

(Abstract)

Scheme and Syllabus of Economics Programme (first and second semesters only)-Prepared in tune with KU-FYUGP-SLL Regulation - Approved & Implemented under Private registration Scheme of School of Lifelong Learning w.e.f 2024 admission - Orders Issued

ACADEMIC C SECTION

ACAD C/ACAD C5/1577/2025

Dated: 01.02.2025

- Read:-1. The Minutes of the Meeting of the committee of Chairperson of BoS and Chairperson of the FYUGP Curriculum Regulation committee held on 08/08/2024
2. U.O. No. FYUGPSC/FYSC-III/15268/2024(I) dtd:04/09/2024
 - 3 . U.O. No. FYUGPSC/FYSC-III/15268/2024 dtd:04/09/2024 and 25/11/2024
 4. ACAD C/ACAD C5/22333 /2024 Dated: 29.10.2024
 5. E-mail dtd: 20/01/2025, from the Chairperson, BoS in Economics (UG)
 6. The Minutes of the meeting of the Standing Committee of Academic Council held on 21/01/2025

ORDER

1. The Meeting of Chairpersons of Board of Studies (BoS) and Convenor of the FYUGP Core committee vide paper read (1) above, recommended that the Syllabus prescribed for the Courses of the first six semesters of FYUG Programmes of affiliated Colleges, shall be followed for the respective Courses of three year UG Programmes as per the FYUGP Pattern under the Private Registration mode, except the 20 % Course designed by the individual Faculty as Internal evaluation.
2. Subsequently, the Regulations of the three year Under Graduate Programmes in tune with FYUGP pattern under the Private registration scheme of School of Lifelong Learning of Kannur University was implemented w.e.f. 2024 admission vide paper read (2) above.
3. The List of Courses for KU-FYUGP-SLL programmes under Private Registration w.e.f 2024 admission was approved and implemented vide paper read (3) above.
4. Further, the Scheme and Syllabus of the Economics programme, in FYUGP Regular Pattern (affiliated colleges) was approved vide paper read (4) above.
5. Vide paper read 5, the Chairperson BoS in Economics (UG) submitted the Scheme and syllabus of the first and second semester Courses of the Economics programme, for approval and implementation under Private Registration Scheme of School of Lifelong Learning of the University w.e.f. 2024 admission
6. Considering the matter, the Vice Chancellor ordered to place the Scheme and Syllabus, before the Standing Committee of the Academic Council.
7. The Standing Committee of the Academic Council, vide paper read (6) above, recommended to approve the Scheme and Syllabus of courses of Economics programme.
8. The Vice Chancellor, after considering the Recommendation of the Standing Committee of the Academic Council and in exercise the powers of the Academic Council, conferred under Section 11(1) Chapter III of Kannur University Act, 1996 and all other enabling provisions read together with, ***approved the Scheme and Syllabus of the First and Second Semesters Courses of the Economics Programmes, prepared in tune with KU SLL FYUGP Regulations 2024 and***

implemented under Private Registration Scheme of School of Lifelong Learning, w.e.f 2024 admission, subject to reporting to the Academic Council.

9. The Scheme & Syllabus of Economics Programmes (First and Second Semesters only) under Private Registration Scheme of School of Lifelong Learning of Kannur University, w.e.f. 2024 admission are appended with this U.O. & uploaded in the University website.

Orders are issued accordingly.

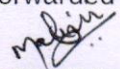
Sd/-

ANIL CHANDRAN R
DEPUTY REGISTRAR (ACADEMIC)
For REGISTRAR

To: 1.The Director, (School of Lifelong Learning),Kannur University
2.The Chairperson, BoS Economics (UG)

Copy To: 1. The Examination Branch (through PA to CE)
2. The Chairperson, Board of Studies in Economics (UG)
4. PS to VC/PA to R
5. EX CI/EG I/AR-II/AR-IV/JR-2(EXAM)
6. DR/AR (Academic)
7. IT Cell/Computer Programmer
8. web Manager (for uploading in the website)
7. SF/DF/FC

Forwarded / By Order


SECTION OFFICER

KV



LIST OF COURSES (Papers)

A. SINGLE MAJOR/ MAJOR WITH MINOR/ MAJOR WITH MULTIPLE DISCIPLINE PATHWAYS

SEMESTER – I

DETAILS OF COURSES (PAPERS) & CREDITS

SI No.	Course (Semester – I)	Number of Course	Credit
1	Ability Enhancement Course – AEC – 1 (<i>English</i>)	1	3
2	Ability Enhancement Course – AEC – 2 (<i>Additional Language</i>)	1	3
3	**Multi Disciplinary Course – MDC - 1	1	3
4	Major (A – 1)	1	4
5	Minor (*B – 1)	1	4
6	Minor (*C – 1)	1	4
	TOTAL	6	21
<p>*Single Major: Six courses in B & C can be in different disciplines. * Major with Minor: B & C represents the same minor discipline. * Major with multiple disciplines: B & C represents two different disciplines. ** MDC shall be from subject other than Major</p>			

I. FOUNDATION COURSES (mandatory for all candidates)

1. Ability Enhancement Course – AEC (English).

One course with 3 credits for a programme

SI No.	Course (Paper)	Credit
1	KU1AECENG102 - Enriching English (For BBA/ BCA/B.Com)	3
2	KU1AECENG103 - Engaging English (For all BA Programmes)	3

2. Ability Enhancement Course – AEC (Modern/ Other Language):

One course with 3 credits for a programme

SI No.	AEC – MALAYALAM - Course (Paper)	Credit
1	KU1AECMAL102 – ഭാഷാ-സാഹിത്യ പഠിപ്പിച്ചം (For all BA Programmes)	3
2	KU1AECMAL103 - സാഹിത്യവും രചനയും (For BBA/ BCA/B.Com)	3

OR

SI No.	<i>AEC – HINDI - Course (Paper)</i>	Credit
1	KU1AECCHIN102 - Sahityik Hindi (For BBA/ BCA/Bcom)	3
2	KU1AECCHIN 103 - Saral Hindi (For all BA Programmes)	3

OR

SI No.	<i>AEC – ARABIC - Course (Paper)</i>	Credit
1	KU1AECARB101 - Arabic for Daily Life (For all BA Programmes except Afzal-UI-Ulama)	3
2	KU1AECARB105 - Functional Arabic (For BA Afzal-UI-Ulama)	3
3	KU1AECARB102 - Arabic for Interaction (For BBA/ BCA/B.Com)	3

OR

SI No.	<i>AEC – URDU - Course (Paper)</i>	Credit
1	KU1AECURD101 - Nasari Shanakhath (For all BA Programmes)	3
2	KU1AECURD102 - Nasari Muthala (For BBA/ BCA/B.Com)	3

OR

SI No.	<i>AEC – KANNADA - Course (Paper)</i>	Credit
1	KU1AECKAN101 - Modern Kannada Poetry & Fiction (For all BA Programmes)	3
2	KU1AECKAN102 - Modern Kannada Poetry & Drama (For BBA/Bcom)	3
3	KU1AECKAN103 - Commercial Communication in Kannada (For BCA)	3

3. Multi Disciplinary Course – MDC – I Semester.

One course with 3 credits for a programme

Candidates shall choose **ONE** course as MDC from **any discipline** given below other than from their **major discipline**.

