



(Abstract)

Scheme and Syllabus of third semester Journalism Courses -Prepared in tune with KU-SLL - FYUGP-Regulations - Approved & Implemented under Private registration Scheme of School of Lifelong Learning w.e.f. 2024 admission - Orders Issued

ACADEMIC C SECTION

ACAD C/ACAD C5/1455/2025

Dated: 28.10.2025

- Read:-1. ACAD C/ACAD C5/1455/2025 dtd: 04.02.2025
2. ACAD C/ ACAD C5/21553/2024 dtd: 27.08.2025
3. E-mail dtd: 19/09/2025, from the Chairperson, BoS in Journalism and Mass Communication (Cd)
4. Minutes of the meeting of the Standing Committee of Academic Council held on 29/09/2025
5. Orders of the Vice Chancellor in file No. ACAD C/ACAD C5/24803/2024 dtd:14.10.2025

ORDER

- 1.The Scheme and Syllabus of first and second semester Journalism courses prepared in tune with KU-SLL-FYUGP Regulation (2024) was approved and implemented under Private Registration Scheme of School of Lifelong Learning w.e.f 2024 admission, vide paper read (1) above
- 2.The list of courses to be offered in third and fourth semesters of FYUG programmes under Private Registration Scheme of SLL, w.e.f 2024 admission was approved and implemented vide paper read (2) above.
- 3.Subsequently, vide paper read (3) above, the Chairperson BoS in Journalism and Mass Communication (Cd) submitted the Scheme and Syllabus of third Semester FYUG Journalism Courses, for approval and implementation under Private Registration Scheme of School of Lifelong Learning of the University w.e.f. 2024 admission.
4. Considering the matter, the Hon'ble Vice Chancellor ordered to place the Scheme and Syllabus, before the Standing Committee of the Academic Council for consideration.
- 5.The Standing Committee of the Academic Council, vide paper read (4) above, considered the matter and recommended to approve the Scheme and Syllabus of the courses of Journalism .
- 6.The Hon'ble 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 Third Semester Courses of Journalism, prepared in tune with KU-SLL-FYUGP Regulations 2024 and implemented under Private Registration Scheme of School of Lifelong Learning of the University, w.e.f 2024 admission, subject to reporting to the Academic Council.
7. Third semester Scheme and Syllabus of Journalism Courses under Private Registration Scheme of School of Lifelong Learning of Kannur University, applicable w.e.f. 2024 admission are appended with this U.O. & uploaded in the University website.
Orders are issued accordingly.



Sd/-

Bindu K P G

DEPUTY REGISTRAR (ACADEMIC)

For REGISTRAR

To: 1. Controller of Examinations (through PA)
2. The Director, (In charge) School of Lifelong Learning

Copy To: 1. The Chairperson, Board of Studies in Journalism and Mass Communication (Cd)
2. PS to VC/PA to R
3. EX CI/EG I/AR-I/AR-IV/JR-2(EXAM)
4. DR/AR (Academic)
5. IT Cell/Computer Programmer
6. Web Manager (for uploading in the website)
7.SF/DF/FC

Forwarded / By Order


SECTION OFFICER

KV



PRIVATE REGISTRATION UG (FYUGP PATTERN) LIST OF COURSES - SEMESTER III & IV
(w.e.f. 2024 Admission)

B.Com. – III Semester

Sl No.	Name of the Course	Number of course	Credit	Marks			Duration of the ESE
				ESE	CCA	Total	
1	Multi Disciplinary Course – MDC – 3 KU3MDCENG201 - Kerala Knowledge Systems <i>(Common Syllabus for all Programmes)</i>	1	3	50	25	75	1½ Hours
2	Value Added Course – VAC – 1 KU3VACCOM100 - Professional Ethics and Corporate Governance <i>(for B.Com. Candidates)</i>	1	3	50	25	75	1½ Hours
3	DSC - Major 3 KU3DSCCOM200 - Corporate Accounting	1	4	70	30	100	2 Hours
4	DSC - Major 4 KU3DSCCOM201 - Company Law and Administration	1	4	70	30	100	2 Hours
	DSC - Minor (for other Programmes)						
5	Minor Course 1 KU3DSCCOM203 Financial Markets and Services	1	4	70	30	100	2 Hours
6	Minor Course 2 KU3DSCCOM204 Event Management	1	4	70	30	100	2 Hours
	TOTAL	6	22				

B.Com. – IV Semester

Sl No.	Name of the Course	Number of course	Credit	Marks			Duration of the ESE
				ESE	CCA	Total	
1	Value Added Course – VAC – 2 KU4VACCOM101 - Consumer Rights and Protection <i>(for B.Com. Candidates)</i>	1	3	50	25	75	1½ Hours
2	Value Added Course – VAC – 3 KU4VACCOM102 - Environmental Studies and Disaster Management <i>(for B.Com. Candidates)</i>	1	3	50	25	75	1½ Hours
3	Skill Enhancement Course – SEC – 1 KU4SECCOM100 - Office Secretaryship and Practices <i>(for B.Com. Candidates)</i>	1	3	50	25	75	1½ Hours
4	DSC - Major 5 KU4DSCCOM207 - Cost Accounting	1	4	70	30	100	2 Hours
5	DSC - Major 6 KU4DSCCOM208 - Business Legal Environment	1	4	70	30	100	2 Hours
6	DSC - Major 7 KU4DSCCOM209 - Entrepreneurship Development	1	4	70	30	100	2 Hours
7	Internship	1	2				
	TOTAL	7	23				

