



**KANNUR UNIVERSITY**  
കണ്ണൂർ സർവകലാശാല

**(Abstract)**

Five Year Integrated Master's Programme (FYIMP) in University Teaching Departments/ Schools - Syllabus of Skill Enhancement Courses (SECs) to the Foundation Course basket in the 5th and 6th semesters of the current FYIMP programme - offered by the Department of Commerce and Business Studies - Approved and Implemented w. e. f. 2024-'25 Academic Year - Orders Issued

---

**ACADEMIC C SECTION**

ACAD/ACAD J1/5814/2026

Dated: 04.06.2026

---

- Read:-
1. UO No Acad C3/22488/2023 dated 15/03/2024
  2. UO No ACAD H/ACAD H3/4513/2024 dated 15/05/2024
  3. Email Received from the Course director , Dept. of Commerce and Management Studies on 16/03/2026
  4. Email received from the Dean of Faculty of Commerce and Management Studies on 13/05/2026
  5. Minutes of the meeting of the Standing Committee of the Academic Council held on 16/05/2026
  6. The orders of the Vice Chancellor dtd. 01.06.2026

**ORDER**

1. As per paper read (1) above, the Regulations for the Five Year Integrated Master's programme (FYIMP) in University Teaching Departments/ Schools were implemented w. e. f. the academic year 2024-'25.

2. Accordingly, as per paper read (2) above, Five Year Integrated Master's Programmes (FYIMP) viz, Physical Science, Computational Science, Clinical Psychology and Anthropological Sciences were commenced at various campuses of Kannur University during the academic year 2024-'25. Further, the ongoing Five Year Integrated Master of Physical Education and Sports and Five Year Integrated M.Com. Programmes come under the FYIMP pattern w. e. f. the Academic Year 2024-'25.

3. As per paper read (3) above, the Course Director ,Department of Commerce and Business Studies submitted detailed syllabi and proposals for adding Skill Enhancement Courses (SECs) to the Foundation Course basket in the 5th and 6th semesters of the current FYIMP programme syllabus along with the minutes of the Department Council meeting.

4. Accordingly, the Dean, Faculty of Commerce & Management Studies furnished remarks after verifying the Syllabus vide paper read (4) above.

5. The Standing Committee of the Academic Council as per paper read (5) above recommended to approve the syllabus .

5. The Vice Chancellor, in exercising the powers of the Academic Council conferred under Section 11(1), Chapter III of Kannur University Act 1996, approved the Syllabi of the following Skill Enhancement Courses to the Foundation Course basket in the 5th and 6th semesters of the



existing FYIMP programme, as recommended by the Standing Committee of the Academic Council.

1. KU05SECCOM202: Basics of Stock Market Operations
2. KU06SECCOM203: Advanced Spreadsheet Applications in Business
3. KU06SECCOM204: Office Management

7. The detailed Syllabus of Foundation Courses is appended with this U.O. and uploaded in the official website of the University.

Orders are issued accordingly.

*Sd/-*

**Jisha K P**  
**Assistant Registrar II**  
For REGISTRAR

To: 1. Course Director, Dept. of Commerce and Business Studies  
2. Nodal Officer. FYIMP Implementation Committee

Copy To: 1. PS to VC/ PA to R  
2. PA to CE (to circulate among the sections concerned under Examination Branch)  
3. EP IV/ EXC I (Examinations)  
4. JR II (Examinations)  
5. AR/DR (Academic)  
6. Computer Programmer  
7. Webmanager (to publish in the official website)  
8. SF/DF/FC

Forwarded / By Order

SECTION OFFICER



### KU06SECCOM204: OFFICE MANAGEMENT

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
VI	SEC	300	KU06SECCOM204	3	45

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
45		45	50	50	100	1.5 Hrs

#### OBJECTIVES OF THE COURSE:

- To make the students aware of office environment and to appreciate the importance of appropriate office practices in the modern business world.
- To develop in the students a sense of responsibility in the efficient management of office function.
- To help the students acquires first-hand knowledge in the use of appliances.
- To create a bond of dependable and skilled office assistants.
- To assist the learners to acquaint him/herself with various types of stationeries, drafts, noting, equipment etc, including the use of computer.

#### Learning Outcomes:

- Familiarize with the activities in the modern office and equip with the skills necessary to run the office efficiently and effectively.
- Know the basics of the organizations' functionality regarding office management, human resource management, public relationship, corporate finance, corporate governance to enable and contribute to the organizations' success.
- Develop knowledge and key skills in handling all human resource issues of the organization.
- Understanding the basic concepts of accounts and finance so that it guides them to make right decisions regarding the financial and managerial matters of the organization.
- Manage office administration tasks effectively, including handling office resources and supplies, document management, and organizing meetings and events.
- Utilize technology in secretarial practice, including proficiency in office software, email, online communication tools, and digital file management.