SI No.	Discipline	Name of the Course (MDC – I Semester)	Credit
1	Commerce	KU1MDCCOM100 - Personal Finance Planning	3
2	B.B.A.	KU1MDCBBA100 - Fundamentals of Management	3
3	Economics	KU1MDCECO102 - Economics for Competitive Examination	3
4	Political Science	KU1MDCPOL101 - Media and Politics	3
5	History	KU1MDCHIS102 - Understanding Social Reform Movements in Kerala	3
6	English	KU1MDCENG103 - English & Artificial Intelligence	3
7	Malayalam	KU1MDCMAL101 - നവമുദ്രയുടെ സാഹിത്യം	3
8	Kannada	KU1MDCKAN101 - Scientific literature in Kannada	3
9	Afzal-UI-Ulama	KU1MDCAFZ101 - Elementary Arabic	3
10	Journalism	KU1MDCJMC106 - Professional Journalism	3

11	Hindi	KU1MDCHIN101 - Geeto ke bol anmol	3
12	B.C.A.	KU1MDCCAP101 - Basics of IT for all OR KU1MDCCAP102 - Digital marketing	3

II. Discipline Specific Course – DSC (Major/Minor) – I Semester

(i) Major – A (I Semester): One Course with 4 credits

Sl No.	Discipline	Name of the Course (Major - A) – I Semester	Credit
1	Commerce	KU1DSCCOM100 - Management Theory & Practices	4
2	B.B.A.	KU1DSCBBA100 - Management Concepts and Principles	4
3	Economics	KU1DSCECO101 - Introductory Microeconomics *	4
4	Political Science	KU1DSCPOL101 - Foundations of Political Science *	4
5	History	KU1DSCHIS101 - Understanding History	4
6	English	KU1DSCENG101 - Poetry in English *	4
7	Malayalam	KU1DSCMAL101 - കഥയും കഥാപാത്രങ്ങളും	4
8	Kannada	KU1DSCKAN102 - Navodaya Literature	4
9	Afzal-UI-Ulama	KU1DSCAFZ101 - Essential Arabic Syntax	4
10	B.C.A.	KU1DSCCAP101 - Foundations of Computers and Programming	4

* These courses (papers) can be opted as Minor by those who have not opted these discipline as their Major discipline.

(ii) Minor Courses (I Semester): 2 courses with 4 credits each.

Candidates shall choose **TWO** courses as Minor from **any discipline** given below other than from their **major discipline**.

Sl No.	Discipline	Name of the Course		Credit
1	Commerce (B.Com)	1.	KU1DSCCOM101 - Accounting for Beginners	4
		2.	KU1DSCCOM104 - Modern Marketing	4
2	Business Administration (B.B.A)	1.	KU1DSCBBA101 - Managerial Economics	4
		2.	KU1DSCBBA102 - Business Statistics	4
3	Economics	1.	KU1DSCECO101 - Introductory Microeconomics*	4
		2.	KU1DSCECO103 - Economics of Tourism & Development	4

4	Political Science	1.	KU1DSCPOL101 - Foundations of Political Science*	4
		2.	KU1DSCPOL102 - Understanding Indian Constitution	4
5	History	1.	KU1DSCCHIS102 - Economic History of Modern India (1600 to 1857)	4
		2.	KU1DSCCHIS103 – Understanding the Modern World	4
6	English	1.	KU1DSCENG101 - Poetry in English*	4
		2.	KU1DSCENG103 - Life Writings	4
7	Malayalam	1.	KU1DSCMAL103 - ഇന്ത്യൻ ഇതര ഭാഷാ സാഹിത്യ പരിചയം	4
		2.	KU1DSCMAL104 – സ്ത്രീ- അനുഭവമെഴുത്ത്	4
8	Kannada	1.	KU1DSCKAN103 - Navodaya Poetry	4
		2.	KU1DSCKAN104 - Travel Writings in Kannada	4
9	Afzal-Ul-Ulama	1.	KU1DSCAFZ102 - Classical Prose in Arabic	4
		2.	KU1DSCAFZ103 - Reading Arabic Literature - I	4
10	Journalism	1.	KU1DSCJMC103 - Film Appreciation	4
		2.	KU1DSCJMC104 - News Media & Democracy	4
11	Computer Application (B.C.A.)	1.	KU1DSCCAP103 – Essential IT Tools	4
		2.	KU1DSCCAP105 - Fundamentals of Web Development	4

* These courses (papers) can be opted as Major by those who have not opted these discipline as their Minor discipline.

SEMESTER – II

DETAILS OF COURSES (PAPERS) & CREDITS

Sl No.	Course (Semester – II)	Number of Course	Credit
1	Ability Enhancement Course – AEC – 3 (English)	1	3
2	Ability Enhancement Course – AEC – 4 (Additional Language)	1	3
3	Multi Disciplinary Course – **MDC - 2	1	3
4	Major (A – 2)	1	4
5	Minor (*B – 2)	1	4
6	Minor (*C – 2)	1	4
	TOTAL	6	21
<p>*Single Major: Six courses in B & C can be in different discipline. * Major with Minor: B & C represents the same minor discipline. * Major with multiple disciplines: B & C represents two different disciplines. ** MDC shall be from subject other than Major</p>			

I. FOUNDATION COURSES (mandatory for all candidates)

1. Ability Enhancement Course – AEC (English)

One course with 3 credits for a programme.

SI No.	Course (Paper)	Credit
1	KU2AECENG106 - English for Career (For BBA/ BCA/B.Com)	3
2	KU2AECENG107 - English through Culture (For all BA Programmes)	3

2. Ability Enhancement Course – AEC (Modern/ Other Language).

One course with 3 credits for a programme

SI No.	AEC – MALAYALAM - Course (Paper)	Credit
1	KU2AECMAL105 - ആഖ്യാനവും ആവിഷ്കാരവും (For all BA Programmes)	3
2	KU2AECMAL106 - ഭാഷാസാഹിത്യവ്യവഹാരങ്ങൾ (For BBA/ BCA/Bcom)	3

OR

SI No.	AEC - HINDI - Course (Paper)	Credit
1	KU2AECHIN 105 - Gadya Vividha (For BBA/ BCA/B.Com)	3
2	KU2AECHIN 106 - Satrangi Dharti (For all BA Programmes)	3

OR

SI No.	AEC – ARABIC - Course (Paper)	Credit
1	KU2AECARB105 - Basic Skills in Arabic (For all BA Programmes <i>and</i> BA Afzal-UI-Ulama)	3
2	KU2AECARB106 - Essential Skills in Arabic (For BBA/ BCA/B.Com)	3

OR

SI No.	AEC – URDU - Course (Paper)	Credit
1	KU2AECURD104 - Urdu Shayari (For all BA Programmes)	3
2	KU2AECURD106 - Urdu Nasar - O – Nazm (For BBA/ BCA/B.Com)	3

OR

SI No.	AEC – KANNADA - Course (Paper)	Credit
1	KU2AECKAN104 - Medieval Kannada Literature (For all BA Programmes)	3
2	KU2AECKAN105 - Modern Kannada Prose (For BBA/BCom)	3
3	KU2AECKAN106 - Computer Application in Kannada (For BCA)	3

3. Multi Disciplinary Course – MDC – II Semester

One course with 3 credits for a programme

Candidates shall choose **ONE** course as MDC from **any discipline** given below other than from their **major discipline**.