B.B.A. – III Semester

Sl No.	Name of the Course	Number of course	Credit	Marks			Duration of the ESE
				ESE	CCA	Total	
1	Multi Disciplinary Course – MDC – 3 KU3MDCENG201 - Kerala Knowledge Systems <i>(Common Syllabus for all Programmes)</i>	1	3	50	25	75	1½ Hours
2	Value Added Course – VAC – 1 KU3VACBBA200 - Environmental Science and Sustainability <i>(for B.B.A. Candidates)</i>	1	3	50	25	75	1½ Hours
3	DSC - Major 3 KU3DSCBBA200 - Marketing Management	1	4	70	30	100	2 Hours
4	DSC - Major 4 KU3DSCBBA201 - Human Resource Management	1	4	70	30	100	2 Hours
	DSC - Minor (for other Programmes)						
5	Minor Course 1 KU3DSCBBA202 - Management Information System	1	4	70	30	100	2 Hours
6	Minor Course 2 KU3DSCBBA203 - Legal and Ethical Issues in Business	1	4	70	30	100	2 Hours
	TOTAL	6	22				

B.B.A. – IV Semester

Sl No.	Name of the Course	Number of course	Credit	Marks			Duration of the ESE
				ESE	CCA	Total	
1	Value Added Course – VAC – 2 KU4VACBBA200 - Disaster Management <i>(for B.B.A. Candidates)</i>	1	3	50	25	75	1½ Hours
2	Value Added Course – VAC – 3 KU4VACBBA201 - Corporate Governance & CSR <i>(for B.B.A. Candidates)</i>	1	3	50	25	75	1½ Hours
3	Skill Enhancement Course – SEC – 1 KU4SECBBA200 - Emerging Technologies and Applications <i>(for B.B.A. Candidates)</i>	1	3	50	25	75	1½ Hours
4	DSC - Major 5 KU4DSCBBA200 - Organisational Behaviour	1	4	70	30	100	2 Hours
5	DSC - Major 6 KU4DSCBBA201 - Operations Management	1	4	70	30	100	2 Hours
6	DSC - Major 7 KU4DSCBBA202 - Financial Management	1	4	70	30	100	2 Hours
7	Internship	1	2				
	TOTAL	7	23				

B.A. Economics – III Semester

Sl No.	Name of the Course	Number of course	Credit	Marks			Duration of the ESE
				ESE	CCA	Total	
1	Multi Disciplinary Course – MDC – 3 KU3MDCENG201 - Kerala Knowledge Systems <i>(Common Syllabus for all Programmes)</i>	1	3	50	25	75	1½ Hours
2	Value Added Course – VAC – 1 KU3VACECO202 - Academic Writing in Social Science <i>(for B.A. Economics Candidates)</i>	1	3	50	25	75	1½ Hours
3	DSC - Major 3 KU3DSCECO201 - Intermediate Microeconomics	1	4	70	30	100	2 Hours
4	DSC - Major 4 KU3DSCECO202 - Basic Analytical Tools for Economics	1	4	70	30	100	2 Hours
	DSC - Minor (for other Programmes)						
5	Minor Course 1 KU3DSCECO203 Economics of Banking and Finance	1	4	70	30	100	2 Hours
6	Minor Course 2 KU3DSCECO205 Economics of Care and Ageing	1	4	70	30	100	2 Hours
	TOTAL	6	22				

B.A. Economics – IV Semester

Sl No.	Name of the Course	Number of course	C	Marks			Duration of the ESE
				ESE	CCA	Total	
1	Value Added Course – VAC – 2 KU4VACECO203 Economics of Crime and Corruption <i>(for B.A. Economics Candidates)</i>	1	3	50	25	75	1½ Hours
2	Value Added Course – VAC – 3 KU4VACECO204 Ethics in Academic Writing <i>(for B.A. Economics Candidates)</i>	1	3	50	25	75	1½ Hours
3	Skill Enhancement Course – SEC – 1 KU4SECECO202 Hospital Economics <i>(for B.A. Economics Candidates)</i>	1	3	50	25	75	1½ Hours
4	DSC - Major 5 KU4DSCECO206 Intermediate Macroeconomics	1	4	70	30	100	2 Hours
5	DSC - Major 6 KU4DSCECO207 Environmental Economics	1	4	70	30	100	2 Hours
6	DSC - Major 7 KU4DSCECO208 Public Finance	1	4	70	30	100	2 Hours
7	Internship	1	2				
	TOTAL	7	23				

B.A. History – III Semester

Sl No.	Name of the Course	Number of course	Credit	Marks			Duration of the ESE
				ESE	CCA	Total	
1	Multi Disciplinary Course – MDC – 3 KU3MDCENG201 Kerala Knowledge Systems (<i>Common Syllabus for all Programmes</i>)	1	3	50	25	75	1½ Hours
2	Value Added Course – VAC – 1 KU3VACHIS201 History of Human Rights Movements in Modern India (<i>for B.A. History Candidates</i>)	1	3	50	25	75	1½ Hours
3	DSC - Major 3 KU3DSCHIS201 World from Iron Age to Medieval Times	1	4	70	30	100	2 Hours
4	DSC - Major 4 KU3DSCHIS202 Social Formations in Early India (Earliest times to Mauryan)	1	4	70	30	100	2 Hours
	DSC - Minor (<i>for other Programmes</i>)						
5	Minor Course 1. KU3DSCHIS203 History of Trade and Commerce in India	1	4	70	30	100	2 Hours
6	Minor Course 2. KU3DSCHIS205 History of Indian National Movement	1	4	70	30	100	2 Hours
	TOTAL	6	22				