#### Module I

( Hours of transaction:10)

Office and Office Management: Meaning of office. Definition and elements of office management, its importance . Functions of office – primary and administrative management functions, importance of office, duties of the office manager. Concept of paperless office, virtual office, Back & Front office, open and Private office. (5 Hours)



Module II

( Hours of transaction:10)

Records & Database Management: Types of Records & Filing Systems, Classification & Indexing of Documents, Digital & Physical Record Keeping, Database Management Basics, Information Retrieval Systems, Office Filing Procedures & Security, Archiving & Disposal of Records, Legal Aspects of Record Keeping, Introduction to Cloud-Based Record Management. (5Lectures)

Module III

( Hours of transaction:10)

Business Communication & Correspondence: Types of Business Communication (Verbal & Non-Verbal), Writing Business Letters & Emails, Report Writing & Business Proposals, Internal Memos & Circulars, Minutes of Meetings & Agenda Preparation, Handling Customer Queries & Complaints, Telephone & Virtual Communication Etiquette

Module IV

( Hours of transaction:10)

Measurement of Office Work – Importance, purpose, difficulty in measuring office work. Different ways of measurement, setting of work standards, benefits of work standards. Techniques of setting standards. Office Manuals – Meaning, need, types of office manuals and steps in preparing of office manuals.

Module V Teacher Specific Module  
transaction:5 )

( Hours of

Reference:

1. Chhabra, T.N., Modern Business Organisation, New Delhi, DhanpatRai& Sons.
2. Duggal, Balraj, Office Management and Commercial Correspondence, KitabMahal, New Delhi.
3. P.K. Ghosh, "Office Management", Sultan Chand & Sons. New Delhi
4. R.K. Chopra, Office Management, Himalaya Publishing House
5. Stroman, J., Wilson, K., & Wauson, J. (2019). Administrative Assistant's and Secretary's Handbook (5th ed.). AMACOM Books.
6. BarCharts, Inc. (2018). Business Communication. QuickStudy Reference Guides.
7. Sabin, W. A. (2020). The Gregg Reference Manual (11th ed.). McGraw-Hill Education India.
8. Friedman, J. P. (2018). Secretarial and Administrative Procedures (4th ed.). Cengage Learning India.
9. Payne, E. M. (2019). The Successful Secretary: Building a Winning Team Mentality (3rd ed.). Pearson India.



## KU06SECCOM203: ADVANCED SPREADSHEET APPLICATIONS IN BUSINESS

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
VI	SEC	300	KU06SECCOM203	3	45

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
30	15	45	50	50	100	1.5 Hrs

### OBJECTIVES OF THE COURSE:

- Describe and demonstrate the importance of MS Excel and its functionalities.
- Identify, interpret, and explain the fundamentals concepts pertaining to Data Visualization and Storytelling.
- Design, compose and employ the use of different chart and plots under MS Excel for Dashboard building.
- Create and demonstrate the working of Interactive Dashboards using MS Excel Application.
- Classify different techniques of Reporting, Sharing and Authorizations used in MS Excel with regards to Dashboards
- Apply acquired skills in spreadsheet to diverse business contexts, ensuring relevance and effectiveness in various industries and scenarios.

### Course Outcomes

- Create and edit spreadsheets of varying complexity
- Develop the skill to format cells, columns, and rows as well as entire workbooks in a uniform and attractive style
- Analyse numerical data and project outcomes to make informed decisions
- Evaluate plan, research, create, revise and publish worksheets and workbooks in varying formats
- demonstrate the ability to take numerical data and create meaningful information to solve problems

### Module I

( Hours of transaction:10)

#### Introduction to Spreadsheet Applications

Introduction to spreadsheet applications, MS Excel Overview, Advantage and Disadvantages, Common Spreadsheet Applications, Basics of spreadsheet interface and functions, Navigating the interface , Key features and capabilities ,

### Module II

( Hours of transaction:10)

#### Data Entry and Formatting

Data Entry and Formatting with Spreadsheets, Efficient data entry techniques , Formatting cells, rows, and columns, Introduction to cell referencing and formulas ,Creating and managing tables , Generating charts and graphs ,Basic formulas and functions for business applications



Module III

( Hours of transaction:10)

**Advanced Functions and Automation**

Advanced Functions and Automation , Advanced Formulas - Nested functions and complex formulas , Logical and Lookup functions (VLOOKUP, XLOOKUP,HLOOKUP),Understanding IF, AND, OR, TEXT, COUNT, COUNTIF functions, Pivot Tables and Pivot Charts - Data summarization , Dynamic reporting with Pivot Charts, Macros and Automation - Introduction to macros , Creating simple automation scripts (customers, brands, sales, credit data)

Module IV

( Hours of transaction:10)

