

From

Dr. Ashraf.E  
Assistant Professor  
Department of Commerce

To

The Principal  
NAM College Kallikkandy

Sir,

Subject: Request for starting Add on Course during 2023-2024 academic year, reg.

As per the directions and recommendation from the Academic monitoring committee and IQAC, the Postgraduate Department of Commerce has decided to commence Add On Course in Data Crunching with IBM SPSS Statistics. I request you to do sanction for the commencement of course in 2023-2024 academic year. The detailed course syllabus including the objective and evaluation pattern of the course is attached here with.


Yours faithfully,

Dr. Ashraf.E

Kallikkandy

08-08-2023

Recommended for Approval

  
Academic Monitoring Committee  
M. M. K. S.  
Assistant Professor of Commerce  
NAM College, Kallikkandy  
Kannur, Kerala - 670693

Permission granted

  
9/8/23.

**POSTGRADUATE DEPARTMENT OF  
COMMERCE  
NAM COLLEGE KALLIKKANDY**

Add on Course

**DATA CRUNCHING  
with  
IBM SPSS STATISTICS**



Class Commence on  
11-09-2023

**For more details**

[namccommerce@gmail.com](mailto:namccommerce@gmail.com)

Dr.Ashraf.E 9846663601

# POSTGRADUATE DEPARTMENT OF COMMERCE NAM COLLEGE KALLIKKANDY

## Add-On Course in Data Crunching with IBM SPSS Statistics 2023-2024 Academic Year

### Course Coordinators Contacts:

**Dr. ASHRAF. E**  
Assistant Professor on Contract  
PG Department of Commerce  
[ashrafedathil@gmail.com](mailto:ashrafedathil@gmail.com), 9846663601

### Curriculum

IBM SPSS® Statistics is a widely used powerful statistical software platform. It delivers a robust set of features that lets the organization extract actionable insights from its data. With SPSS Statistics we can analyze and better understand the data, and solve complex business and research problems through a user-friendly interface. It also helps understand large and complex data sets with advanced statistical procedures that help ensure high accuracy and quality decision-making.

The Add-On course now offered by the department is envisaged as a training programme to equip the students of commerce with the knowledge that is necessary for analyzing the data related with business and research problems. The course is meant to the students having basic knowledge in statistics and research methodologies.

### Aims and objectives:

1. To familiarize candidates with SPSS data entry.
2. To familiarize the circumstances under which various statistical tools used for analysis.
3. To train them in analyzing the data using various statistical tools.
4. Helping students to interpret and explain various statistical results.

### Learning Outcome

1. An ability to use SPSS Software for data analysis.
2. An ability to identify appropriate statistical tools for hypothesis testing.
3. To analyze the data for statistical and research purpose through SPSS.
4. Recognition of the need for, and an ability to engage in life-long learning.

## Course Syllabus

### Module I

Introduction to SPSS: - Variable view, measurement and scaling- concept, construct, Variables, Measurement, types of scales- nominal, ordinal, interval and ratio, scaling technique. Data coding (6 Hour)

### Module II

Entering Data, Entering multiple tick, Entering of ranking questions, Sort case, Select case, Data Manipulation- Compute, Recording into same variable, Recording into different variable (6 Hour)

### Module III

Reliability Analysis, Factor Analysis, Test for Normality, Homogeneity, Box plot feature, Graphical presentation. (6 Hour)

### Module III

Statistical data analysis:- Descriptive Statistics and Inferential Statistics, Frequency analysis, Measures of Central tendency, Measures of dispersion, Measures of Distribution, Correlation- Bivariate, Partial, Regression, Multiple regression. (10 Hour)

### Module IV

Chi-Square, One Sample T Test, Independent Sample T- Test, Paired \*T\* Test, One Way-ANOVA (8 Hour)

### Evaluation

At the end of the course there will be a practical test and Viva Voce as prescribed by the professor in charge of the course. Students will be graded according to their performance.

### Course Schedule

The course is planned to be commenced on the 11 September 2023. The course involves 10 lecture sessions and 26 practical sessions. The classes and training will be completed in crash mode. The detailed schedule will be available on the day of commencement of the course. There will be a practical examination at the end of the Course; Certificates will be issued by the College.



# **N.A.M COLLEGE KALLIKKANDY**

(Aided & affiliated to Kannur University and Accredited by NAAC with 'A' Grade)

**VIDYAGIRI**

**P.O KALLIKKANDY, KANNUR Dt., PIN 670693**



## **INTRODUCTION TO OPERATION RESEARCH (CC23M1T01)**

**A certificate course designed by  
Department of Mathematics**

**For the academic year 2023-24**

**Course Coordinator**

**Gafoor I  
Assistant Professor  
Department Of Mathematics  
NAM College Kallikandy**

## Course Details

The Certificate Course “**Introduction to Operation Research**” –CC23MAT01- is open to all students who have passed Higher Secondary Examination. The aim of this course is to make the learner acquire knowledge on the basics of optimization problems. The emphasis will be in problem solving skills for managerial decisions. The course will be of 30 hour duration, 5 hour /week (maximum 6 week).

There will be two assignments as continuous evaluation and an examination after the completion of all classes. Marks obtained by the candidate both in Assignment and end examination will be considered for the purpose of determining the final results. A certificate will be issued by the College, to the candidate who has been declared successfully completed the course. *To pass the course, the candidate must secure at least 40% of the aggregate marks as a total of internal and examination marks.* Assignment marks are considered as internal mark and end examination marks as examination mark.

## Course Introduction and Objectives

Optimization is the process by which the optimal solution to a problem, or optimum, is produced. The word optimum has come from the Latin word *optimus*, meaning best. There has been a host of contributions, from Archimedes to the present day, scattered across many disciplines. Many of the earlier ideas, although interesting from a theoretical point of view, were originally of little practical use, as they involved an intimidating amount of computational effort. Now modern computers perform calculations, whose time was once estimated in man-years, in the figurative blink of an eye. Thus it has been worthwhile to resurrect many of these earlier methods. The advent of the computer has helped bring about the unification of optimization theory into a rapidly growing branch of applied Mathematics. The major objective of this course is to provide an introduction to the some basic linear optimization methods also known as linear programming Problem. The course is designed for under graduate students studying Mathematics, engineering, business & Commerce etc.

This course is focussing on Linear Programming Problem (LPP) and two methods – Graphical Method and Simplex Method- to solve a Linear Programming problem.

The content of the course include three modules and the topics in each module are mentioned in syllabus

**Objectives of the course are:-**

- To understand the optimization techniques in real time situations
- To frame the Mathematical model of a real time optimization problems
- To understand the different forms of Linear Programming problem (LPP )
- To acquaint with graphical method to solve LPP
- To acquaint with the terms used in Simplex Method
- To expertise in solving LPP using Simplex method.

### **Prerequisite for the course**

The Course designed in a simple manner such a way that, anyone with high school level mathematical skills can follow easily. Prerequisite include some basic logical ideas, basic numerical & computational skills and a little linear geometry. However the Tutor will discuss this ideas whenever it is necessary.