B.A. History – IV Semester

Sl No.	Name of the Course	Number of course	C	Marks			Duration of the ESE
				ESE	CCA	Total	
1	Value Added Course – VAC – 2 KU4VACHIS202 Climate and History <i>(for B.A. History Candidates)</i>	1	3	50	25	75	1½ Hours
2	Value Added Course – VAC – 3 KU4VACHIS203 Gandhian Political Ideologies and Practices <i>(for B.A. History Candidates)</i>	1	3	50	25	75	1½ Hours
3	Skill Enhancement Course – SEC – 1 KU4SECHIS201 Academic writing in History <i>(for B.A. History Candidates)</i>	1	3	50	25	75	1½ Hours
4	DSC - Major 5 KU4DSCHIS207 History of Pre-Modern Kerala (Earliest times to 1500 AD)	1	4	70	30	100	2 Hours
5	DSC - Major 6 KU4DSCHIS208 Perspectives on Historiography	1	4	70	30	100	2 Hours
6	DSC - Major 7 KU4DSCHIS209 Transformations in the Modern World (15th Century to 1815)	1	4	70	30	100	2 Hours
7	Internship	1	2				
	TOTAL	7	23				

B.A. Political Science – III Semester

Sl No.	Name of the Course	Number of course	C	Marks			Duration of the ESE
				ESE	CCA	Total	
1	Multi Disciplinary Course – MDC – 3 KU3MDCENG201 Kerala Knowledge Systems (<i>Common Syllabus for all Programmes</i>)	1	3	50	25	75	1½ Hours
2	Value Added Course – VAC – 1 KU3VACPOL201 Constitutional Values (<i>for B.A. Political Science Candidates</i>)	1	3	50	25	75	1½ Hours
3	DSC - Major 3 KU3DSCPOL201 Western Political Thought: Ancient and Medieval	1	4	70	30	100	2 Hours
4	DSC - Major 4 KU3DSCPOL202 State and Politics in India	1	4	70	30	100	2 Hours
	DSC - Minor (<i>for other Programmes</i>)						
5	Minor Course 1 KU3DSCPOL203 Introduction to International Politics	1	4	70	30	100	2 Hours
6	Minor Course 2 KU3DSCPOL204 Political Ideologies	1	4	70	30	100	2 Hours
	TOTAL	6	22				

B.A. Political Science – IV Semester

Sl No.	Name of the Course	Number of course	Credit	Marks			Duration of the ESE
				ESE	CCA	Total	
1	Value Added Course – VAC – 2 KU4VACPOL203 Electoral Literacy <i>(for B.A. Political Science Candidates)</i>	1	3	50	25	75	1½ Hours
2	Value Added Course – VAC – 3 KU4VACPOL204 Human Rights <i>(for B.A. Political Science Candidates)</i>	1	3	50	25	75	1½ Hours
3	Skill Enhancement Course – SEC – 1 KU4SECPOL201 Disaster Management <i>(for B.A. Political Science Candidates)</i>	1	3	50	25	75	1½ Hours
4	DSC - Major 5 KU4DSCPOL205 Theorising Political Concepts	1	4	70	30	100	2 Hours
5	DSC - Major 6 KU4DSCPOL206 Western Political Thought: Modern Tradition	1	4	70	30	100	2 Hours
6	DSC - Major 7 KU4DSCPOL207 Theories and Concepts in International Relations	1	4	70	30	100	2 Hours
7	Internship	1	2				
	TOTAL	7	23				

B.A. Afzal-Ul-Ulama – III Semester

Sl No.	Name of the Course	Number of course	Credit	Marks			Duration of the ESE
				ESE	CCA	Total	
1	Multi Disciplinary Course – MDC – 3 KU3MDCENG201 Kerala Knowledge Systems <i>(Common Syllabus for all Programmes)</i>	1	3	50	25	75	1½ Hours
2	Value Added Course – VAC – 1 KU3VACAFZ201 Cultural Studies in Arabic <i>(for B.A. Afzal-Ul-Ulama Candidates)</i>	1	3	50	25	75	1½ Hours
3	DSC - Major 3 KU3DSCAFZ201 A Brief Survey Of Arab History	1	4	70	30	100	2 Hours
4	DSC - Major 4 KU3DSCAFZ202 Functional Arabic Grammar	1	4	70	30	100	2 Hours
	DSC - Minor (for other Programmes)						
5	Minor Course 1 KU3DSCAFZ203 Thafseer Literature – Part 1	1	4	70	30	100	2 Hours
6	Minor Course 2 KU3DSCAFZ204 Rhetoric In Arabic	1	4	70	30	100	2 Hours
	TOTAL	6	22				