SI No.	Discipline	Name of the Course (MDC – II Semester)	Credit
1	Commerce	KU2MDCCOM102 - Fundamentals of Entrepreneurship	3

2	B.B.A.	KU2MDCBBA100 -E-Commerce	3
3	Economics	KU2MDCECO104 - Economics of Startup & Entrepreneurship	3
4	Political Science	KU2MDCPOL102 - Environmental Politics	3
5	History	KU2MDCHIS106 - History of Indian National Movement	3
6	English	KU2MDCENG106 - Popular Narratives	3
7	Malayalam	KU2MDCMAL102 - ചലച്ചിത്ര ആസ്വാദനം	3
8	Kannada	KU2MDCKAN102 - Kannada film appreciation	3
9	Afzal-UI-Ulama	KU2MDCAFZ102 - Arabic for Communication	3
10	Journalism	KU2MDCJMC112 – PR Management	3
11	Hindi	KU2MDCHIN102 - Anudit Malayalam Sahitya	3
12	B.C.A.	KU2MDCCAP103 - Python Programming for all OR KU2MDCCAP104 - Introduction to Data Science	3

II. Discipline Specific Course – DSC (Major/Minor)– II Semester

(i) Major – A (II Semester): One Course with 4 credits

Sl No.	Discipline	Name of the Course (Major – A – II Semester)	Credit
1	Commerce	KU2DSCCOM105 - Financial Accounting	4
2	B.B.A.	KU2DSCBBA101 - Fundamentals of Accounting	4
3	Economics	KU2DSCECO106 - Introductory Macroeconomics *	4
4	Political Science	KU2DSCPOL104 - Indian Constitution: An Introduction *	4
5	History	KU2DSCHIS107 - An Introduction to World Civilizations	4
6	English	KU2DSCENG106 - Prose in English*	4
7	Malayalam	KU2DSCMAL105 - കവിതയും കവിതാവായനയും	4
8	Kannada	KU2DSCKAN105 - Progressive Literature in Kannada	4
9	Afzal-UI-Ulama	KU2DSCAFZ104 - Grammar & Morphology	4
10	B.C.A.	KU2DSCCAP106 - Programming With C and C++	4

* These courses (papers) can be opted as Minor by those who have not opted these discipline as their Major discipline.

(ii) Minor (II Semester): 2 courses with 4 credits each.

Candidates shall choose **TWO** courses as Minor from **any discipline** given below other than from their **major discipline**.

Sl No.	Discipline	Name of the Course		Credit
1	Commerce (B.Com)	1.	KU2DSCCOM106 - Modern Business Environment	4
		2.	KU2DSCCOM110 - Quantitative Techniques for Business Decisions	4
2	Business Administration (B.B.A)	1.	KU2DSCBBA103 - Business Environment	4
		2.	KU2DSCBBA106 - Emerging Applications in Management	4
3	Economics	1.	KU2DSCECO106 - Introductory Macroeconomics *	4
		2.	KU2DSCECO108 - Demography	4
4	Political Science	1.	KU2DSCPOL104 – Indian Constitution: An Introduction *	4
		2.	KU2DSCPOL106 - Ideas & Concepts in Political Science	4
5	History	1.	KU2DSCHIS108 - Economic History of Modern India (1858 - 1947)	4
		2.	KU2DSCHIS109 - Understanding Contemporary World History	4
6	English	1.	KU2DSCENG106 - Prose in English *	4
		2.	KU2DSCENG110 - Contemporary Literatures	4
7	Malayalam	1.	KU2DSCMAL106 - ഇന്ത്യൻ സാഹിത്യ പരിചയം	4
		2.	KU2DSCMAL107 - സ്ത്രീ-യാത്രയെഴുത്ത്	4
8	Kannada	1.	KU2DSCKAN107 - Modern Kannada Literature	4
		2.	KU2DSCKAN108 - Regional Writings in Kannada	4
9	Afzal-Ul-Ulama	1.	KU2DSCAFZ105 - Arabic Literature in India	4
		2.	KU2DSCAFZ106 - History of Classical Arabic Literature	4
10	Journalism	1.	KU2DSCJMC110 - Online Journalism	4
		2.	KU2DSCJMC111 - News writing for Print Media	4
11	B.C.A.	1.	KU2DSCCAP108 - Cyber security and Ethics	4
		2.	KU2DSCCAP109 - Introduction to Database Management System	4

* These courses (papers) can be opted as Major by those who have not opted these discipline as their Minor discipline.

B. DOUBLE MAJOR PATHWAY

LIST OF COURSES (Papers) FOR BA ARABIC & ISLAMIC HISTORY/ BA URDU & ISLAMIC HISTORY

SEMESTER – I

DETAILS OF COURSES & CREDITS

Sl No.	Course (Semester – I)	Number of Course	Credit
1	Ability Enhancement Course – AEC – 1 (English)	1	3
2	Ability Enhancement Course – AEC – 2 (Additional Language)	1	3
3	Major (A – 1)	1	4
4	Major (A – 2)	1	4
5	Major (B – 1)	1	4
6	Multi Disciplinary Course – MDC – 1 (*B)	1	3
	TOTAL	6	21

* MDC shall be from Major B (Islamic History)

I. FOUNDATION COURSES (Mandatory for all candidates)

1. Ability Enhancement Course – AEC (English): One Course with 3 Credits

Sl No.	Course (Paper)	Credit
1	KU1AECENG103 - Engaging English	3

2. Ability Enhancement Course – AEC (Modern/ Other Language): One Course with 3 credits

Sl No.	AEC – MALAYALAM - Course (Paper)	Credit
1	KU1AECMAL102 - ഭാഷാ -സാഹിത്യ പരിചയം	3

OR

Sl No.	AEC – HINDI - Course (Paper)	Credit
1	KU1AECCHIN103 - Saral Hindi	3

OR

Sl No.	AEC – ARABIC - Course (Paper)	Credit
1	KU1AECARB101 - Arabic for Daily Life	3

OR

Sl No.	AEC – URDU- Course (Paper)	Credit
1	KU1AECURD101 - Nasari Shanakhath	3

OR

Sl No.	AEC – KANNADA - Course (Paper)	Credit
1	KU1AECKAN101 - Modern Kannada Poetry & Fiction	3

3. **Multi Disciplinary Course – MDC – I Semester (From Major –B -Islamic History):** One course with 3 credits

Any one course from the following

Sl No.	Discipline	Name of the Course (MDC – I Semester)	Credit
1	Islamic History	KU1MDCISH101 - Islamic Finance & Banking <i>OR</i> KU1MDCISH102 – Gulf Migration in Kerala: Dynamics, Impacts & Challenges	3

II. Discipline Specific Course – DSC – I Semester

i. Major – A (I Semester): Arabic or Urdu. 2 courses with 4 credits each

- 2 courses (papers) in Arabic for BA Arabic & Islamic History
- 2 courses (papers) in Urdu for BA Urdu & Islamic History

Sl No.	Discipline	Name of the Course - (Major - A) – I Semester	Credit
1	Arabic	KU1DSCARS101 – Essential of Arabic Language	4
		KU1DSCARS102 – Classical Arabic Prose	4
2	Urdu	KU1DSCURD101 – Drama Aur Khaka	4
		KU1DSCURD102 – Shustha Urdu	4

ii. Major B (I Semester):Islamic History: One course with 4 credits

- One course (paper) in ‘Islamic History’ for both ‘BA Arabic & Islamic History’ and ‘BA Urdu & Islamic History’.
- Any one course from the following

Sl No.	Discipline	Name of the Course - (Major - B) – I Semester	Credit
1	Islamic History	KU1DSCISH102 – Exploring IT & Artificial Intelligence in Islamic History & Culture <i>OR</i> KU1DSCISH101 – Islamic History as a Social Science Discipline	4

SEMESTER – II

DETAILS OF COURSES & CREDITS

Sl No.	Course (Semester – II)	Number of Course	Credit
1	Ability Enhancement Course – AEC – 3(English)	1	3
2	Ability Enhancement Course – AEC – 4(Additional Language)	1	3
3	Major (A – 3)	1	4
4	Major (B – 2)	1	4

5	Major (B – 3)	1	4
6	*Multi Disciplinary Course – MDC – 2 (A)	1	3
	TOTAL	6	21

*

MDC shall be from Major A (Arabic or Urdu)

I. FOUNDATION COURSES (Mandatory for all candidates)

1. Ability Enhancement Course – AEC (English):

One course with 3 credits

SI No.	Course (Paper)	Credit
1	KU2AECENG107 - English Through Culture	3

2. Ability Enhancement Course – AEC (Modern/ Other Language): One course with 3 credits

Candidates shall choose any **ONE** course from any **ONE** language from the following as Ability Enhancement Course – AEC (Modern/Other Language)

SI No.	AEC – MALAYALAM - Course (Paper)	Credit
1	KU2AECMAL105 - ആഖ്യാനവും ആവിഷ്കാരവും	3

OR

SI No.	AEC – HINDI - Course (Paper)	Credit
1	KU2AECCHIN 106 - Satrangi Dharti	3

OR

SI No.	AEC – ARABIC - Course (Paper)	Credit
1	KU2AECARB105 - Basic Skills in Arabic	3

OR

SI No.	AEC – URDU - Course (Paper)	Credit
1	KU2AECURD104 - Urdu Shayari	3

OR

SI No.	AEC – KANNADA - Course (Paper)	Credit
1	KU2AECKAN104 - Medieval Kannada Literature	3

3. Multi Disciplinary Course – MDC – II Semester: One course with 3 credits. (MDC shall be from the respective Major A discipline)

i. Candidates registered for ‘B.A Arabic & Islamic History’ shall select the following course in Arabic as their Multi Disciplinary Course (MDC from Major - Arabic).