## Course Content (Syllabus)

### **Module 1. Introduction to Optimisation Method (7 hours)**

- 1.1. Literature of Operation Research
- 1.2. Mathematical modelling
- 1.3. Linear Programming Problems –L.P.P
- 1.4. Canonical and Standard form of LPP

### **Module 2. Solution of LPP – Graphical Method (8 hours)**

- 2.1. Geometry of linear inequalities
- 2.2. Convex Set and convex Hull
- 2.3. Graphical Method

### **Module 3. Solution of LPP – Simplex Method (15 hours)**

- 3.1. Basic definitions
- 3.2. Simplex Algorithm
- 3.3. Solution using Simplex Method

Text Book: K.Swarup, P.K.Gupta and M. Mohan, Operations Research

(14<sup>th</sup> Edition), S.Chand Publication

Reference:

1. S.Kalavathy, Operation Research (4<sup>th</sup> Edn), Vikas Publishers
2. Hamdy A.Taha, Operation Research (9<sup>th</sup> Edn), Pearson
3. P.K.Gupta, D.S Hira, Problems in Operation Research , S.Chand Publishers
4. G.Hadley, Linear Programming , Narosa Publishers

## Evaluation and Grading

Total mark for the course is 50 marks.

Maximum marks for assignment is 20 (10 for each assignment)

Maximum Mark for end examination is 30

### End examination structure

Maximum Time for end examination is 2 hours

Question pattern is as follows (*All questions will be compulsory*)

Three questions with 2 mark each (Total 6)

Three questions of 4 mark each (Total 12)

Two question of 6 marks each (Total 12)

### Grading

Above 80% (including) is first division with distinction and will obtain A+ grade

60% and above but below 80% is first class and will obtain A grade

50% and above but below 60% is second class and will obtain B grade

40% and above but below 50% is third class and will obtain C grade

## Important Dates

Registration:-

Starting Date : 4 December 2023

End date : 13 December 2023

Final selection List : 17 December 2023

## Proposed Dates for Contact Class

Date	Details	Date	Details
<b>WEEK 1</b>		<b>WEEK 4</b>	
08-01-2024	Literature of OR	29-01-2024	Solution of LPP: Graphical Method III
09-01-2024	Mathematical Modelling	30-01-2024	Solution of LPP: Graphical Method IV
10-01-2024	Mathematical Modelling	31-01-2024	Special cases in Graphical Method
11-01-2024	LPP –General form	01-02-2024	Special cases in Graphical Method
13-01-2024	LPP – Canonical Form	03-02-2024	Steps to simplex method
<b>WEEK 2</b>		<b>WEEK 5</b>	
15-01-2024	Slack & Surplus variables	05-02-2024	Basic solution, basic variables
16-01-2024	LPP- Standard form	06-02-2024	Simplex algorithm
17-01-2024	Basic definitions	07-02-2024	Simplex algorithm
18-01-2024	Plotting line in xy-Plane	08-02-2024	Simplex algorithm
20-01-2024	Geometry of Inequalities I	10-02-2024	Simplex Table
<b>WEEK 3</b>		<b>WEEK 6</b>	
22-01-2024	Geometry of Inequalities I	12-02-2024	Solution of LPP: Simplex Method I
23-01-2024	Convex set and properties I	13-02-2024	Solution of LPP: Simplex Method II
24-01-2024	Convex set and properties I	14-02-2024	Solution of LPP: Simplex Method III
25-01-2024	Solution of LPP: Graphical Method I	15-02-2024	Solution of LPP: Simplex Method IV
27-01-2024	Solution of LPP: Graphical Method I	17-02-2024	Review

## Assignments

Assignment I - Last date: 22/01/2024

Assignment II - Last date: 12/01/2024

**End Examination: 21/02/2024**

*NB: Scheduled dates may change as the convenience*



**DEPARTMENT OF MATHEMATICS**

**N.A.M. COLLEGE KALLIKKANDY**

*Accredited with NAAC A-Grade*

*Aided & Affiliated to Kannur University*

**P.O. KALLIKKANDY, KANNUR Dt., PIN – 670 693**

**E-mail: namcollege@yahoo.co.in ☎ 0490 – 2375900**

Registration form for the admission to Certificate Course on  
*'Introduction to Operation Research'* (CC23MAT01)

Name of the Applicant				Photo
Parent's Name(Father/ Mother)				
Gender	M/F/TG	Date of Birth		
Educational Qualification				
Address for Communication			Permanent Address	
Mob:			Phone:	
E-mail			WhatsApp No	
I hereby declare that Particulars furnished above are true, complete and correct to the best of my knowledge and belief.				
Place:			Name & Signature	
Date:				

**Office use Only**

REG NO:

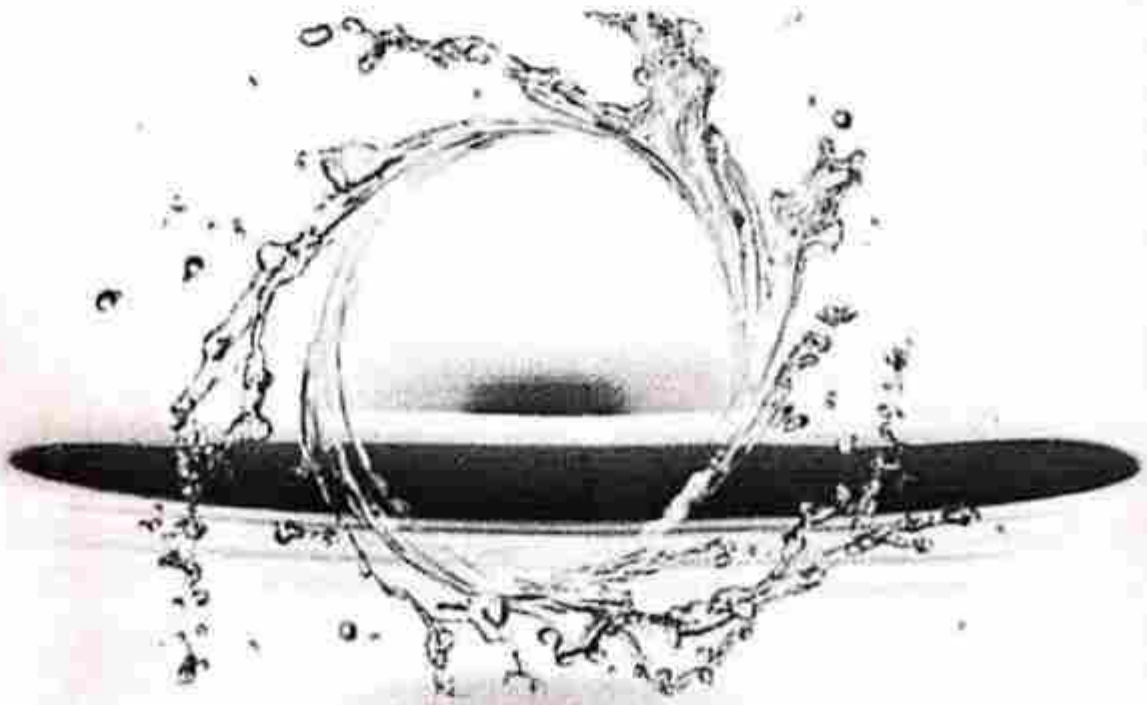
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Course Coordinator

