Lecturer in
COMPUTER APPLICATION AND BUSINESS MANAGEMENT

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, Swadeshabhimani, Vivekodayam, Mithavadi, Swaraj, Malayala Manorama, Bhashaposhini, Mathnubhoomi, Kerala Kaumudi, Samadarsi, Kesari, AI-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 Thampuran, KeralaVarma Valiyakoyi Thampuran, 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 (a): Technical Mathematics

I. Matrices – Identification of Matrices, matrix operations, adjoint and inverse.

II. Determinants – Evaluation of second and third order, minors and cofactors, solutions of simultaneous linear equation in three unknown using Cramer's rule.

III. Binomial Series – Expansions using Binomial theorem.

IV. Trigonometric functions – Signs of functions in each quadrant. Trigonometric values of angles, properties of trigonometric functions, applications of the identities sin (A ± B), cos (A ± B) and tan (A ± B).

V. Coordinate geometry – Equations to a straight line – slope-intercept form, intercept form, Angle between two lines, condition for two lines to be perpendicular, parallel.

VI. Differentiation – Limits and continuity, derivatives of functions, equation to tangents and normals. Maxima and minima of functions of one variable.

VII. Integration of functions – Integration of different types of functions.

VIII. Applications of integration – Area bounded by a curve and X or Y axis, solutions of differential equations using the method of variable separable, solutions of linear differential equations of first order.

Module II (b) : Foundations in Science & Technology

Science as a human endeavour – Facets of science – demarcation of science – method – steps in scientific method – nature of scientific knowledge – scientific nature to problem solving - scientific reasoning and reflections of scientific achievements.

Ecosystem and environment – cycling of materials, nitrogen cycle, carbon cycle, water cycle ecology crisis – pollution, Ozone layer – control of pollution – impact of technology on environment – Bhopal disaster, Chernobyl disaster – facets and demarcation of science.

Measurement concept and practice – measuring units – Systems of Units – Fundamental and derived units – Dimensions for different physical quantities – Theory and use of Vernier Calipers, screw gauge and physical balance.

Displacement, velocity, acceleration, uniform velocity and uniform acceleration – Equations of motion – gravity – work, energy, power etc – circular motion – Newton's laws and its application.

Module III :
The concept and significance of organisational behaviour – personality – perception – values – attitudes – learning – motivation – group behaviour – communication – leadership – managing change – stress – conflict – organisational development.

Business research process and design – sample study – attitude measurement – statistical tools in data analysis – report writing – SWOT analysis.

Internal and external environment of business – Industrial policies – consumer protection – foreign trade – FERA / FEMA – MRTP – EXIM policy – IDRA and industrial licensing – stock market – New developments.

Module IV :
Human Resource Management – objectives and functions – Human resource planning – Job analysis – Job satisfaction – recruitment – selection – training & development – performance appraisal and evaluation – grievance handling – wage and salary administration – industrial relations.

Module V :
Understanding consumer and industrial markets – marketing mix – market segmentation – product decisions – product life cycle – branding and packaging – pricing methods and strategies – promotion mix – distribution channels – customer relationship management - marketing research – New issues in marketing.

Module VI :
Financial management – objectives and functions – financial planning and control – sources of funds – capitalisation – capital structure – financial analysis – working capital management.

Module VII :

Production / operations management – objectives and functions – facility locations – layout planning and analysis – production planning and control – production process analysis – demand forecasting for operations – production scheduling – work measurement – time and motion study – inventory control – Network analysis – TQM – re-engineering – ISO standards.