B.A. Afzal-Ul-Ulama – IV Semester

Sl No.	Name of the Course	Number of course	Credit	Marks			Duration of the ESE
				ESE	CCA	Total	
1	Value Added Course – VAC – 2 KU4VACAFZ202 Human Values in Arabic Literature <i>(for B.A. Afzal-Ul-Ulama Candidates)</i>	1	3	50	25	75	1½ Hours
2	Value Added Course – VAC – 3 KU4VACAFZ203 Values and Virtues in Arabic Literature <i>(for B.A. Afzal-Ul-Ulama Candidates)</i>	1	3	50	25	75	1½ Hours
3	Skill Enhancement Course – SEC – 1 KU4SECAFZ201 Translation –Theory And Practice <i>(for B.A. Afzal-Ul-Ulama Candidates)</i>	1	3	50	25	75	1½ Hours
4	DSC - Major 5 KU4DSCAFZ206 Hadith Literature	1	4	70	30	100	2 Hours
5	DSC - Major 6 KU4DSCAFZ207 Commercial Arabic	1	4	70	30	100	2 Hours
6	DSC - Major 7 KU4DSCAFZ208 Classical Arabic Poetry	1	4	70	30	100	2 Hours
7	Internship	1	2				
	TOTAL	7	23				

B.A. English – III Semester

Sl No.	Name of the Course	Number of course	Credit	Marks			Duration of the ESE
				ESE	CCA	Total	
1	Multi Disciplinary Course – MDC – 3 KU3MDCENG201 Kerala Knowledge Systems (<i>Common Syllabus for all Programmes</i>)	1	3	50	25	75	1½ Hours
2	Value Added Course – VAC – 1 KU3VACENG203 Reclaiming Constitution (<i>for B.A English Candidates</i>)	1	3	50	25	75	1½ Hours
3	DSC - Major 3 KU3DSCENG201 Chaucer to Contemporary Poets	1	4	70	30	100	2 Hours
4	DSC - Major 4 KU3DSCENG202 Applied Grammar	1	4	70	30	100	2 Hours
	DSC - Minor (<i>for other Programmes</i>)						
5	Minor Course 1 KU3DSCENG204 Crime and Detective Narratives	1	4	70	30	100	2 Hours
6	Minor Course 2 KU3DSCENG205 Migration and Border Studies	1	4	70	30	100	2 Hours
	TOTAL	6	22				

B.A. English – IV Semester

Sl No.	Name of the Course	Number of course	Credit	Marks			Duration of the ESE
				ESE	CCA	Total	
1	Value Added Course – VAC – 2 KU4VACENG205 Inclusiveness and Intersectionality <i>(for B.A English Candidates)</i>	1	3	50	25	75	1½ Hours
2	Value Added Course – VAC – 3 KU4VACENG206 Agency and Ethics <i>(for B.A English Candidates)</i>	1	3	50	25	75	1½ Hours
3	Skill Enhancement Course – SEC – 1 KU4SECENG201 Presentation Skills <i>(for B.A English Candidates)</i>	1	3	50	25	75	1½ Hours
4	DSC - Major 5 KU4DSCENG207 Bacon to Contemporary Writers	1	4	70	30	100	2 Hours
5	DSC - Major 6 KU4DSCENG208 Practical Phonetics	1	4	70	30	100	2 Hours
6	DSC - Major 7 KU4DSCENG209 Popular Culture	1	4	70	30	100	2 Hours
7	Internship	1	2				
	TOTAL	7	23				

B.A. Malayalam – III Semester

I No.	Name of the Course	Number of course	C	Marks			Duration of the ESE
				ESE	CCA	Total	
1	Multi Disciplinary Course – MDC – 3 KU3MDCENG201 Kerala Knowledge Systems (Common Syllabus for all Programmes)	1	3	50	25	75	1½ Hours
2	Value Added Course – VAC – 1 KU3VACMAL101 മലബാർ-സമൂഹവും നവോത്ഥാനവും (for B.A Malayalam Candidates)	1	3	50	25	75	1½ Hours
3	DSC - Major 3 KU3DSCMAL 201 നോവലും നോവൽവായനകളും	1	4	70	30	100	2 Hours
4	DSC - Major 4 KU3DSCMAL202 ചലച്ചിത്രപഠനം	1	4	70	30	100	2 Hours
	DSC - Minor (for other Programmes)						
5	Minor Course 1. KU3DSCMAL203 ജനപ്രിയനോവൽ മലയാളത്തിൽ	1	4	70	30	100	2 Hours
6	Minor Course 2. KU3DSCMAL205 ദളിത് ആത്മകഥ/ ജീവിതാവിഷ്ക്കാരങ്ങൾ	1	4	70	30	100	2 Hours
	TOTAL	6	22				

B.A. Malayalam – IV Semester

Sl No.	Name of the Course	Number of course	Credit	Marks			Duration of the ESE
				ESE	CCA	Total	
1	Value Added Course – VAC – 2 KU4VACMAL102 പരിസ്ഥിതിപഠനങ്ങൾ (for B.A Malayalam Candidates)	1	3	50	25	75	1½ Hours
2	Value Added Course – VAC – 3 KU4VACMAL103 ജനസംസ്കാര പഠനം – തെച്ചം (for B.A Malayalam Candidates)	1	3	50	25	75	1½ Hours
3	Skill Enhancement Course – SEC – 1 KU4SECMAL101 പ്രഭാഷണകലയും അവതരണനൈപുണിയും (for B.A Malayalam Candidates)	1	3	50	25	75	1½ Hours
4	DSC - Major 5 KU4DSCMAL206 മലയാളനിരൂപണം	1	4	70	30	100	2 Hours
5	DSC - Major 6 KU4DSCMAL207 ജനസംസ്കാരപഠനം	1	4	70	30	100	2 Hours
6	DSC - Major 7 KU4DSCMAL208 ജീവിതമെഴുത്തും അനുഭവാവിഷ്കാരങ്ങളും	1	4	70	30	100	2 Hours
7	Internship	1	2				
	TOTAL	7	23				