**DEPARTMENT OF POLYMER CHEMISTRY  
NAM COLLEGE KALLIKKANDY**

**CERTIFICATE COURSE**

**CCPC2301: ASSESSMENT OF WATER QUALITY  
PARAMETERS**



Class commence on 21.08.2023

**For more details**

**SHABINA K K 9447345976**

**[nampolymerchemistry@gmail.com](mailto:nampolymerchemistry@gmail.com)**

*Dr. MUHAMMAD WAJID K.M  
Asst. Professor in HOD  
Dept. of Polymer Chemistry  
NAM College, Kallikkandy  
670 693*

*21/8/23*



From

Dr. Muhammad Ismayil K M  
Asst. Professor  
Dept. of Polymer Chemistry  
N A M College Kallikkandy

To


The Principal  
N A M College Kallikkandy

Sir,

*Subject: Request for starting Certificate Course during 2023-24 academic year. etc.*

As per the direction and recommendation from the Academic monitoring committee and IQAC, the Dept. of Polymer Chemistry has decided to commence a Certificate Course titled, **CCPC2301: ASSESSMENT OF WATER QUALITY PARAMETERS**, for the academic year, 2023-24. I request your consent to start the course. Course co-ordinator for the certificate course is Smt. Shabina K. K. The syllabus of the course including the objective and evaluation pattern is attached herewith.

Yours faithfully,

  
**Academic Monitoring Committee**  
**Musthafa K S**  
Assistant Professor of Commerce  
N.A.M College, Kallikkandy  
Kannur, Kerala - 670693

  
21/8/23  
Dr. Muhammad Ismayil K.M.  
HOD, Dept. Polymer Chemistry  
N.A.M College, Kallikkandy  
Kannur, Kerala - 670693

Permission granted  


DEPT. OF POLYMER CHEMISTRY, N A M COLLEGE KALLIKKANDY

CERTIFICATE COURSE (Course Duration: 30 hr.)

Academic Year : 2023-24

CCPC2301: ASSESSMENT OF WATER QUALITY PARAMETERS

*Syllabus and Course Structure*

**Learning Outcomes**

1. Acquire knowledge of Physicochemical parameters of water
2. Recognize the water quality and refinement techniques
3. Obtain awareness of waste water treatment
4. Achieve hands-on knowledge of water quality parameters
5. Acquire knowledge of microbial parameters

**Unit 1: Quality parameters (6 hr)**

Physical parameters of water - pH, conductivity, turbidity, taste, odor and temperature.  
Chemical parameters - Alkalinity, acidity, total hardness, Ca hardness, Mg hardness, Chloride content, Iron content.

**Unit 2: Municipal water and waste water treatment(6hr)**

Municipal water : Specification for Drinking water. Treatment for domestic purpose : Pretreatment, removal of suspended impurities, method of disinfection of water.  
Waste water : Introduction, Characteristic of waste water, need for waste water treatment.  
Waste water treatment : Aim, need for chlorination, Dose of chlorine, ozonisation.

**Unit 3: Microbial testing Microbiological testing (8 hr)**

Coliforms- Culture Identification- MPN test- Microscopy: Principles and Practices- Staining Methods-  
Water borne pathogen: Types and Detection.

**Unit 4: Physico-chemical parameters testing (10 hr)**

Determination of magnesium, calcium and total hardness, alkalinity and chloride. Determination of  
BOD and COD. Calculation of physical parameters using water analyzer.

DEPARTMENT OF POLYMER CHEMISTRY  
N A M COLLEGE KALLIKKANDY

Add-on Course

**ACPC2301:OIL AND  
PETROCHEMICAL ANALYSIS:  
TECHNIQUES AND APPLICATIONS**

Class commence on 04/09/2023

Course Co-ordinator

NAMSHAD .KP

9447345976

[nampolymerchemistry@gmail.com](mailto:nampolymerchemistry@gmail.com)





From

Dr. Muhammad Ismayil K M  
Asst. Professor  
Dept. of Polymer Chemistry  
N A M College Kallikkandy

To


The Principal  
N A M College Kallikkandy

Sir,


*Subject: Request for starting Add-on Course during 2023-24 academic year. reg:*

As per the direction and recommendation from the Academic monitoring committee and IQAC, the Dept. of Polymer Chemistry has decided to commence Add-on Course titled, **ACPC2301: OIL AND PETROCHEMICAL ANALYSIS: TECHNIQUES AND APPLICATIONS**, for the academic year, **2023-24**. I request your consent to start the course. Course co-ordinator for the certificate course is Sri. Namishad K P. The syllabus of the course including the objective and evaluation pattern is attached herewith.

Yours faithfully,

  
Academic Monitoring  
Committee  
Musthafa KS  
Assistant Professor of Commerce  
N.A.M College, Kallikkandy  
Kannur, Kerala - 670693

  
17/9/23  
Dr. Muhammad Ismayil K M  
HOD, Dept. Polymer Chemistry

Permission granted.  


DEPT. OF POLYMER CHEMISTRY, N.A.M COLLEGE KALLIKKANDY

ADD ON COURSE (Course Duration: 30 hr)

Academic Year : 2023-24

ACPC2301: OIL AND PETROCHEMICAL ANALYSIS: TECHNIQUES AND APPLICATIONS  
*Syllabus and Course Structure*

**Learning Outcomes**

1. Understand the industrial terms in petrochemicals
2. Acquire the knowledge in industrial methods
3. Attain the practical knowledge in oils and petrochemicals

**Unit : - Basic chemistry and industrial terms (6hr)**

Scope chemistry, petrochemical industrial overview, petroleum products and uses, basic instrumentation techniques.

**Unit 2: -Industrial methods (6hr)**

Standard test methods, basic parameters & significance, testing methods.

**Unit 3: Practical (18hr)**

Parameters:-density, specific gravity, api gravity & viscosity, aniline point

**Evaluation pattern**

Type of question and marks in the examination

	TOTAL Question	No.of questions to be answered	Marks of each question	Total marks
Very short answer	4	4	1	4
Short answer	5	3	2	6
Short essay/problems	4	2	3	6
Essay	2	1	4	4
Practical				12
				32

  
24/9/23  
Dr. MUIHAMMAD ISMAIL K.M.  
Asst. Professor & HOD  
Dept. of Polymer Chemistry  
NAM College, Kallikkandy  
Kannur, Kerala - 670 693

# CERTIFICATE COURSE

## ENGLISH FOR COMPETITIVE EXAMINATIONS

### About the Course:

'English for Competitive Examinations' is a certificate course offered by the Department of English, NAM College Kallikkandy. The course aims at enabling the students to confidently attend questions from general English grammar asked in various competitive examinations. It also prepares the students to communicate effectively and appropriately in real life situations.