SI No.	Discipline	Name of the Course (MDC – II Semester)	Credit
1	Arabic	KU2MDCARS105 – Arabic for non Native Speakers – Part 2	3

ii. Candidates registered for ‘B.A Urdu & Islamic history’ shall select the following course in Urdu as their Multi Disciplinary Course (MDC from Major –Urdu)

SI No.	Discipline	Name of the Course (MDC – II Semester)	Credit
--------	------------	--	--------

1	Urdu	KU2MDCURD102 - Tharjama	3
---	------	-------------------------	---

II. Discipline Specific Course – DSC – II Semester

i. Major – A (Arabic or Urdu) (II Semester): One course with 4 credits

- One course (paper) in Arabic for BA Arabic & Islamic History
- One course (paper) in Urdu for BA Urdu & Islamic History

Sl No.	Discipline	Name of the Course - (Major - A) – II Semester	Credit
1	Arabic	KU2DSCARS104 – Fundamental skill in Arabic	4
2	Urdu	KU2DSCURD103 - Masnavi, Marsiya aur Rubayi	4

ii. Major – B (Islamic History) (II Semester): 2 courses with 4 credits each.

(For all candidates registered for BA Arabic/Urdu & Islamic History)

Candidates registered for ‘BA Arabic & Islamic History’ and ‘BA Urdu & Islamic History’ shall register for the following two courses in Islamic History.

Discipline	Name of the Course - (Major - B) – II Semester	Credit
Islamic History	KU2DSCISH103 – Ancient Arabia & Arabs	4
	KU2DSCISH104 – Arab world in the new era	4

SCHOOL OF LIFELONG LEARNING
PRIVATE REGISTRATION THREE YEAR UG PROGRAMMES IN ECONOMICS
AS PER FYUGP PATTERN -2024 Admission

DETAILS OF COURSES OFFERED IN FIRST AND SECOND SEMESTER
LIST OF DISCIPLINE-SPECIFIC COURSES (DSC)

SEMESTER	COURSE CODE	COURSE NAME	MARKS					CREDITS	HOURS/WEEK
			CCA		ESE		TOTAL		
			P	L	P	L			
I	KU1DSCECO101	Introductory Microeconomics	0	30	0	70	100	4	4
	KU1DSCECO103	Economics of Tourism and Development	0	30	0	70	100	4	4
II	KU2DSCECO106	Introductory Macroeconomics	0	30	0	70	100	4	4
	KU2DSCECO108	Demography	0	30	0	70	100	4	4

LISTS OF MDC IN ECONOMICS									
MULTI DISCIPLINARY COURSES									
I	KU1MDCECO102	Economics for Competitive Examination	0	25	0	50	75	3	3
II	KU2MDCECO104	Economics of Startup and Entrepreneurship	0	25	0	50	75	3	3

KU1DSCECO101: INTRODUCTORY MICROECONOMICS

Semester	Course Type	Course Level	Course Code		Credits	Total Hours
I	DSC	100-199	KU1DSCECO101		4	-
Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
-	-	-	30	70	100	2

Course Description:

This course sets foundation for studying the intermediate microeconomics and advanced microeconomics in the forthcoming semesters. The course enables the students to get grip in the microeconomic theory via making the conceptual foundations clear. The course starts with an introduction to microeconomic analysis exploring the basic concepts for better understanding of more advanced theories and moves on to concepts of demand and supply and provides foundations for consumer behaviour analysis at the intermediate level. Foundations of production, cost and revenue analysis are followed in the subsequent module and ends with concepts in factor market and welfare analysis. In brief the course widens the conceptual tool box of an undergraduate student of economics so as to better experience more advanced learning of microeconomics in the forthcoming semesters.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Learn the foundational concepts in microeconomics like trade-offs and opportunity cost, nominal and real prices and the so forth for better theoretical understanding	R, U
2	Understand the basic concepts of demand and supply for analysing market dynamics	R, U
3	Understand the basic concepts of production, cost and revenue for learning the subject in the subsequent semesters	R, U
4	Learn the concepts for analysing factor markets and welfare related concepts for better learning microeconomics at the intermediate and advanced levels	R, U
5	Extend the foundational theoretical tool box of microeconomics for subsequent learning at the intermediate and advanced levels	R, U

**Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

Mapping of Course Outcomes to PSOs

COs	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓						
CO 2	✓		✓				
CO 3	✓		✓				
CO 4	✓		✓				
CO 5	✓						

COURSE CONTENTS**Contents for Classroom Transaction:**

KANNUR UNIVERSITY: PRIVATE REGISTRATION THREE YEAR UG PROGRAMMES IN ECONOMICS- FYUGP PATTERN

M O D U L E	U N I T	DESCRIPTION
1	INTRODUCTION TO MICROECONOMICS	
	1	Why study Microeconomics?
	2	Trinity problems of economic organization
		a) What, how and for whom to produce?
	3	The themes of Microeconomics
		a) Trade-offs and opportunity cost with Production Possibility Curve
		b) Prices and markets
	4	c) Theories and models
		Positive and normative analysis
	5	Competitive and non-competitive markets
2	BASICS OF DEMAND AND SUPPLY	
	1	Demand law
		a) Demand schedule and demand curve
		b) Forces behind the downward sloping demand curve
		c) From individual to market demand curve
		d) Inverse demand function
	2	Movement along the demand curve and shift in demand curve
	3	Supply law
		a) Supply schedule and supply curve
		b) Forces behind the upward sloping supply curve
	4	Market equilibrium mechanism
		a) Changes in market equilibrium

	5	Elasticity of demand and supply
		a) Price, income and cross elasticity
		b) Degrees of price elasticity
		c) Point vs arc elasticity
		d) Elasticity of supply – degrees of supply elasticities
	6	Effects of government intervention on market – price controls and price support
3	FOUNDATIONS OF PRODUCTION, COST AND REVENUE	
	1	Production function
		a) Total, Marginal and Average Product
	2	Concepts of cost
		a) Fixed, variable and total cost
		b) Average and marginal cost: relationship between average and marginal cost
		c) Average Fixed Cost and Average Variable Cost
		d) Fixed cost vs sunk cost
		e) Economic cost vs accounting cost
	3	Link between production and cost – increasing marginal product and decreasing marginal cost
	4	Revenue concepts
		a) Total, Average and Marginal Revenue
		b) AR, MR and Price elasticity
		C) AR as demand curve
4	FACTOR MARKET AND WELFARE FOUNDATIONS	
	1	Factor Market
		a) factor income vs personal income
	2	Concepts for analysing factor Market
		a) Marginal Physical Product, Value of Marginal Product, Marginal Revenue

	Product
	b) Average Factor Cost and Marginal Factor Cost
	c) MRP curve as factor demand curve
3	Factor Price concepts
	a) Economic rent and quasi rent, nominal interest and real interest, nominal wages and real wages, concept of profit
4	Consumer surplus: concept and illustration with demand curve
5	Producer Surplus: concept and illustration with supply curve

Essential Readings:

1. Pindyck R. S., Rubinfeld, D. L., & Mehtha P L. *Microeconomics*. Pearson Education. Latest Edition
2. Samuelson. P. A and Nordhaus. W. D (2010) *Microeconomics*, Nineteenth Edition, McGraw Hills Irwin
3. Salvatore. D, *Schaum's Outlines, Basic Microeconomics*, McGraw Hill Publications, Latest Edition

Reference Distribution:

Module	Unit	Reference No.	Remarks
1	1	Essential Reading 1	-
	2	Essential Reading 2	-
	3	Essential Reading 1	-
	4	Essential Reading 1	-
	5	Essential Reading 1	-
2	1	Essential Reading 1	-
	2	Essential Reading 2	-
	3	Essential Reading 3	-
	4	Essential Reading 2	-

	5	Essential Reading 2	-
	6	Essential Readings 2 and 1	-
3	1	Essential Readings 1 and 2	-
	2	Essential Readings 1 and 2	-
	3	Essential Readings 1 and 2	-
	4	Essential Readings 1 and 2	-
4	1	Essential Reading 1	-
	2	Essential Reading 1	-
	3	Essential Reading 1	-
	4	Essential Reading 1	-
	5	Essential Reading 1	-

Suggested Readings:

1. Mankiw. G, Principles of Microeconomics, Cengage-MindTap, Latest Edition
2. Salvatore. D, Principles of Microeconomics, Oxford International, Latest Edition

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	-
b)	Test Paper-2	-
c)	Assignment	-
d)	Seminar	-
e)	Book/ Article Review	-
f)	Viva-Voce	-

g)	Field Report	-
Total		100

KUIDSCECO103: ECONOMICS OF TOURISM AND DEVELOPMENT

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
1	DSC	100-199	KUIDSCECO103	4	-

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
-	-	-	30	70	100	2

Course Description:

This course examines the intersection of tourism and economic development, focussing on how tourism can drive economic growth. This also analyses the economic impacts of tourism at local, regional, and national levels. And it also assesses the challenges and opportunities associated with tourism. Additionally, the field visits incorporated with the syllabus will help the students to get practical knowledge about various concepts and impacts associated with tourism.

Course Prerequisite: NIL

Course Outcomes:

At the end of the course, the student will be able to;

CO No.	Expected Outcome	Learning Domains
1	Understand fundamental concepts and principles of tourism economics.	R, U

2	Understand the factors that influence the demand and supply of the tourism industry.	R, U
3	Learn the negative and positive impacts of tourism.	R, U
4	Acquire the ability to apply economic principles to tourism	U, A
5	Students will gain exposure to tourism products in various tourist spots.	R, U

**Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

Mapping of Course Outcomes to PSOs

COs	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓						✓
CO 2			✓				
CO 3				✓		✓	✓
CO 4		✓					
CO 5			✓		✓		✓

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION
1	INTRODUCTION TO TOURISM	
		a) Definition and Scope of Tourism
		b) Types of Tourism – Cultural tourism, Eco tourism, Medical Tourism,

		Heritage Tourism, Health Tourism, Beach Tourism, Backwater Tourism, Adventure tourism
		c) Resources in Tourism, Components of Tourism
		d) Tourism Industry, Characteristics of Tourism Products.
	Module 2: Economics of Tourism	
2		a) Tourism Demand - Types of Tourism Demand, Determinants of Tourism Demand, Measurement of Tourism Demand
		b) Cost and Supply in Tourism- Cost Structure, Pricing Strategies, Factors influencing Tourism Supply – Equilibrium in Tourism Market
		c) Propensity and Measurement of Tourist Statistics
		d) Volume, Expenditure, and Profile of tourism – Recent trends in Kerala and India
		e) Tourism Barometer - Spenders and Earners in International Tourism
	Module 3: Impacts of Tourism	
3		a) Positive and Negative Impacts of Tourism - Economic, Socio-Cultural, and Environmental Impact, Global Environmental Issues and Tourism.
		b) Foreign exchange, Taxes in Tourism, Employment Generation, Investment and Development
		c) Multiplier effect, Types of Multipliers, Regional Development, Tourism as a Foreign Exchange Earner
	Module 4: Tourism Planning and Development	
4		a) Tourism planning - Process and Techniques - Tourism Management
		b) Environmental Dimensions of Tourism, Carrying Capacity, Sustainability, Conservation Policy
		c) Features of Tourist Destinations, Essential Facilities, and Services for Tourism Development
		d) Tourism Development in Kerala, India - Tourism organizations – WTO, PATA, IATA, WTTC - Functions of ITDC, KTDC, DTPC

		e) Kerala Tourism at a Glance – Financial Performance, Tourist Arrivals in Kerala, Major Tourist Destinations in Kerala.
--	--	--

Essential Readings:

1. Vanhove, N (2005), The Economics of Tourism Destinations, Elsevier Ltd.
2. Sinclair, M & Stabler, M (1997), The Economics of Tourism, Routledge
3. Robert Woodrow McIntosh, Charles R. Goeldner (2010), Tourism: Principles, Practices and Philosophies, Wiley.
4. Arjun Kumar Bhatia (2006), International Tourism Management, Sterling Publishers Pvt. Ltd, New Delhi.
5. Jagmohan Negi (2004) International Tourism and Travel, S. Chand and Company Ltd, New Delhi.
6. Krishnan Kamra (1997) Tourism: Theory, Planning, and Practice, Indus Publishing
7. Kunal Chattopadhyay (1995) Economic Impact of Tourism Development: An Indian Experience, Kanishka Publishers.
8. Mike J. Stabler, Andreas Papatheodorou, M. Thea Sinclair (2009), The Economics of Tourism, Routledge
9. Sipra Mukho padhay (2010). Tourism Economics, Ann Books Pvt. Ltd.
10. Ghosh Bishwanath Ghosh (2009) Tourism and Travel Management, Vikas Publications House Pvt. Ltd.
11. Chris Cooper (2005) - Tourism: Principles and Practices, Pearson Education
12. Economic Reviews (2024), Kerala State Planning Board, Government of Kerala
13. <https://www.keralatourism.org/>
14. <https://www.globaltourismindia.com/states/kerala/>
15. <http://www.unwto.org/asia/responsible-tourism-initiative-kerala>
16. <https://spb.kerala.gov.in/economic-review/>
17. <https://tourism.gov.in/>
18. <https://www.india.gov.in/topics/travel-tourism>
19. <https://www.niti.gov.in/verticals/tourism-and-culture>
20. <http://www.unwto.org/tourism-statistics>

Reference Distribution:

Module	Reference No.	REMARKS
--------	---------------	---------

KANNUR UNIVERSITY: PRIVATE REGISTRATION THREE YEAR UG PROGRAMMES IN ECONOMICS- FYUGP PATTERN

1	Essential Readings 4,8,9 and 10	-
2	Essential Readings 1,2,8 and 9	-
3	Essential Readings 2,3,5,7,8 and 10	-
4	Essential Readings 1,3,4,6,11 and 12	-

Suggested Readings:

1. Robert C Mill and Alastair M Morrison (2002) Tourism Systems, Kendall/Hunt Publishing Company.
2. Sinha P C (1998), Tourism Management: International encyclopedia of tourism management series, Anmol Publications Pvt. Limited.
3. William C. Gartner (1996), Tourism Development: Principles, Processes, and Policies, Van Nostrand Reinhold
4. Pran Nath Serh (2006) Successful Tourism, Vol.1, Sterling Publishers Pvt. Ltd, New Delhi.
5. Sangar J P (2006), Tourism Management, Anmol Publications Pv1.Ltd, New Delhi.
6. Kunal Chattopadhyay (1995) Economic Impact of Tourism Development: An Indian Experience, Kanishka Publishers.
7. Mario D' Soula (1998) Tourism Development and Management, New Delhi

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	-
b)	Test Paper-2	-
c)	Assignment	-
d)	Seminar	-
e)	Book/ Article Review	-

f)	Viva-Voce	-
g)	Field visit report	-
Total		100

KU1MDCECO102: ECONOMICS FOR COMPETITIVE EXAMINATIONS

Semester	Course Type	Course Level	Course Code		Credits	Total Hours
I	MDC	100-199	KU1MDCECO102		3	-
Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
-	-	-	25	50	75	1.5 (Hours)

Course Description:

This course offers an interdisciplinary approach to understanding economics. Students will gain insights into fundamental economic principles while exploring the latest trends in the Indian

KANNUR UNIVERSITY: PRIVATE REGISTRATION THREE YEAR UG PROGRAMMES IN ECONOMICS- FYUGP PATTERN

economy, public finance, and international economic developments. Furthermore, it addresses recent developments in India's economy, including government initiatives and contemporary issues. Through a blend of theoretical frameworks and practical case studies, this course prepares students with diverse academic backgrounds to excel in competitive examinations by enhancing their analytical and problem-solving skills.