B.A. Kannada – III Semester

Sl No.	Name of the Course	Number of course	C	Marks			Duration of the ESE
				ESE	CCA	Total	
1	Multi Disciplinary Course – MDC – 3 KU3MDCENG201 Kerala Knowledge Systems (Common Syllabus for all Programmes)	1	3	50	25	75	1½ Hours
2	Value Added Course – VAC – 1 KU3VACKAN201 WRITINGS FROM MODERN KANNADA (for B.A Kannada Candidates)	1	3	50	25	75	1½ Hours
3	DSC - Major 3 KU3DSCKAN201 POST MODERN KANNADA LITERATURE	1	4	70	30	100	2 Hours
4	DSC - Major 4 KU3DSCKAN204 DAASA SAHITHYA	1	4	70	30	100	2 Hours
	DSC - Minor (for other Programmes)						
5	Minor Course 1 KU3DSCKAN202 KANNADA GREEN LITERATURE	1	4	70	30	100	2 Hours
6	Minor Course 2 KU3DSCKAN203 CHILDREN LITERATURE IN KANNADA	1	4	70	30	100	2 Hours
	TOTAL	6	22				

B.A. Kannada – IV Semester

Sl No.	Name of the Course	Number of course	C	Marks			Duration of the ESE
				ESE	CCA	Total	
1	Value Added Course – VAC – 2 KU4VACKAN201 CULTURAL HISTORY OF KARNATAKA <i>(for B.A Kannada Candidates)</i>	1	3	50	25	75	1½ Hours
2	Value Added Course – VAC – 3 KU4VACKAN202 ANCIENT KANNADA LITERATURE <i>(for B.A Kannada Candidates)</i>	1	3	50	25	75	1½ Hours
3	Skill Enhancement Course – SEC – 1 KU4SECKAN202 FEATURE WRITING IN KANNADA <i>(for B.A Kannada Candidates)</i>	1	3	50	25	75	1½ Hours
4	DSC - Major 5 KU4DSCKAN206 SHATPADI AND SANGATHYA	1	4	70	30	100	2 Hours
5	DSC - Major 6 KU4DSCKAN207 KANNADA PROSODY	1	4	70	30	100	2 Hours
6	DSC - Major 7 KU4DSCKAN208 TEXTUAL CRITICISM	1	4	70	30	100	2 Hours
7	Internship	1	2				
	TOTAL	7	23				

Journalism – III Semester

Sl No.	Name of the Course DSC - Minor (<i>for other Programmes</i>)	Number of course	Credit	Marks			Duration of the ESE
				ESE	CCA	Total	
1	Minor Course 1 KU3DSCJMC206 - Advertising Basics	1	4	70	30	100	2 Hours
2	Minor Course 2 KU3DSCJMC207- Fundamentals of Investigative Journalism	1	4	70	30	100	2 Hours
	TOTAL	2	8				

Arabic (For BA Arabic & Islamic History - Double Major) – III Semester

Sl No.	Name of the Course	Number of course	C	Marks			Duration of the ESE
				ESE	CCA	Total	
1	DSC - Major 4 KU3DSCARS201 Arabic Grammar	1	4	70	30	100	2 Hours
2	DSC - Major 5 KU3DSCARS202 Drama and Short Story in Arabic	1	4	70	30	100	2 Hours
3	Multi Disciplinary Course – MDC – 3 KU3MDCARS202 Kerala Culture in Arabic Narratives	1	3	50	25	75	1½ Hours
4	Value Added Course – VAC – 1 KU3VACARS201 Arabic Literature for Humanity	1	3	50	25	75	1½ Hours
	Total	4	14				

Arabic (For BA Arabic & Islamic History - Double Major) – IV Semester

Sl No.	Name of the Course	Number of course	C	Marks			Duration of the ESE
				ESE	CCA	Total	
1	DSC - Major 6 KU4DSCARS203 Arabic Rhetoric and Prosody	1	4	70	30	100	2 Hours
2	DSC - Major 7 KU4DSCARS204 History of Arabic Literature-Part- I	1	4	70	30	100	2 Hours
3	Skill Enhancement Course – SEC – 1 KU4SECARS202 Arabic for Travel and Tourism	1	3	50	25	75	1½ Hours
4	Value Added Course – VAC – 2 KU4VACARS203 Human Values in Arabic Literature	1	3	50	25	75	1½ Hours
5	Internship	1	2				
	Total	5	16				

Urdu (For BA Urdu & Islamic History - Double Major) – III Semester

Sl No.	Name of the Course	Number of course	Credit	Marks			Duration of the ESE
				ESE	CCA	Total	
1	DSC - Major 4 KU3DSCURD204 Urdu & Information Technology	1	4	70	30	100	2 Hours
2	DSC - Major 5 KU3DSCURD205 Novel Aur Afsane	1	4	70	30	100	2 Hours
3	Multi Disciplinary Course – MDC – 3 KU3MDCURD204 Kerala ka Muthala	1	3	50	25	75	1½ Hours
4	Value Added Course – VAC – 1 KU3VACURD201 Thahzeeb Aur Saqafath	1	3	50	25	75	1½ Hours
	Total	4	14				