Apart from these primary aims, the course intends to prepare the students to use English effectively for study purposes across the curriculum.

### CONTACT:

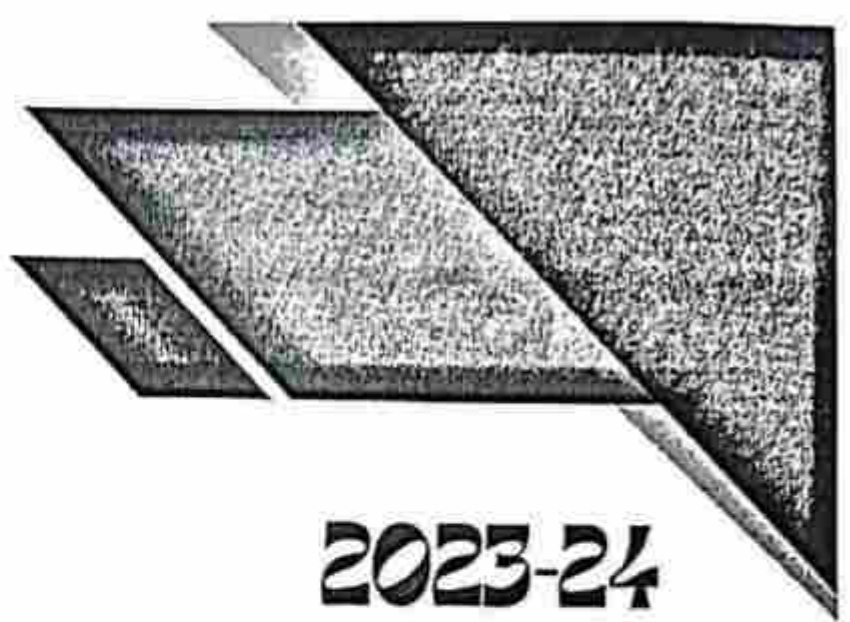
**Shasni N**

**Assistant Professor**

**mob: 9496120375**

**Starts on:  
3rd January 2024**

**Department of English  
NAM College, Kallikkandy**



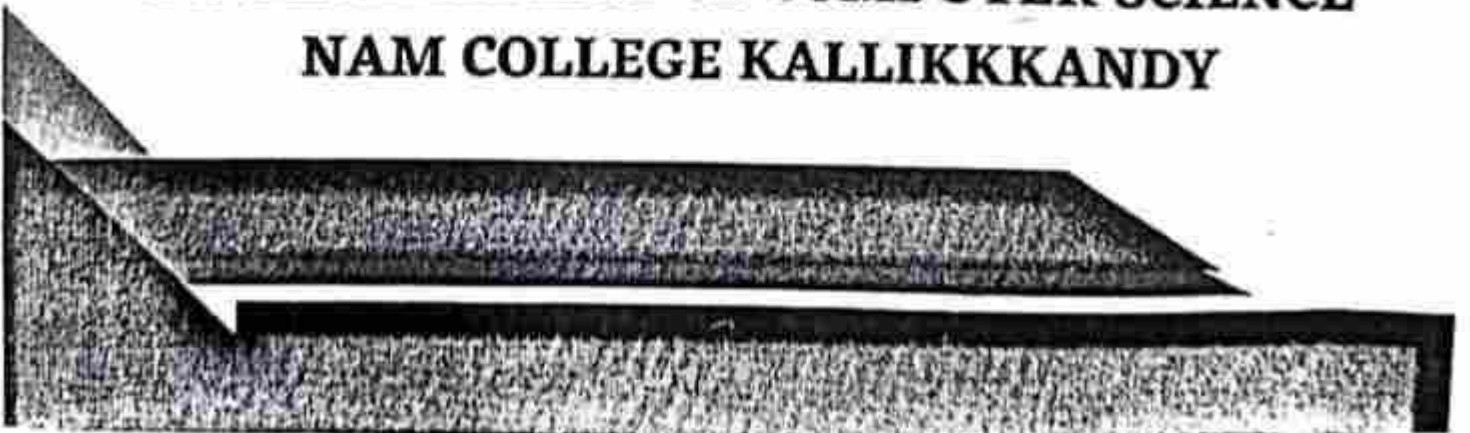
**2023-24**  
**CERTIFICATE COURSE**  
**IN**  
**MACHINE LEARNING**

COURSE CO-ORDINATOR: ASHIFA P

Offered by



**PG DEPARTMENT OF COMPUTER SCIENCE**  
**NAM COLLEGE KALLIKKANDY**



From  
Co-ordinator  
PG Department of Computer Science  
N A M College Kallikkandy

To  
The Principal  
N A M College Kallikkandy

Subject: Request for Permission to Introduce Certificate Course in Machine Learning  
(Academic Year 2023-24)

Dear Sir,

I am writing on behalf of MSc Computer science at N A M College to formally request your permission to introduce a Certificate Course in Machine Learning for the academic year 2023-24.

Yours sincerely,



Sayed Muhammed Fazil P P

Recommended for Approval

KALLIKKANDY

06-10-2023

Permission granted

10/10/23

Musthafa KS  
Assistant Professor of Commerce  
N.A.M College, Kallikkandy  
Kannur, Kerala - 670693

# SYLLABUS

## Module 1: Introduction to Machine Learning

- Understanding the definition and significance of machine learning.
- Types of machine learning: supervised, unsupervised, and reinforcement learning.
- Basic terminology and concepts.

## Module 2: Data Preparation

- Data collection and acquisition.
- Data cleaning and preprocessing.
- Feature selection and engineering.

## Module 3: Supervised Learning

- Linear regression for regression tasks.
- Logistic regression for classification tasks.
- Decision trees for classification.
- Model evaluation and metrics.

## Module 4: Unsupervised Learning

- Clustering algorithms, e.g., K-Means.
- Dimensionality reduction, e.g., Principal Component Analysis (PCA).

## Module 5: Introduction to Neural Networks

- Basic structure and components of neural networks.
- Understanding activation functions.
- Building a simple feedforward neural network.



# Certificate Course on *Understanding* **AMBEDKAR**

Class Commences on 26th June 2023

**For More Details**

[namhistory@gmail.com](mailto:namhistory@gmail.com)

9847817141



**Department of History  
NAM COLLEGE, KALLIKANDY**

Department of History  
NAM College Kallikkandy  
Thuvakkunnu, Kannur - 670693

Date: 09-06-2023

To  
The Principal  
NAM College

Sub: Certificate course on Understanding Ambedkar - reg.

I hereby submit a proposal of the Department of History for offering Certificate Course on Understanding Ambedkar for the students. The purpose of this course is to generate interest in the socio-cultural engagement of Ambedkar for our country, which will help better understanding of Indian history. The course is scheduled to start from 26<sup>th</sup> June 2023. The syllabus and other details enclosed herewith for your perusal.

I hereby request you to verify and approve this proposal as early as possible.