Course Prerequisite: Basic understanding about the economy

Course Outcomes:

At the end of the course, the student will be able to;

COs	Expected Outcome	Learning Domains
CO1	Gain a comprehensive understanding of the fundamentals of economics	R
CO2	Develop analytical skills to analyze and interpret trends in the Indian economy	U
CO3	Acquire up-to-date knowledge of recent developments in Indian economy	R, U
CO4	Prepared with essential analytical and problem-solving skills to excel in competitive examinations.	U, A
CO5	Gain the capability to effectively apply theoretical economic frameworks to practical case studies.	A

**Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1		✓					
CO 2			✓				
CO 3		✓	✓				
CO 4	✓						✓
CO 5	✓	✓					

COURSE CONTENTS**Contents for Classroom Transaction:**

M O D U L E	U N I T	DESCRIPTION
		FUNDAMENTALS OF ECONOMICS
1	1	Definition and Scope of Economics - Basic Economic Problems: Scarcity and Choice - Types of Economies: Market, Command, and Mixed
	2	Demand and Supply: Law, Determinants, and Elasticity National Income Accounting: GDP, GNP, NDP, NNP, Personal and Disposable Income
	3	Money and Banking: Functions of Money and Banking Structure in India
	4	Types of Inflation – Consumer Price Index – Wholesale Price Index Various Phases of Business Cycles
		STRUCTURE OF INDIAN ECONOMY
2	1	Features of the Indian Economy -Demographic Trends and Issues
	2	Poverty and Inequality: Causes and Remedies - Employment and Unemployment: Types, Trends, and Government Policies
	3	Historical Perspective of Economic Planning in India - Five-Year Plans: Objectives, Achievements, and Failures
	4	NITI Aayog: Objectives and Functions - Sustainable Development and Environmental Issues
		PUBLIC FINANCE AND INTERNATIONAL TRADE
3	1	Public Revenue: Sources, Taxation, Types of Taxes, and Reforms

		Public Expenditure: Types, Causes, and Effects
	2	Budget: Types, Preparation, and Process Fiscal Policy: Objectives and Tools
	3	Foreign Trade Policy
	4	International Institutions – WTO, ADB.ASEAN, G-8, G-20, BRICS
	CURRENT ECONOMIC ISSUES	
4	1	Economic Reforms in India - Liberalization, Privatization, and Globalization
	2	Banking Sector Reforms -Capital Market Reforms Monetary Policy: Objectives, Tools, and Recent Changes
	3	Current Economic Issues: Inflation, Unemployment, and Economic Slowdown
	4	Impact of Global Economic Developments on India

Essential Readings:

1. Ramesh Singh (2020). *Indian Economy for Civil Service Examinations*. McGraw Hill Education.
2. Uma Kapila (2019). *Indian Economy: Performance and Policies*. Academic Foundation, New Delhi.
3. Pindyck, R. S., & Rubinfeld, D. L. (2018). *Microeconomics* (9th ed.). Pearson Education.
4. Gregory N Mankiw. (2020). *Macroeconomics* (10th ed.). Worth Publishers.
5. *Pratiyogita Darpan*. (2023). Indian Economy Special Issue.

Reference Distribution:

Module	Unit	Reference No.
1	1	Essential Reading 3
	2	Essential Reading 3 and 4
	3	Essential Reading 1 and 4
	4	Essential Reading 1 and 4
2	1	Essential Reading 1 and 5
	2	Essential Reading 1 and 5
	3	Essential Reading 1 and 5
	4	Essential Reading 1 and 5
3	1	Essential Reading 1 and 5
	2	Essential Reading 1 and 5
	3	Essential Reading 1 and 5

4	1	Essential Reading 1 and 5
	2	Essential Reading 1 and 5
	3	Essential Reading 1 and 5
	4	Essential Reading 1 and 5

Suggested Readings:

1. *The Hindu, Economic Times, Financial Express, The Mint* – National Dailies.
2. *Economic and Political Weekly*. Various Issues
3. *Journals - Yojana, Kurukshetra, Social Welfare*

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
Continuous Evaluation		25
a)	Test Paper- 1	-
b)	Test Paper-2	-
c)	Assignment	-
d)	Seminar	-
e)	Book/ Article Review	-
f)	Viva-Voce	-
g)	Field Report	-
Total		75

KU2DSCECO106: INTRODUCTORY MACROECONOMICS

Semester	Course Type	Course Level	Course Code		Credits	Total Hours
II	DSC	100-199	KU2DSCECO106		4	-
Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
-	-	-	30	70	100	2

Course Description:

This course introduces the essence of macroeconomics and national income accounting, and delves into macroeconomic phenomena such as unemployment, inflation, and economic growth. It is also designed to introduce the students classical and Keynesian macroeconomic theories. The course enables the students to comprehend the intricacies of national income measurement and also familiarises basic analytical tools to understand various macroeconomic variables and their interactions.

Course Prerequisite: NIL**Course Outcomes:**

At the end of the course, the student will be able to;

CO No.	Expected Outcome	Learning Domains
1	Recall the definitions of key macroeconomic concepts such as GDP, GNP, inflation, and unemployment and learn the formulas and methods used in national income accounting.	R, U
2	Understand the relationships between different macroeconomic variables and concepts and the differences between microeconomics and macroeconomics	R, U
3	Apply various measurement methods (value-added, income, expenditure) to calculate national income and GDP and use macroeconomic theories to analyse and interpret economic data	U, A
4	Understand the causes and consequences of macroeconomic issues such as unemployment and inflation	U
5	Understand the changes in macroeconomic variables from Keynesian and classical perspective and make interpretation	U

**Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

Mapping of Course Outcomes to PSOs

COs	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓				✓		
CO 2	✓	✓					
CO 3	✓	✓	✓				
CO 4	✓	✓			✓		
CO 5	✓	✓					

COURSE CONTENTS

Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	
1	INTRODUCTION TO MACRO ECONOMICS		
	1	Conceptualising macroeconomics	
	2	Micro Vs macro economics	
	3	Concepts in Macroeconomics	
		a) Macroeconomic variables - stock and flow variables, endogenous and exogenous variables, ex-ante and ex-post variables	
		b) Equilibrium and disequilibrium - partial and general equilibrium, static, comparative and dynamic equilibrium.	
4	Major macroeconomic issues - unemployment, inflation, business cycle and economic growth.		
2	BASIC CONCEPTS OF NATIONAL INCOME ACCOUNTING		
	1	Introduction to National Income Accounting - SNA approach	