Urdu (For BA Urdu & Islamic History - Double Major) – IV Semester

Sl No.	Name of the Course	Number of course	Credit	Marks			Duration of the ESE
				ESE	CCA	Total	
1	DSC - Major 6 KU4DSCURD206 Qaseeda Aur Nazm	1	4	70	30	100	2 Hours
2	DSC - Major 7 KU4DSCURD207 Ghazal	1	4	70	30	100	2 Hours
3	Skill Enhancement Course – SEC – 1 KU4SECURD201 Urdu Journalism	1	3	50	25	75	1½ Hours
4	Value Added Course – VAC – 2 KU4VACURD204 Adab Aur Zindagi	1	3	50	25	75	1½ Hours
5	Internship	1	2				
	Total	5	16				

Islamic History - III Semester

(For BA Arabic & Islamic History/ BA Urdu & Islamic History - Double Major)

Sl No.	Name of the Course	No. of course	C	Marks			Duration of the ESE
				ESE	CCA	Total	
1	DSC - Major 4 KU3DSCISH201 MUHAMMED THE PROPHET OF ISLAM	1	4	70	30	100	2 Hours
2	DSC - Major 5 KU3DSCISH202 MODEL ADMINISTRATION OF THE EARLY CALIPHATE	1	4	70	30	100	2 Hours
	TOTAL	2	8				

PRIVATE REGISTRATION B.C.A. (FYUGP PATTERN) LIST OF COURSES - SEMESTER III & IV
(w.e.f. 2024 Admission)

B.C.A. – III Semester

Sl No.	Name of the Course	No. of course	Cr	Marks				Total	Duration of the ESE	
				ESE	CCA					
1	Multi Disciplinary Course – MDC – 3 - KU3MDCENG201 - Kerala Knowledge Systems (<i>Common Syllabus for all Programmes</i>)	1	3	50	25			75	1½ Hours	
2	Value Added Course – VAC – 1 - KU3VACCAP102 Cyber Law and Ethics – 3Cr. (L), 0 Cr. (P)	1	3	50	25			75	1½ Hours	
3	DSC - Major 3 - KU3DSCCAP201 Discrete Mathematics	1	4	70	30			100	2 Hours	
4	DSC - Major 4 - KU3DSCCAP205 Linux System Administration	1	4	Theory 50	Practical 15	Theory 25	Practical 10	100	Theory 1½ Hours	Practical 1 Hour
	<i>DSC - Minor (for other Programmes) *</i>									
5	KU3DSCCAP201 Discrete Mathematics *	1	4	Theory 50	Practical 15	Theory 25	Practical 10	100	Theory 1½ Hours	Practical 1 Hour
6	KU3DSCCAP206 Mobile Application Development *	1	4	Theory 50	Practical 15	Theory 25	Practical 10	100	Theory 1½ Hours	Practical 1 Hour
	TOTAL	6	22							

* DSC in Computer Application is not offered as a Minor course for other programmes for candidates of 2024 admission.

B.C.A. – IV Semester

Sl No.	Name of the Course	Number of course	C	Marks				Duration of the ESE	
				ESE	CCA	Total			
1	Value Added Course – VAC – 2 - KU4VACCAP104 - Basics of Computer Networks	1	3	50	25	75		1½ Hours	
2	Value Added Course – VAC – 3 - KU4VACCAP105 - Basics of Internet of Things	1	3	50	25	75		1½ Hours	
3	Skill Enhancement Course – SEC – 1 - KU4SECCAP101 Software Project Management	1	3	50	25	75		1½ Hours	
4	DSC - Major 5 - KU4DSCCAP207 Software Engineering	1	4	70	30	100		2 Hours	
5	DSC - Major 6 - KU4DSCCAP208 Database Management System	1	4	Theory 50	Practical 15	Theory 25	Practical 10	100	Theory 1½ Hours Practical 1 Hour
6	DSC - Major 7 - KU4DSCCAP209 Data Structures and Algorithms	1	4	Theory 50	Practical 15	Theory 25	Practical 10	100	Theory 1½ Hours Practical 1 Hour
7	Internship	1	2						
	TOTAL	7	23						

Journalism – III Semester

Sl No.	Name and code of the Course	Number of course	Credit	Marks			Duration of the ESE
				ESE	CCA	Total	
1	Minor Course 1. KU3DSCJMC206: Advertising Basics	1	4	70	30	100	2 Hours
2	Minor Course 2. KU3DSCJMC207: Fundamentals of Investigative Journalism	1	4	70	30	100	2 Hours
	TOTAL	2	8				

KU3DSCJMC206
ADVERTISING BASICS

Semester	Course Type	Course Level	Course Code	Credits
III	Minor	200-299	KU3DSCJMC206	4

Mark Distribution			Duration of ESE (Hours)
CE	ESE	Total	2
30	70	100	

Course Description:

The objective of the course is to familiarize student with the concept of advertising as communication. It will make them understand the process of encoding and decoding of an advertisement. The course draws attention to the consumer culture, various models and the grammar of advertisements. It will also enable student with concepts like segmentation, positioning, targeting and the structure of an advertising agency.

Course Pre-requisite:

1. Creative thinking and problem-solving skills
2. Proficiency in Journalism and Communication Skills

Employability of the course:

The students can select career as advertising executives, copy writers, art directors, media planners, account managers and digital marketers in advertising agencies, corporate marketing departments and media companies. Additionally, they can work in specialized areas such as Social Media Marketing, Brand Management and Market Research.