Yours sincerely

Dr. Anas E.  
Head, Dept. of History

Dr. ANAS E  
Assistant Professor and Head  
Department of History  
NAM College, Kallikkandy  
Kannur, Kerala - 670693

Recommended for Approval

Musthafa KS  
Assistant Professor of Commerce  
N.A.M College, Kallikkandy  
Kannur, Kerala - 670693

PRINCIPAL  
R.A.M. COLLEGE, KALLIKKANDY  
P.O. KALLIKKANDY, KANNUR DIST  
KANNUR - 670 693





**DEPARTMENT OF HISTORY**  
**NAM COLLEGE, KALLIKKANDY**

*Syllabus for Certificate Course*  
**CCHIS06: Understanding Ambedkar**

**Program Outcomes:**

- *To understand the important concepts in Ambedkar Studies.*
- *To familiarize the students with the basic ideas, thoughts and theories in Ambedkar studies.*
- *To help them to give an idea of the theory and Practice of Ambedkar Studies in the present contexts.*
- *To equip them to critically relate the theoretical aspects of Ambedkar Studies to the Socio - Religious, Economic, Political and Cultural realities of our times.*

**Program Specific Outcomes:**

- *Study and analyze different concepts of Ambedkar Studies from critical and constructive prospective.*
- *Have a better understanding of the working of Democratic institutions and relate there functioning to the greater cause of nation building.*
- *To gain critical thinking and develop the ability to make logical inferences about creating inclusive society and polity.*

**Unit 1: Early life and Education: Family background, Bitter Experiences**  
Columbia University, London School of Economics

**Unit 2: Caste System: Caste in India their Mechanism, Genies and Development, Annihilation of Caste, Perception on Religion, Untouchability: Theories and origin of Untouchability, Rise and fall of Hindu Women, Hindu Code Bill.**

**Essential Readings**

- Dr. B. R. Ambedkar: Writings and Speeches. Vol: I, Ambedkar Foundation, New Delhi, 2014.
- Ambedkar, B.R. "Annihilation of Caste with a reply to Mahatma Gandhi." Dr. Babasaheb Ambedkar, Writings and Speeches. Vol.1. Compiled by Vasant Moon. Bombay, 1989.
- Ambedkar, B.R. "The Hindu Social Order: Its Essential Principles," in Dr. Babasaheb Ambedkar, Writings and Speeches, Vol.3. Compiled by Vasant Moon. Bombay, 1987
- Ambedkar, B.R. "Philosophy of Hinduism," in Dr. Babasaheb Ambedkar, Writings and Speeches, Vol.3. Compiled by Vasant Moon. Bombay, 1987
- Deshpande, Ashwini. The Grammar of Caste: Economic Discrimination in Contemporary India. New Delhi: Oxford University Press, 2012.
- Guru, Gopal. 'Archaeology of Untouchability', Economic and Political Weekly, Vol. 44, No. 37, Sep 12-18, 2009
- Shah, Ghanshyam et al. Untouchability in Rural India. New Delhi: Sage Publications, 2006.

FROM

ABDUL AHRAF M

ASST.PROFESSOR &HOD

DEPARTMENT OF MANAGEMENT STUDIES

NAM COLLEGE KALLIKKANDY

TO

THE PRINCIPAL

NAM COLLEGE KALLIKKANDY


Sir,

Subject: Request for starting certificate course

As per the directions and recommendations from the academic monitoring committee and IQAC, the Department of Management Studies has decided to commence a certificate course, namely "certificate course on Emerging Trends in Marketing".

I request you to do sanction to start the course in 2023-24 academic year. The detailed course syllabus including the objective and evaluation pattern of the course is attached herewith.

Recommended for  
Approval


  
Mothafa KS  
Assistant Professor of Commerce  
NAM College, Kallikkandy  
Kerala - 670693

  
Yours faithfully

ABDUL AHRAF M

Abdul Ahraf M  
Assistant Professor and Head  
Department of Management Studies  
NAM College, Kallikkandy  
Kannur, Kerala - 670693

Permission granted.

  
PRINCIPAL  
N.A.M. COLLEGE, KALLIKKANDY  
P.O. KALLIKKANDY, KANNUR DIST  
KERALA - 670 693

**NAM COLLEGE KALLIKKANDY**  
**DEPARTMENT OF MANAGEMENT STUDIES**  
**CERTIFICATE COURSE ON EMERGING TRENDS IN MARKETING(2023-24)**

**OBJECTIVES OF THE COURSE**

- To understand the modern marketing management foundation.
- To familiarize with the digital marketing era.
- To know about the effective marketing essentials.

**SYLLUBUS**

**Module 1:** Introduction to modern marketing-recent trends in marketing-tools for marketing research-need and importance.


(10 HRS)

**Module 2:** Digital marketing-relevance of digital marketing in the modern era-social media marketing.

(10 HRS)

**Module 3:** Essentials of effective marketing – challenges of modern marketing - effective marketing channels.

(10 HRS)

  
**Abdul Ahraf M**  
Assistant Professor and Head  
Department of Management Studies  
NAM College, Kallikkandy  
Kannur, Kerala - 670693

FROM

ABDUL AHRAF M

ASST. PROFESSOR & HOD

DEPARTMENT OF MANAGEMENT STUDIES

NAM COLLEGE KALLIKKANDY

TO

THE PRINCIPAL

NAM COLLEGE KALLIKKANDY

Sir,

Subject: Request for starting certificate course

As per the directions and recommendations from the academic monitoring committee and IQAC, the Department of Management Studies has decided to commence a certificate course, namely "certificate course on Stock Trading".

I request you to do sanction to start the course in 2023-24 academic year. The detailed course syllabus including the objective and evaluation pattern of the course is attached herewith.

Recommended for Approval

Academic Monitoring Committee  
Assistant Professor of Commerce  
NAM College, Kallikkandy  
Kannur, Kerala - 670693

Yours faithfully

ABDUL AHRAF M

Abdul Ahraf M  
Assistant Professor and Head  
Department of Management Studies  
NAM College, Kallikkandy  
Kannur, Kerala - 670693

Permission Granted

PRINCIPAL  
NAM COLLEGE, KALLIKKANDY  
PO KALLIKKANDY, KANNUR DIST  
KANNUR - 670 693

**NAM COLLEGE KALLIKKANDY**  
**DEPARTMENT OF MANAGEMENT STUDIES**  
**CERTIFICATE COURSE ON STOCK TRADING(2023-24)**

**OBJECTIVES OF THE COURSE**

- To understand the basics of stock market
- To understand various financial services available
- To help the students to equip the trading of securities

**SYLLUBUS**

● **Module 1:** Financial markets: meaning and definition. Money market-meaning instruments in money market-recent trends in Indian money market-capital market- recent developments in financial markets-SEBI-its functions .


(10 HRS)

**Module 2:** Meaning nature and scope of financial services -merchant banking-mutual funds -credit rating- venture capital-meaning ,nature and scope.

(10 HRS)

● **Module 3:** Derivative trading – future, option , swap -listing of securities - procedure for trading of securities.

