

# Lecturer in COMMERCIAL PRACTICE

## Module I : General Knowledge and Current Affairs

### **Salient Features of Indian Constitution**

Salient features of the Constitution - Preamble- Its significance and its place in the interpretation of the Constitution.

Fundamental Rights - Directive Principles of State Policy - Relation between Fundamental Rights and Directive Principles - Fundamental Duties.

Executive - Legislature - Judiciary - Both at Union and State Level. - Other Constitutional Authorities.

Centre-State Relations - Legislative - Administrative and Financial.

Services under the Union and the States.

Emergency Provisions.

Amendment Provisions of the Constitution.

### **Social Welfare Legislations and Programmes**

Social Service Legislations like Right to Information Act, Prevention of atrocities against

Women & Children, Food Security Act, Environmental Acts etc. and Social Welfare Programmes like Employment Guarantee Programme, Organ and Blood Donation etc.

## **RENAISSANCE IN KERALA**

### **Towards A New Society**

Introduction to English education - various missionary organisations and their functioning- founding of educational institutions, factories, printing press etc.

### **Efforts To Reform The Society**

#### **(A) Socio-Religious reform Movements**

SNDP Yogam, Nair Service Society, Yogakshema Sabha, Sadhu Jana Paripalana Sangham, Vaala Samudaya Parishkarani Sabha, Samathwa Samajam, Islam Dharma Paripalana Sangham, Prathyaksha Raksha Daiva Sabha, Sahodara Prasthanam etc.

#### **(B) Struggles and Social Revolts**

Upper cloth revolts. Channar agitation, Vaikom Sathyagraha, Guruvayoor Sathyagraha, Paliyam Sathyagraha. Kuttamkulam Sathyagraha, Temple Entry Proclamation, Temple Entry Act .Malyalee Memorial, Ezhava Memorial etc.

Malabar riots, Civil Disobedience Movement, Abstention movement etc.

### **Role Of Press In Renaissance**

*Malayalee, Swadeshahimani, Vivekodayam, Mithavadi, Swaraj, Malayala Manorama, Bhashaposhini, Mathnubhoomi, Kerala Kaumudi, Samadarsi, Kesari, Al-Ameen, Prabhatham, Yukthivadi, etc*

### **Awakening Through Literature**

Novel, Drama, Poetry, *Purogamana Sahithya Prasthanam, Nataka Prashtanam, Library movement etc*

## **Women And Social Change**

Parvathi Nenmenimangalam, Arya Pallam, A V Kuttimalu Amma, Lalitha Prabhu.Akkamma Cheriyan, Anna Chandi, Lalithambika Antharjanam and others

## **Leaders Of Renaissance**

Thycaud Ayya Vaikundar, Sree Narayana Guru, Ayyan Kali.Chattampi Swamikal, Brahmananda Sivayogi, Vagbhadananda, Poikayil Yohannan(Kumara Guru) Dr Palpu, Palakkunnath Abraham Malpan, Mampuram Thangal, Sahodaran Ayyappan, Pandit K P Karuppan, Pampadi John Joseph, Mannathu Padmanabhan, V T Bhattathirippad, Vakkom Abdul Khadar Maulavi, Makthi Thangal, Blessed Elias Kuriakose Chaavra, Barrister G P Pillai, TK Madhavan, Moorkoth Kumaran, C. Krishnan, K P Kesava Menon, Dr.Ayyathan Gopalan, C V Kunjuraman, Kuroor Neelakantan Namboothiripad,

Velukkutty Arayan, K P Vellon, P K Chathan Master, K Kelappan, P. Krishna Pillai, A K Gopalan, T R Krishnaswami Iyer, C Kesavan. Swami Ananda Theerthan , M C Joseph, Kuttippuzha Krishnapillai and others

## **Literary Figures**

Kodungallur Kunhikkuttan Thampuram, KeralaVarma Valiyakoyi Thampuram, Kandathil Varghese Mappila. Kumaran Asan, Vallathol Narayana Menon, Ulloor S Parameswara Iyer, G Sankara Kurup, Changampuzha Krishna Pillai, Chandu Menon, Vaikom Muhammad Basheer. Kesav Dev, Thakazhi Sivasankara Pillai, Ponkunnam Varky, S K Pottakkad and others

## **GENERAL KNOWLEDGE AND CURRENT AFFAIRS**

General Knowledge and Current Affairs

## **Module II : Environmental Science & Disaster Management**

### **Natural resources and associated problems:**

- (a) **Forest resources:** Use and overexploitation, deforestation, case studies, Timber extraction, mining, dams and their effects on forests and tribal people.
- (b) **Water resources:** Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams – benefits and problems.
- (c) **Mineral resources:** Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- (d) **Food resources:** World Food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- (e) **Energy resources:** Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.
- (f) **Land resources:** Land as a resource, land degradation, man included landslides, soil erosion and desertification.

Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.

**Ecosystems:** Concept of an ecosystem, Structure and function of an ecosystem, producers, consumers and decomposers. Ecological succession, food chains, food webs and ecological pyramids.

Introduction, types, characteristic features, structure and function of the following ecosystem: (a) Forest ecosystem (b) Grassland ecosystem (c) Desert ecosystem (d) Aquatic ecosystems (Ponds, streams, lakes, rivers, oceans, estuaries)

**Environmental Pollution:** Definition: Causes, effects and control measures of (a) Air pollution (b) Water pollution (c) Oil pollution (d) Marine pollution (e) Noise pollution (f) Thermal pollution (g) Nuclear hazards  
Solid waste management: Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies.

**Environmental Hazards and Disasters:** (a) Meaning of Environmental hazards, Environmental Disasters and Environmental stress.  
(b) Concept of Environmental hazards, Environmental stress, Environmental stress and Environmental Disasters.

**Types of Environmental hazards and Disasters:** (a) Natural hazards and disasters (b) Man induced hazards and Disasters. Causes and Environmental consequences of the following natural HAZARDS – Droughts and Floods. Volcanic Eruption, Earthquakes, Landslides, Cyclones, Lightning, Tsunami.

**Chemical hazards/disasters:** Causes and consequences of release of toxic chemicals, nuclear explosion. Case studies – Minamata tragedy, Bhopal disaster, Chernobyl disaster. Emerging approaches in Disaster Management – Three Stages.

1. Pre-disaster stage (preparedness) : (a) Preparing hazard zonation maps, Predictability / forecasting & warning. (b) Preparing disaster preparedness plan (c) Land use zoning (d) Preparedness through (IEC) Information, Education & Communication.

Pre-disaster stage (mitigation): (a) Disaster resistant house construction (b) Population reduction in vulnerable areas (c) Awareness

2. Emergency Stage (a) Rescue training for search & operation at national & regional level (b) Immediate relief (c) Assessment surveys.

3. Post Disaster stage – rehabilitation: (a) Political administrative aspect (b) Economic aspect (c) Environmental aspect

### **Module III : Commerce, E- Commerce and Business Communication**

Business, trade, industry and Commerce

Joint Stock Company – formation – Management – Company Meetings

Motions and Resolutions

Winding up of Companies

Home trade and Foreign trade

Insurance

E commerce – meaning and types – E Government E-Government

E-Learning – On-line Publishing, E-books, blogging – C2C E-Commerce (including E-Auctions) e-payments

Business Communication – concept and type – Business Letters – Government Correspondence Report writing – Latest Communication Techniques

### **Module IV : Economics and Business Statistics**

Economics – Basic terms and concepts

Law of Demand, Law of Supply

Pricing under different market conditions  
Statistics – fundamentals  
Measures of Central Value  
Measures of dispersion  
Correlation and regression  
Index number

### **Module V : Accountancy**

Accountancy – Fundamentals  
Final Accounts – Sole proprietorship  
Partnership accounts – admission, retirement, death and dissolution  
Accounts of Non-Trading concerns  
Accounts from Incomplete records  
Depreciation accounting  
Consignment accounts  
Joint Venture accounts  
Joint Stock Company – shares and Debentures, Final accounts  
Cost accounting – fundamentals  
Methods and techniques of Costing  
Computerized Financial Accounting

### **Module VI : Business Laws and Banking**

Law of Contract  
Sale of Goods Act  
Factories Act  
Banking – Banker-customer relationship  
Opening and operation of different types of accounts  
Negotiable instruments  
Loans and advances  
Modern banking – Internet banking – mobile banking, tele-banking, electronic fund transfer etc.  
Debit and Credit cards

### **Module VII : Business Management and Capital Marketing**

MANAGEMENT – Business management  
Levels of management, Management process  
Principles of management – scientific management – Techniques – MBO  
Functional areas of management – Human Resource Management, Financial Management, Production Management, Production Management, Marketing Management

CAPITAL MARKET – Money market  
Instruments of capital market  
Stock exchange  
SEBI  
Non-banking financial institutions