Course Outcomes (CO):

CO	Expected Outcomes	Learning Domains	Knowledge category #
CO1	To assess and describe the role, functions and scope of advertising	U	C, F
CO2	To analyze process of encoding and decoding in advertising	An	C, P
CO3	To recognize the concept of targeting, positioning and segmenting	U	P
CO4	To critically evaluate the social and ethical aspects of advertising	E	F, P
CO5	To create a better understanding of the advertising models and the structure of an advertising agency	C	C
CO6	To gain holistic knowledge about the trends in advertising	U	C, P

*Remember (R), Understand (U), Apply (A), Analyze (An), Evaluate (E), Create (C)# - Factual Knowledge (F), Conceptual Knowledge (C), Procedural Knowledge (P), Metacognitive Knowledge (M)

COURSE CONTENT

Module	Unit	Description	Marks (70)
I	Module I Introduction		10
	1	Definition & meaning of advertising	
	2	Nature & scope of advertising	
	3	Advertising as mass communication	
	4	Encoding and decoding an ad	
	5	Indian advertisement professionals and agencies	
II	Module II Tools & Processes		20
	6	Advertising as communication tool	
	7	Communication process and advertising	
	8	Models of advertising: AIDA Model, DAGMAR Model, Maslow's Hierarchy Model	
	9	Functions and dysfunctions of advertising	
III	Module III Classification & Types		20
	10	Classification and types of advertising	
	11	Advertising media and types– print, electronic, online	
	12	Ad strategies - Segmentation, positioning and targeting	
	13	Media selection, planning and scheduling	
	14	Elements of advertising in print, electronic and online Principles of copy writing, visualization, script writing for visual media, radio advertisements	
IV	Module IV Organizational Structure and Practice		20
	15	Structure of an advertising agency	

	16	Ad agency functions – clientservicing, media planning, media buying, space selling, media profile, media selection, advertisement positioning, and marketing	
	17	Ethical issues in advertising (Code of Ethics)	
	18	Regulatory bodies & Professional organizations - AAAI, ASCI	
	19	Economic and social impact of advertising	
	20	Current status and trends of advertising	

Essential Readings:

1. J V Vilanilam & A K Varghese, *The Basics of Advertising*, Response books
2. Keval J Kumar, *Mass Communication in India*, Jaico Publishers
3. Seema Hasan, *Mass Communication: Principles and Concepts*, CBS Publishers
4. Mahendra Mohan, *Advertising Management*, Tata McGraw-Hill
5. June A Valladares, *The Craft of Copywriting*, Response Books
6. Iain Macruru, *Advertising*, Routledge
7. William Wells, John Burnett & Sandra Moriarty, *Advertising Principles and Practice*. Pearson Education

Suggested Readings:

1. F Jenkins, *Advertising Made Simple*, Butterworth – Heinemann
2. J N Jethwaney & S Jain, *Advertising Management*, Oxford University Press
3. S Chunawalla, *Advertising theory and Practice*, Himalaya Publishing House

Third Semester FYUGP Journalism Examination
Model Question Paper
KU3DSCJMC206: ADVERTISING BASICS

Maximum Time: 2 hours.

Maximum Marks: 70

Section A

*Answer any **SIX** questions. Each question carries 3marks*

(6 x 3 =18)

1. Media mix
2. Advocacy advertising
3. USP
4. Brand
5. Advertorial
6. AAAI
7. Segmentation
8. Infomercial

Section B

*Answer any **FOUR** questions. Each question carries 6 marks*

(4x6 = 24)

9. Assess the role of a copywriter in an ad agency
10. Explain the process of media selection for an ad
11. Define an ad agency and delineate its functions
12. Evaluate the impact of product placement in media
13. Explain the potentials and limitations of surrogate advertising
14. Define online advertising with examples

Section C

*Answer any **TWO** questions. Each question carries 14 marks*

(2x14 = 28)

15. State the present scenario of advertising in India
16. Evaluate the ethical concerns and considerations of advertising
17. Do you think advertising has dysfunctions? Give reasons

KU3DSCJMC207
FUNDAMENTALS OF INVESTIGATIVE JOURNALISM

Semester	Course Type	Course Level	Course Code	Credits
3	Minor	200-299	KU3DSCJMC207	4

Mark Distribution			Duration of ESE (Hours)
CE	ESE	Total	2
30	70	100	

Course Description:

This course is designed to provide a comprehensive knowledge of fundamental concepts and understanding of types of investigative media and journalism practices. Through this course, students will explore the scope and importance of investigative journalism in the society. Additionally, it will instruct students on the appropriate way for investigative news reporting and its editing

Course Pre-requisite:

- Having a basic understanding of how investigative journalists operates, including different forms of media (print, broadcast, digital)
- Ability to understand the foundational principles of investigative journalism and adhering to its ethical standards.
- Developing critical thinking skills is vital for accurately interpreting and assessing the principles of reporting and editing investigative reports.
- Proficiency in writing and analysis is paramount for comprehending current issues and establishing a strong foundation for investigative journalism practice.