(10 HRS)

  
Abdul Aziz Ali  
Assistant Professor and Head  
Department of Management Studies  
NAM College, Kallikkandy  
Kannur, Kerala - 670093

# NAM COLLEGE KALLIKKANDY

## Certificate Course

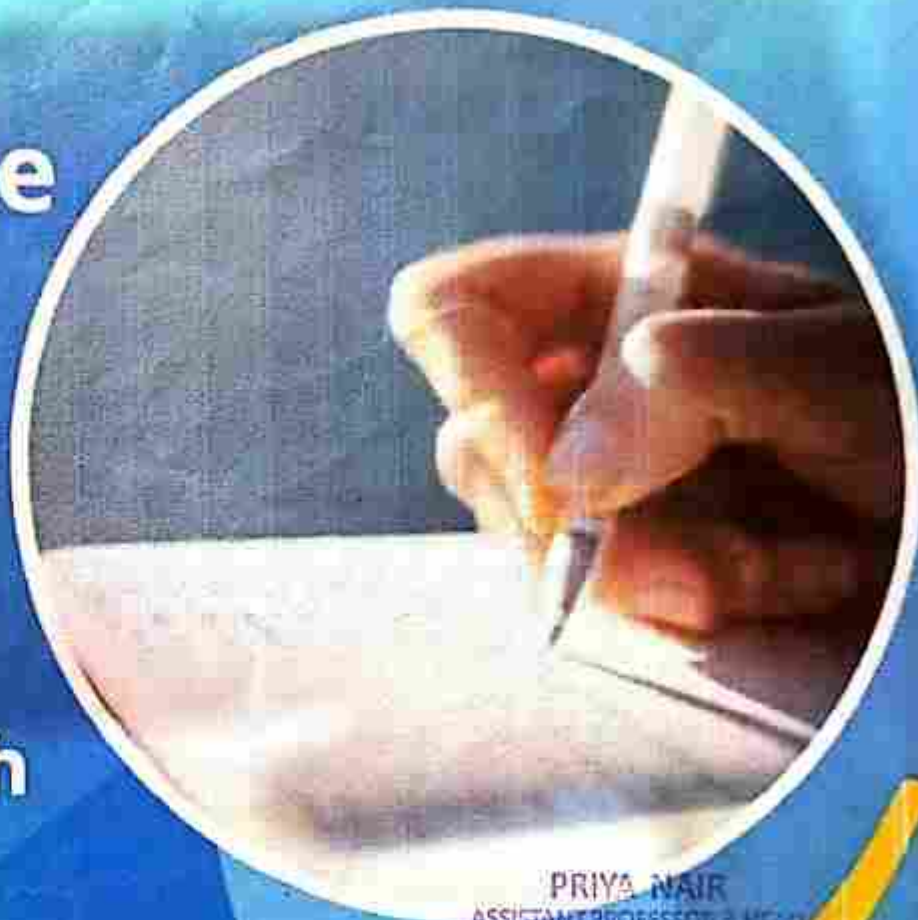
# CREATIVE WRITING

## Department of English

**COURSE COMMENCEMENT DATE: 18 JULY 2022**

**COURSE COORDINATOR**  
**SADIQUE ALI KP**  
Assistant Professor  
Department of English

**Contact: 9633018206**



**PRIYA NAIR**  
ASSISTANT PROFESSOR & HOD  
DEPARTMENT OF ENGLISH  
N.A.M COLLEGE, KALLIKKANDY

*Priya Nair*

## Certificate Course in Creative Writing

Title of the Course	Certificate Course in Creative Writing
Total number of hours	30
Hours per week	1
Semester assigned	III AND IV

### About the Course

The Certificate Course in Creative Writing provides the basics of creative writing to the beginners in the field. The course aims at imparting the key concepts of traditional and modern forms of creative writing and shaping the ordinary mind of the students into the professional writer's mind. Thus, the course will provide the basics of creative writing such as fundamental principles and elements of writing, and introduce the traditional and new modes/forms of creative writing to the aspiring and budding writers.

### Necessity of the Course:

Certificate course in creative writing is necessary for the following reasons: firstly, no knowledge is complete without creativity and this course promotes creativity, creative skills, techniques and acumen; secondly, imagination and experiences combined are perceptible only in creative writing; and finally, the art of living can be inculcated through creative writing. It is therefore needed as at least a certificate course in creative writing and serve the need of society.

### Objectives:

The prime objectives of this course are:

- i. To acquaint the learners with ideas related to creative writing including the art, the craft and the basic skills required for a creative writer
- ii. To help the learners to understand the principles of creative writing and the distinction between the literary genres
- iii. To explain the differences in writing for various literary and social media
- iv. To hone the creative and critical faculties of learners
- v. To enable learners to put into practice the various forms of creative writing that they have studied through the course

*Pratibha Nayak*

PRIYANKA NAYAK  
ASSISTANT PROFESSOR  
DEPARTMENT OF ENGLISH  
M.L.S. COLLEGE, LINGAYEN



#### Unit IV: New Trends in Creative Writing Web Content Writing and Blog Writing

- Script Writing
- Journalistic Writing
- Copywriting
- Graphic Novel
- Flash Fiction

#### Evaluation Pattern:

##### I. Internal Assessment: (10 Marks)

##### Assignments

i. Critical Appreciation of any literary text chosen in consultation with the concerned teacher: (5 marks)

ii. Writing a piece of fiction- novella, story, play or poem (5 marks)

##### II. Course End Assessment: Duration: 1.5 hours. Max. (Marks: 20)

Q.1. Short notes question (3 out of 5) - Unit I & II. (6 Marks)

Q. 2. Paragraph type question (2 out of 3) - Unit I & II. (8 Marks)

Q.3. Practical Question on Grammar, Punctuation and Editing (6 marks)

#### List of Reference

Abrams, M.H. Glossary of Literary Terms. Boston: Wadsworth Publishing Company, 2005.

Atwood, Margaret. Negotiating with the Dead: A Writer on Writing. Cambridge: CUP, 2002.

Blackstone, Bernard. Practical English Prosody. Mumbai: Orient Longman, 1984.

Clark, Roy Peter. Writing Tools. US: Brown and Company, 2008.

Sartre, Jean-Paul. What is Literature? And Other Essays. Harvard: Harvard Univ. Press, 1988.

Show, Mark. Successful Writing for Design, Advertising and Marketing. New York: Laurence King, 2012.