**Advanced Financial with Spreadsheets**

Advanced Financial with Spreadsheets- Statistical Analysis - Descriptive statistics: mean, median, mode, Performing simple inferential statistics: t-tests, correlation, Data visualization techniques - histograms and box plots , Application of Financial ratios and key performance indicators

Calculating key financial metrics such as net present value (NPV), internal rate of return (IRR), and return on investment (ROI), Creating charts and graphs to visualize data trends, such as sales trends over time or market share comparisons, Calculate financial ratios a company and make interpretation

Module V Teacher specific

( Hours of transaction:10)

Reference:

1. Dr Renjini D., 2019, Data Analysis for Business Decisions using Excel, Bharti.
2. Winston, 2019, Microsoft Excel, PHI.
3. Hector Guerrero, 2019, Excel Data Analysis – Model and Simulation, Springer.
4. John Walkenbach, 2016, Excel Bible, Wiley.



## KU05SECCOM202: BASICS OF STOCK MARKET OPERATIONS

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
V	SEC	300	KU05SECCOM202	3	45

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
45		45	50	50	100	1.5 Hrs

### Course Objectives

1. To provide students with a basic understanding of the share market, investment concepts, and types of financial investments.
2. To familiarize students with the structure and functioning of stock exchanges in India and the regulatory framework governing stock markets.
3. To introduce students to key stock market terminologies, trading practices, and different types of investors and brokers.
4. To develop basic knowledge of portfolio building and factors influencing stock market movements.
5. To enable students to understand technical analysis tools, chart patterns, and practical aspects such as IPO application and virtual trading.

### Learning Outcomes

After completing the course, students will be able to:

1. Explain the concept of savings, investment, and the role of the share market in financial markets.
2. Identify the structure and functioning of stock exchanges in India such as the Bombay Stock Exchange and National Stock Exchange of India.
3. Describe the regulatory role of Securities and Exchange Board of India and the functions of various stock market intermediaries.
4. Interpret common stock market terms and trading mechanisms, including different types of orders and trading strategies.
5. Analyze market trends and construct a basic investment portfolio considering risk and return factors.
6. Apply basic technical analysis techniques using charts, candlestick patterns, and indicators.
7. Demonstrate practical knowledge of IPO application procedures and virtual trading platforms.



### Module I:

Introduction to Share Market- Savings and Investment, Types of Investments- Share: Concept and types, Participants in the Share market- Stock exchanges in India, Index: Sensex, Nifty and Sectors indices. (Hours of transaction:10)

### Module II

Markets Introduction- Functions, Various Stock Exchanges in India (BSE, NSE) and Regulatory framework SEBI Intermediaries- Demat Account Opening- requirement, Types of Brokers- Types of investors (long term vs short term, hedging Vs investment Vs Speculation, informative vs liquidity traders, Retail, DII, FII, HNI etc.), Trading Platform, Features and Functions of Trading Platform, Types of Trading Platforms, Popular Trading Platforms in India. (Hours of transaction:10)

### Module III

Stock Market Important Terminologies: Bull Market - Bear Market – Systematic Risk - Return - Delivery - Intraday - Dematerialization -Long Buy - Short Selling - Stop Loss - Portfolio - Tick Size - Averaging - Booking Profit or Loss - Right Issue - Stock bonus - Stock Split Bonus share, stock split, Dividend, Market Trends, Correction, Crash-Types of Trading, Types of Order, Building Ideal portfolio- Factors affecting on the stock market (Hours of transaction:15)

### Module IV

Technical Analysis-Types of Charts, Candle formation, Types of Candles- Types of Candlestick pattern- Single and Double Candlestick pattern- Chart Patterns- Reversal pattern and Continuation Pattern- Technical Indicators-Moving averages, MACD, RSI- How to apply for IPO- Virtual Trading (demo)

(Hours of transaction:10)

### Reference Books

- Gala, Jitendra. Guide to Indian Stock Market: Basics of Stock Market for Beginners.
- Magee, John & Edwards, Robert. Technical Analysis of Stock Trends.
- Gurjar, Sunil. Price Action Trading: Technical Analysis Simplified.
- Murphy, John J. Technical Analysis of the Financial Markets.
- Parikh, Parag. Stocks to Riches: Insights on Investor Behaviour.
- O'Neil, William J. How to Make Money in Stocks.

#### Suggested Readings

1. Securities and Exchange Board of India – Investor Education and Financial Literacy materials available at [www.sebi.gov.in](http://www.sebi.gov.in).
2. National Stock Exchange of India – NSE Knowledge Hub and Investor Awareness resources ([www.nseindia.com](http://www.nseindia.com)).
3. Bombay Stock Exchange – BSE Investor Education and stock market learning modules ([www.bseindia.com](http://www.bseindia.com)).
4. National Institute of Securities Markets – Study materials and certification resources on securities markets ([www.nism.ac.in](http://www.nism.ac.in)).