Course Outcomes:

CO	Expected Outcomes	Learning Domains	Knowledge category #
CO1	To assess the role of investigative journalism in a democratic society	U	F
CO2	To analyse and interpret data, identify patterns, and draw meaningful conclusions	An	P
CO3	To recognize the importance of libel laws, privacy, and confidentiality	A	F
CO4	To critique and develop a curious and analytical mindset to identify and pursue investigative leads	E	M
CO5	To create compelling investigative stories, engage in well-structured narratives that convey complex information	C	C
CO6	To gain investigative skills, identify and pursue leads, conduct interviews and gather evidence	A	P

*Remember (R), Understand (U), Apply (A), Analyze (An), Evaluate (E), Create (C)# - Factual Knowledge (F), Conceptual Knowledge (C), Procedural Knowledge (P), Metacognitive Knowledge (M)

COURSE CONTENTS

Module	Unit	Description	Marks (70)
I	Module I: Introduction		20
	1	Overview of investigative journalism	
	2	History and significance of investigative journalism	
	3	Key concepts and principles of Investigative reporting Vs regular news reporting	
	4	Qualities and essentials for becoming an investigative journalist	
II	Module 2: Research methods		10
	5	Finding and developing story ideas - Observation, planning techniques, insight knowledge, cultivating sources, asking the right questions	
	6	Conducting interviews and gathering information	
	7	Original research, developing the project, writing and rewriting the report	
	8	Using public records and databases, evidence and the confidentiality of source	
III	Module III: Investigative storytelling		20
	9	Undercover journalism – History of undercover journalism in India	
	10	RTI and investigative journalism	
	11	Sting operations and its ethical/unethical use Examples from Tehelka.com, Live India news channel, India TV, Operation ‘Duryodhana’	
	12	Case studies - Panama Papers, Watergate Scandal, Spotlight investigation, Snowden Leaks, Weinstein Investigation	

	13	Indian investigative journalists – Arun Shourie, Ashwini Sarin, Chitra Subramaniam, J Gopikrishnan, Anita Pratap, Neeraj Choudhary, P Sainath, B C Jojo, P T Nazar, Rana Ayyub, Ritu Sarin, Poonam Agarwal, Nikita Saxena, Aniruddha Bahal, Madhu Trehan etc	
IV		Module IV: Ethics and law	20
	14	Ethical considerations in investigative journalism, Libel, privacy and other legal concerns Censorship and investigative journalism	
	15	Legal protection of sources and whistleblowers, Press Council of India's guidelines for investigative journalism	
	16	Safety of journalists; CPJ, RSF, ICIJ, CIJ, ICFJ	
	17	Career opportunities, challenges, criticism and future of investigative journalism	

Essential Readings:

1. Stephen Gillers Journalism Under Fire : Protecting The Future Of Investigative Reporting
2. Columbia University Press
3. John Pilger Tell Me No Lies : Investigative Journalism And Its Triumphs Random House
4. David Leigh Investigative Journalism : A survival guide Palgrave Macmillan
5. Shyamlal Yadav Journalism Through RTI Sage
6. Tim Harrower Inside Reporting, A Practical Guide To The Craft Of Journalism

Suggested Readings:

1. Hugo de Burgh *Investigative Journalism* Routledge
2. Fr (Dr) Francis Karackat *Journalism : A Manual For Budding Reporters* Don Bosco
3. Brant Houston, Len Bruzzese *The investigative reporter's handbook*
4. B Kroeger *Undercover reporting : The truth about deception* Northwestern University Press
5. G Ryle, D Muir *The Pandora papers: How the world's rich and powerful hide their wealth* Harper Collins
6. J Posetti *Protecting the practice : The challenges facing investigative journalism worldwide* Oxford University Press

Third Semester FYUGP Journalism Examination Model Question Paper

KU3DSCJMC207-: Fundamentals of Investigative Journalism

Maximum Time : 2 Hours

Maximum marks : 70

Part - A

Answer any **6** questions. Each one carries **3** marks

6x3=18

1. Indicate why confidentiality is important in investigative journalism
2. Define 'whistleblowing' in the context of investigative journalism
3. Express the role of an investigative journalist
4. Distinguish investigative journalism from regular news reporting
5. State how investigative journalism contribute to democracy
6. Identify the ethical principle that is crucial in investigative journalism
7. Relate the term 'source protection' refer to in investigative journalism
8. Demonstrate one example of a major event uncovered through investigative journalism.

Part - B

Answer any **4** questions. Each one carries **6** marks

4x6=24

9. Generalise the process involved in investigative journalism, from identifying a story to publishing the findings. What tools and techniques do investigative journalists use to uncover the truth?
10. Anticipate how an investigative journalist ensures credibility and accuracy while dealing with issues like corruption, environmental hazards or human rights abuses
11. Assemble the legal implications that investigative journalists face when reporting on sensitive topics like corruption or criminal activities? How can they protect themselves from legal repercussions?
12. Compile the risks faced by investigative journalists and the importance of press freedom in a democratic society.
13. Arrange the ethical challenges faced by investigative journalists in their work. How do they balance the need for transparency with protecting the privacy and safety of their sources?
14. Adapt the significance of investigative journalism in holding powerful institutions accountable. Provide examples of major investigations that led to social or political changes.

Part – C

Answer any **2** questions. Each one carries **14** marks.

2x14=28

15. Choose one example and analyze how investigative journalists uncovered the story (political corruption, corporate malpractice, and human rights abuses), the challenges they faced, and the aftermath of their findings.
16. Appraise the global state of press freedom and its impact on investigative journalism. How can societies protect journalists from censorship, threats, and legal actions and ensure they can perform their duties without fear or favour?
17. How social media and digital technology advancements have enhanced or hindered the work of investigative reporters?