*Priva Nair*  
PRIYA NAIR  
ASSISTANT PROFESSOR & HEAD  
DEPARTMENT OF ENGLISH  
H. A. M. COLLEGE, KOLLAM, KERALA



From

Priya Nair

Assistant Professor and Head

Department of English

N.A.M College , Kallikkandy

30 JUNE 2022

To

The Principal

N.A.M College Kallikkandy

Sir,

The Department of English intends to start a Certificate Course " Creative Writing " for the undergraduate students of the English Department . The details of the programme are enclosed here with. I request you to grant permission to conduct the course during the academic year 2022-2023

Thanking you

Yours faithfully  
*Priya Nair*  
Priya Nair

*Recommended for  
Approval*

*A.M.C.*  
                    

*Approved.*

*[Signature]*

Sl.No.	Reg No.	Name of students	13-1-22	13-1-22	13-1-22	13-1-22	20-1-22
1.	NM22AECGR001	Aroon Mohideen km	x	x	a	x	
2.	NM22AECGR002	Muhammed Afreeth E	a	x	a	a	a
3.	NM22AECGR003	Muhammed zidan	x	x	a	x	x
4.	NM22AECGR004	Afsath c	x	a	x	x	a
5.	NM22AECGR005	Fathima sama kasim	x	x	x	x	x
6.	NM22AECGR006	Fathima shana	x	a	a	x	a
7.	NM22AECGR007	Fathimath Nusaira T	x	x	x	x	x
8.	NM22AECGR008	Fathimath safla P	x	x	x	x	x
9.	NM22AECGR009	Fathimathul Hanna EK	x	x	x	x	a
10.	NM22AECGR010	Fathimathu Rahmath P	x	x	x	a	x
11.	NM22AECGR011	Hanna Fathima	x	a	x	x	x
12.	NM22AECGR012	Hiba Ihasneem CH	x	a	a	a	x
13.	NM22AECGR013	Lulua P	x	x	x	x	x
14.	NM22AECGR014	Manva Parveen	x	x	x	x	x
15.	NM22AECGR015	Nafeesathu Rahma MR	x	x	x	x	x
16.	NM22AECGR016	Nafiya Binci	x	x	x	x	x
17.	NM22AECGR017	NAFLA Fathima	x	x	a	x	x
18.	NM22AECGR018	Nidha Fasli PK	x	x	x	x	a
19.	NM22AECGR019	Shamna v.k	x	x	x	x	x
20.	NM22AECGR020	sharmina k	x	x	x	x	a
21.	NM22AECGR021	swaliba kasim P	x	x	x	x	x
22.	NM22AECGR022	Bebato MR	a	x	x	x	x
23.	NM22AECGR023	Abhisree Manoj C	x	x	a	x	x
24.	NM22AECGR024	Amana Muhammed	x	a	x	a	a
25.	NM22AECGR025	Dyuthi	x	x	x	x	x
26.	NM22AECGR026	Parshida A.C	a	a	a	x	a
27.	NM22AECGR027	Fathima Rizwana S	a	x	x	a	x
28.	NM22AECGR028	Fathimathu Nasla T	x	x	a	x	a
29.	NM22AECGR029	Fathimathul Nooha MK	x	a	x	a	x
30.	NM22AECGR030	Hafsath pp	x	a	x	x	x
31.	NM22AECGR031	Isra ck	x	x	a	x	a
32.	NM22AECGR032	Malavika PVK	x	x	a	x	a
33.	NM22AECGR033	Riza PP	x	a	x	x	x
34.	NM22AECGR034	siyana fathima vpk	x	x	a	x	x
35.	NM22AECGR035	Swathi P	x	a	x	x	x
36.	NM22AECGR036	Muhammed Atshad	x	x	a	a	a
37.	NM22AECGR037	Ansina k	x	a	x	x	

Sl. No.	Reg No.	Name of students	17-224	17-225	17-226	17-227	17-228	17-229
38	NM22AC010041	Aysha Riya ok	a	X	a	a	a	a
39	NM22AC010042	Fathima Naja	a	a	X	a	a	X
40	NM22AC010043	Fathima Rhana k	a	X	a	X	e	X
41	NM22AC010044	Fathima Sara	X	X	X	X	e	X
42	NM22AC010045	fathima shahma	X	X	X	X	e	X
43	NM22AC010046	Fathima thul hiba	X	X	X	X	e	X
44	NM22AC010047	Falya	X	a	X	a	X	a
45	NM22AC010048	Fidha Naveed	X	a	X	X	e	X
46	NM22AC010049	Haifa Aysha PK	X	X	X	X	X	X
47	NM22AC010050	Hana Jasmin AP	X	a	X	a	a	X
48	NM22AC010051	Hiba Fathima P	X	X	X	a	e	a
49	NM22AC010052	Hiba Mehyabin VP	X	a	X	X	e	X
50	NM22AC010053	Nahala	X	X	X	X	e	X
51	NM22AC010054	Nidha shern VP	X	a	X	X	e	a
52	NM22AC010055	Rina Ashraf	X	X	X	a	X	a
53	NM22AC010056	Ruksana k	X	X	X	X	e	X
54	NM22AC010057	Husna AM	X	a	X	X	e	X
55	NM22AC010058	Irfana	X	X	X	a	X	X
56	NM22AC010059	Shahana KP	X	a	X	X	X	X

From  
Priya Nair  
Assistant Professor and Head  
Department of English  
N.A.M College, Kallikkandy


18th July 2023

To  
The Principal  
N.A.M College Kallikkandy

Sir,  
The Department of English intends to start a Certificate Course FILM STUDIES for the final UG students of the English Department. The details of the programme are enclosed here with. I request you to grant permission to conduct the course during the academic year 2023-24.

Thanking you

Yours faithfully

  
Priya Nair

Recommended for Approval

  
Academic Monitoring Committee  
Musthafa KS  
Assistant Professor of Commerce  
N.A.M College, Kallikkandy  
Kannur, Kerala - 670693

Permission granted

  
12/7/23.

# FILM STUDIES

## CCENG03

### Overview

This course will introduce the fundamental concepts in film studies, major structural features of cinema, master filmmakers, and key film theories. After familiarizing the students with the essential glossary of cinema, the historical development of film as a distinct cultural product will be discussed focusing on its technical/ideological turning points. The linkages of cinema with other performance/non-performance genres like literature, theatre, music, photography, etc. will be discussed in detail for establishing the interdisciplinarity of film as a cultural product. The key-terms selected for the course will equip the learner to approach cinema as a medium which has got unique specificity. The emphasis of the course is to provide enough conceptual foundations so as to make the students approach the medium theoretically. As a practical component, the students will be given inputs on writing professional film reviews and critical academic articles on cinema. The course will be delivered through four major components: Structural features of film, major movements in cinema, classic filmmakers and their select films, and theoretical essays on cinema.

