification of Kavyas, classification of Dramas - Important five Maha kavyas

Module V
Translation of paragraphs from Sanskrit to English and wise -verse

Module VI
Bhagavad - Geeta fourteenth chapter (all 27 Shlokas)

Essential Reading:
1, Praveshaha; Publisher: Samskrita bharati, Aksharam, 8th cross, 2nd phase, girinagar, Bangalore -560 085
2, Sanskrit Reader I, II and III, R.S. Vadhyar and Sons, Kalpathi, Palakkad
3, PrakriyaBhashyam written and published by Fr. John Kunnappally
4, Sanskrit Primer by Edward Delavan Perry, published by Ginn and Company Boston
5, Sabdamanjari, R.S. Vadyar and Sons, Kalpathi, Palakkad
6, Namalinganusasanam by Amarasimha published by Travancore Sanskrit series
7, SubhashitaRatnaBhandakara by Kashinath Sharma, published by Nirnayasagarpress