	2	Concepts in national income accounting
		a) Concepts of GNP, GDP, NNP, GVA and NDP at market price and at factor cost.
		b) Personal income and disposable income
		c) Real versus Nominal GDP
		d) GDP Deflator and its significance.
3	Measuring the value of Economic Activity - Value Added Method, income method and Expenditure Method.	
4	Circular flow of income in a four-sector model	
		Note: <i>Algebraic solutions may be applied to various concepts and methods in the module</i>
CLASSICAL APPROACH TO MACROECONOMICS		
3	1	The Classical Pillars: Say's law, wage-price flexibility, interest rate flexibility
	2	Classical Dichotomy and neutrality of money
	3	Equilibrium output and employment: labour demand, labour supply and labour market equilibrium
	4	The classical quantity theory of money
KEYNESIAN APPROACH TO MACRO ECONOMICS		
4	1	The simple Keynesian model: The components of aggregate demand - consumption, investment, government spending and taxes
	2	Role of effective demand in Keynesian model of determining equilibrium employment and output
	3	Components of Aggregate supply and aggregate demand and equilibrium in two sector model
	4	Investment multiplier, government expenditure multiplier and balanced budget multiplier
	5	Determination of equilibrium income in three and four sector model

Essential Readings:

1. Mankiw, N. Gregory, "Macroeconomics." (2006) Worth Publishers
2. Mukherjee, Sampat. *Analytical Macroeconomics: From Keynes to Mankiw*. New Central Book Agency (P) Ltd, 2021
3. Mukherjee, Sampat. *Macroeconomics A global Text*. New Central Book Agency (P) Ltd, 2013
4. Dwivedi, D.N. (2006) *Macro Economics – Theory & Policy*, Tata McGraw Hill Publishing Company *Microeconomics Theory & Application* Pearson.
5. List Stonier, A.W. and Hague, D.C.: *A Textbook of Economic Theory*, Longman Group, London
6. Mankiw, N.G.: *Elementary Macroeconomics*, Worth Publishers, 7th edition, 2010.
7. System of National Accounts 2008 - 2008 SNA
[https://unstats.un.org/unsd/nationalaccount/sna2008.asp#:~:text=The%20System%20of%20National%20Accounts,%2C%201993%20\(1993%20SNA\).](https://unstats.un.org/unsd/nationalaccount/sna2008.asp#:~:text=The%20System%20of%20National%20Accounts,%2C%201993%20(1993%20SNA).)

Reference Distribution:

Module	Unit	Reference No.	Remarks
1	1	Essential Reading 1	-
	2	Essential Reading 4	-
	3a	Essential Readings 4 and 8	-
	3b	Essential Reading 4	-
	4	Essential Reading 3	-
2	1	Essential Reading 7	-
	2a	Essential Readings 3 and 4	-
	2b	Essential Reading 3	-
	2c	Essential Readings 3 and 6	-

	2d	Essential Reading 6	-
	3	Essential Reading 3	-
	4	Essential Readings 1 and 2	-
3	1	Essential Reading 3	-
	2	Essential Reading 3	-
	3	Essential Readings 3 and 4	-
	4	Essential Readings 3 and 1	-
4	1	Essential Readings 1 and 3	-
	2	Essential Reading 3	-
	3	Essential Readings 1 and 3	-
	4	Essential Reading 1	-
	5	Essential Readings 1 and 3	-

Suggested Readings:

- 1 List Stonier, A.W. and Hague, D.C.: A Textbook of Economic Theory, Longman Group, London
- 2 Mankiw, N.G.: Elementary Macroeconomics, Worth Publishers, 7th edition, 2010.
- 3 Errol D'Souza, Macroeconomics, Pearson Education, 2009.
- 4 Mankiw, N. G. *Principles of economics*. Cengage Learning, 2021.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	
b)	Test Paper-2	
c)	Assignment	-

d)	Seminar	-
e)	Book/ Article Review	-
f)	Viva-Voce	-
g)	Field Report	-
Total		100

KU2DSCECO108: DEMOGRAPHY**KANNUR UNIVERSITY: PRIVATE REGISTRATION THREE YEAR UG PROGRAMMES IN ECONOMICS- FYUGP PATTERN**

Semester	Course Type	Course Level	Course Code		Credits	Total Hours
II	DSC	100-199	KU2DSCECO108		4	-
Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
-	-	-	30	70	100	2

Course Description: *This course provides students with a comprehensive understanding of demography's scope and significance; emphasizing its nexus with economic dynamics. It covers key demographic theories and their connection to key population measures like fertility, mortality, migration, and urbanization. Through quantitative analysis, students learn to articulate economic perspectives on demographic phenomena, with a focus on navigating diverse demographic data sources, particularly pertaining to India.*

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Understand the core concepts and theories of demography.	R, U
2	Understand population data using various sources and techniques	R, U
3	Assess the impact of demographic factors on development and policy.	R, U
4	Apply demographic knowledge to the context of India and its population challenges.	R, U, A
5	Describe the necessity, objectives, and categories of population	R, U

	strategies.	
--	-------------	--

**Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

Mapping of Course Outcomes to PSOs

COs	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

COURSE CONTENTS

Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION
1	FOUNDATIONS OF DEMOGRAPHY	
	1	Meaning and Scope of Demography
		a) Definition, branches, and applications of demography
	2	Components of Population Growth
		a) Birth rates, death rates, migration, and natural increase.
	3	Sources of Population Data
		a) Population censuses, vital registration systems, sample surveys, and other sources.
	4	Population and Development

		a) Interrelationships between population, economic growth, and social development.
	5	Malthusian Theory of Population
		a) Population growth, resource limitations, and potential consequences.
	POPULATION DYNAMICS	
2	1	Fertility
		a) Concepts, measures (crude birth rate, total fertility rate) b) factors affecting fertility (socioeconomic, cultural, policy).
	2	Mortality
		a) Concepts, measures (crude death rate, life expectancy), b) Factors affecting mortality (socioeconomic, health, environmental)
	3	Life Tables
		a) Construction and interpretation of life tables
	4	Migration
		a) Meaning, types (internal, international), causes and effects of migration (economic, political, social).
	5	Everett Lee Theory
		a) Population aging and its implications for social and economic systems.
	POPULATION ISSUES AND POLICY IN INDIA	
3	1	Urbanization
		a) Trends, causes, and consequences of urbanization in India.
	2	New Population Policy in India
		a) Objectives, strategies, and challenges of the policy.
	3	Family Planning Strategies in India

		a) Government programs, methods, and their effectiveness.
	4	Aging of Population in India
		a) Demographic trends, social and economic implications, and policy responses.
	POPULATION PROJECTIONS AND FUTURE TRENDS	
4	1	Methods of Population Projection
		a) Cohort component method, other methods, and their limitations.
	2	Trends in the Rate of Growth of Indian Population
		a) Analysing past and projected trends, understanding future challenges.
	3	Emerging Issues in Demography
		a) Environmental concerns, climate change, and their demographic impacts.
	4	Demographic Research and Policy Applications
		a) Importance of demographic research, informing policy decisions.
	5	Critical Thinking and Debate
		a) Discuss the ethical considerations and potential biases in demographic research and policy.

Essential Readings:

1. K. Srinivsan: Basic Demographic Techniques and Applications - Sage, New Delhi.
2. D.J. Bogue: Principles of Demography - John Wiley, New York.
3. S.N. Agarwal: India's Population Problem - Tata McGraw-Hill Co. Bombay.
4. Bhende, A. and T. Kanitkar *Principles of Population Studies*, Himalaya Publishing House, Mumbai.
5. [Jennifer Hikes Lundquist](#) & [Douglas L. Anderton](#) & [David Yaukey](#): Demography :The Study of Human Population Waveland Press, New York

6. Population and society: An introduction to Demography: Dudley I. Poston, Leon F. Bouvier, Cambridge University Press, New York
7. Everett S. Lee A Theory of Migration, : Demography, Vol. 3, No. 1 (1966), Population Association of America

Reference Distribution:

Module	Unit	Reference No.	Remarks
1	1	Essential Reading 1,2 5 and 6	-
	2	Essential Reading 5 and 6	-
	3	Essential Reading 3,4,5 and 6	-
	4	Essential Reading 2 and 4	-
	5	Essential Reading 4 and 5	-
2	1	Essential Reading 3,4 and 6	-
	2	Essential Reading 3,4 and 6	-
	3	Essential Reading 5	-
	4	Essential Reading 3,4 and 6	-
	5	Essential Reading 7	-
3	1	Essential Reading 3 and 5	-
	2	Essential Reading 3 and 4	-
	3	Essential Reading 3 and 4	-
	4	Essential Reading 3 and 4	-
4	1	Essential Reading 4 and 5	-
	2	Essential Reading 3 and 4	-
	3	Essential Reading 1 and 2	-
	4	Essential Reading 1 and 2	-

	5	Essential Reading 5 and 6	-
--	---	---------------------------	---

Suggested Readings:

1. Weeks, John R. *Population: An Introduction to Concepts and Issues*, Wadsworth Publishing Company, California.
2. Chandana, R. C. *Geography of Population: Concepts, Determinants and Patterns*, Kalyani Publishers, New Delhi
3. Yadava, K. N. S. *Rural-Urban Migration in India: Determinants, Patterns and Consequences*, Independent Publishing Company, Delhi.
4. Irudaya Rajan, (2007) *Social Security for the Elderly Experiences from South Asia*, Routledge, New Delhi.
5. Rajendra Kumar Sharma, *Demography and Population Problems*, Atlantic Publishers, Delhi.
6. B N Ghosh, *Studies in Population and Economic Development Vol.1&II* Deep and Deep Publication
7. Jhingan, Bhat& Desai, *Demography*, Vrinda Publications, Delhi.
8. Hans Raj of *Demography – Surjeet Publication*, Delhi.
9. Registrar General of India *Census Publications*
10. *National Family Health Surveys Reports*

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		70
Continuous Evaluation		30
a)	Test Paper- 1	-
b)	Test Paper-2	-
c)	Assignment	-
d)	Seminar	-

e)	Book/ Article Review	-
f)	Viva-Voce	-
g)	Field Report	-
Total		100

KU2MDCECO104: ECONOMICS OF STARTUP AND ENTREPRENEURSHIP

Semester	Course Type	Course Level	Course Code		Credits	Total Hours
II	MDC	100-199	KU2MDCECO104		3	-
Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
-	-	-	25	50	75	1.5

Course Description

This course provides an introduction to entrepreneurship and the start -up ecosystem, focusing on the fundamental concepts and practical skills necessary for launching and sustaining a new venture. Students will explore the definitions, characteristics, and classifications of entrepreneurship, distinguishing between entrepreneurs and intrapreneurs. The course examines the role of entrepreneurship in economic development, particularly in India, and the government's efforts in promoting entrepreneurial activities. It covers motivation theories and creativity techniques essential for fostering innovation within businesses. Additionally, students will learn how to develop comprehensive business plans, understanding their purpose, functions, and key elements. Through case studies, practical activities, and a business plan competition, students will gain hands-on experience and insights into real-world entrepreneurial challenges and successes.

Course Prerequisite: NIL

COURSE OUTCOMES:

CO No.	Expected Outcome	Learning Domains
1	Analyse the impact of entrepreneurship on economic development in India.	An
2	Comprehend and apply various motivation theories, including Maslow's hierarchy of needs and Herzberg's Two-Factor theory, to entrepreneurial contexts.	U, A
3	Develop and Present Comprehensive Business Plans	C
4	Assess the role of government and specialized organizations in promoting entrepreneurial activities at both national and state levels.	E
5	Engage in practical activities such as interviews with entrepreneurs and participate in business plan competitions, demonstrating the ability to present and defend startup ideas effectively.	A, C

**Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

Mapping of Course Outcomes to PSOs

COs	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✓		✓				
CO 2				✓			
CO 3		✓		✓			
CO 4	✓	✓			✓		
CO 5	✓			✓	✓		

COURSE CONTENTS

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION
		INTRODUCTION TO ENTREPRENEURSHIP & START UP
1	1	Entrepreneurship and Entrepreneur
		a) Meaning and Definitions
		b) Difference between entrepreneur and entrepreneurship
		c) General classification of Entrepreneurs and Entrepreneurship
		d) Importance and characteristics of Entrepreneurship

		e) Factors that influence Entrepreneurship
		f) The potential Drawbacks of Entrepreneurship
		g) Difference between entrepreneur and intrapreneur
	2	New Trends in Entrepreneurship Development
	3	Role of Entrepreneurship in the Economic Development of India
	4	Role Govt. in Promoting Entrepreneurship a) Specialized Organizations for Entrepreneurial development -National and state level
	5	a) Start-up Survival and Growth
		b) Startup Survival and Growth Challenges faced in initial stages,
		c) Stages of growth in a new venture,
		d) Reasons for new venture failures
	MOTIVATION AND CREATIVITY IN BUSINESS	
2	1	a) Motivation-Meaning, Features, and importance
		b) Theories of Motivation: Maslow's hierarchy of needs theory Achievement Motivation Theory, Herzberg's Two Factor theory McClelland's Theory of Needs
	2	Creativity and Entrepreneurship
		a) Creativity-Essential to Survival
		b) 10 Keys to business Innovation
	3	c) The Creative Process
		Economic Theories of Entrepreneurship
		a) Dynamic Entrepreneurship Innovation Theory
		b) Harvard School Theory
		d) Theory of Entrepreneurial Supply
CRAFTING A BUSINESS PLAN		
3	1	Business Plan
		a) What is Business Plan
		b) Need, Purpose and Functions
		c) Three Tests of a business plan
		d) The Elements of a business plan
		e) The Strategic Management Process
	2	Creating a Business Plan
3	Stories of Successful Entrepreneurs in India	

Essential Readings:

1. Debasish Biswas and Chanchal Dey (2021). Entrepreneurship Development in India Routledge Taylor and Francis Group
2. Norman M. Scarborough Jeffrey R. Cornwall Essentials of Entrepreneurship and Small Business Management ninth edition Pearson Education Limited 2019
3. Janakiram, D. B., & Rizwana, M. (2011). Entrepreneurship development: Text and cases. New Delhi: Excel Books.
4. Khanka, S. S. (2006). Entrepreneurial development. New Delhi: S. Chand Publishing.
5. Vasant Desai (2001). Dynamics of Entrepreneurial Development and Management. Himalaya Publishing House.
6. Ries, E. (2011). The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Crown Business.
7. www.startupmission.kerala.gov.in
8. Thomas, J., & K.I., G. (2020). Incubation Centres and Start-ups: A Study on Kerala's Start-up Ecosystem. SEDME (Small Enterprises Development, Management&ExtensionJournal),47(1),43-52.
<https://doi.org/10.1177/0970846420930472>
9. <https://www.startupindia.gov.in/>

Reference Distribution:

Module	Unit	Reference No.
1	1	Essential Reading 1 and 5
	2	Essential Reading 1
	3	Essential Reading 1
	4	Essential Reading 1
	5	Essential Reading 1 and 6
2	1	Essential Reading 1
	2	Essential Reading 1, 2, 3 and 4
	3	Essential Reading 1,2,3 and 4
	4	Essential Reading 1,2,3 and 4
3	1	Essential Reading 1
	2	Essential Reading 1,3 and 4
4	1	Essential Reading 9
	2	Essential Reading 7
	3	Essential Reading 7 and 8
	4	Essential Reading 7 and 8

Suggested Readings:

1. Simon C. Parker 2009 The Economics of Entrepreneurship Cambridge University Press, Cambridge, New York

2. Debasish Biswas and Chanchal Dey (2021). Entrepreneurship Development in India Routledge Taylor And Francis Group
3. Norman M. Scarborough Jeffrey R. (2019) Cornwall Essentials of Entrepreneurship and Small Business Management ninth edition Pearson Education Limited.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
Continuous Evaluation		25
a)	Test Paper- 1	-
b)	Test Paper-2	-
c)	Assignment	-
d)	Seminar	-
e)	Book/ Article Review	-
f)	Viva-Voce	-
g)	Field Report	-
Total		75