### Syllabus

**Week 1:**History of Film, Mise-en-Scene, and Cinema Verite

**Week 2:**Documentary Film, Andre Bazin ("The Ontology of the Photographic Image"), and Amy Villarejo ("The Language of Film")

**Week 3:**Louis Lumiere (Early 10 Films), Charlie Chaplin (Modern Times), and Sergei Eisenstein (The Battleship Potemkin)

**Week 4:**Satyajit Ray (Pather Panchali, and "Introduction" to Our Films, Their Films), Film Noir and German Expressionism

**Week 5:**Italian Neorealism, French New Wave and Andrew Dix ("Film and Narrative")

**Week 6:**Jean-Luc Godard (Breathless), Vittorio de Sica (Bicycle Thieves), and Richard Attenborough (Gandhi)

**Week 7:**Samira Makhmalbaf (Blackboards), Dogme 95, and Queer Cinema

**Week 8:**Third Cinema, Auteur Theory, Laura Mulvey ("Visual Pleasure and Narrative Cinema")

**Week 9:**Deepa Mehta (Fire), and Mehboob Khan (Mother India)

**Week 10:**Ritwik Ghatak (Nagarik), Cinematography, and Black Cinema

**Week 11:**Montage, Film Soundscape

**Week 12:**Jean-Louis Baudry ("Ideological Effects of the Basic Cinematographic Apparatus"), and Akira Kurosawa (Seven Samurai)

**Week 13:**Adoor Gopalakrishnan (Elippathayam), and John Abraham (Amma Ariyan)

**Week 14:**Writing Film Review, Hollywood, and Film and Music

**Week 15:**Film Genres, David E. James ("Is There A Class in this Text: The Repression of Class in Film and Cultural Studies")

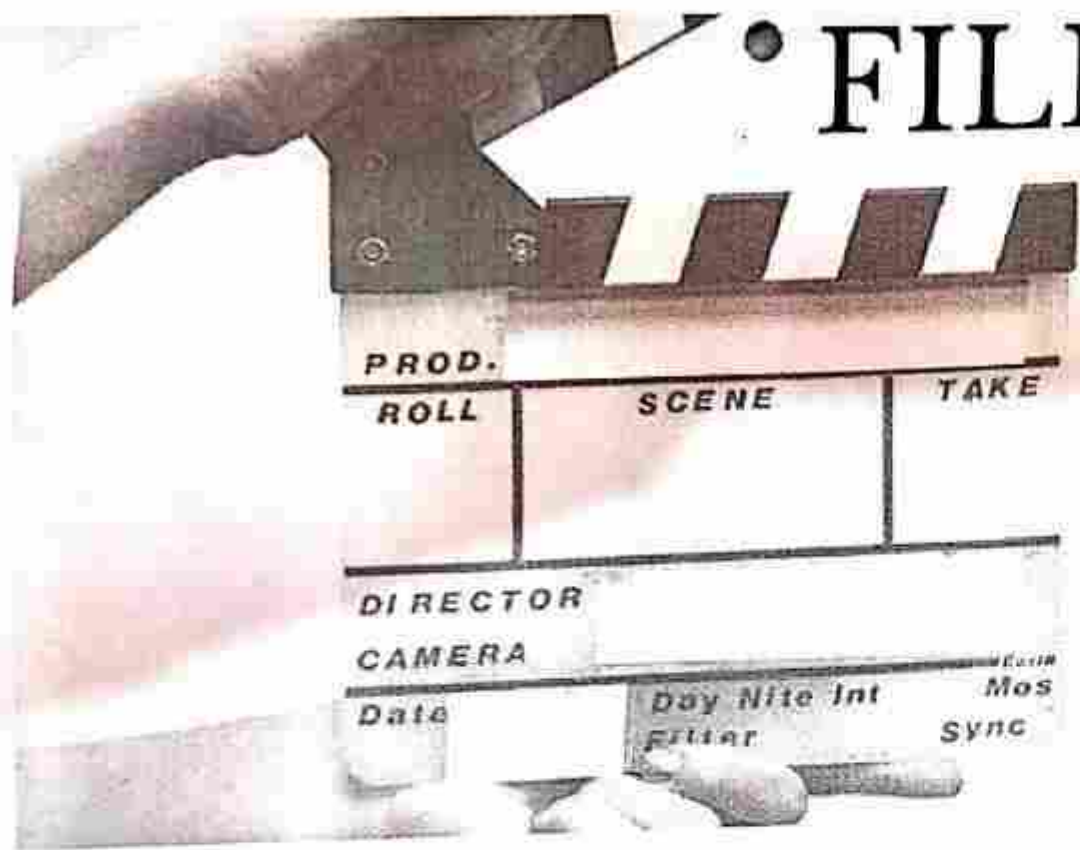
### **CRITERIA TO GET A CERTIFICATE**

- Average assignment score = 25% of average of best 8 assignments out of the total 12 assignments given in the course.
- Exam score = 75% of the proctored certification exam score out of 100
- Final score = Average assignment score + Exam score

Course Coordinator: Nasrullah Mambrol  
Assistant Professor of English, NAM Collge, Kallikkandy

# FILM STUDIES

## CERTIFICATE COURSE



This course will introduce the fundamental concepts in film studies, major structural features of cinema, master filmmakers, and key film theories. The linkages of cinema with other performance/non-performance genres like literature, theatre, music, photography, etc. will be discussed in detail for establishing the inter-disciplinarity of film as a cultural product. The emphasis of the course is to provide enough conceptual foundations so as to make the students approach the medium theoretically. As a practical component, the students will be given inputs on writing professional film reviews and critical academic articles on cinema.

Course Coordinator:  
Nasrullah Mambrol  
Asst. Professor of English  
Mobile: 9048050200

Course Commences on 14 July, 2023



DEPARTMENT OF ENGLISH  
NAM COLLEGE KALLIKKANDY

Sl. NO	NAME OF THE STUDENT	26/07/23	05/08/23	21/08	07/09	20/09
1	JAVAFAR	Jaf	Jaf	Jaf	Jaf	Jaf
2	MOHAMMED NAZIM SHAN	Nazim	Nazim	Nazim	Nazim	Nazim
3	MUHAMMED HISHAM . V . D . C	Hisham	Hisham	Hisham	Hisham	Hisham
4	SAHAD . T	Sahad	Sahad	Sahad	Sahad	Sahad
5	SHIBIL SUBAIR	Shibil	Shibil	Shibil	Shibil	Shibil
6	FATHIMATHUL HIND	Fathima	Fathima	Fathima	Fathima	Fathima
7	FATHIMATHUL SINSIYA PARVEEN . A . V	Fathima	Fathima	Fathima	Fathima	Fathima
8	ADITHYA BALAN . M . P	Adithya	Adithya	Adithya	Adithya	Adithya
9	BHAVANYA . P	Bhavanya	Bhavanya	Bhavanya	Bhavanya	Bhavanya
10	FATHIMA ISLA SAMEER . N	Fathima	Fathima	Fathima	Fathima	Fathima
11	JUHAINA . P . C	Juhaina	Juhaina	Juhaina	Juhaina	Juhaina
12	KADEEJA RIFA RAHEEM	Kadeeja	Kadeeja	Kadeeja	Kadeeja	Kadeeja
13	LALIBA . A . M	Laliba	Laliba	Laliba	Laliba	Laliba
14	LUBABA THASNEEM	Lubaba	Lubaba	Lubaba	Lubaba	Lubaba
15	NEHA . T . K	Neha	Neha	Neha	Neha	Neha
16	SAKNA . N . K	Sakna	Sakna	Sakna	Sakna	Sakna
17	MUHAMMED MUNAWIR NASIR	Munawir	Munawir	Munawir	Munawir	Munawir
18	MUHAMMED RAFAN	Rafan	Rafan	Rafan	Rafan	Rafan
19	MUHAMMED RAFNAS . T . P	Rafnas	Rafnas	Rafnas	Rafnas	Rafnas
20	NIVED P . K	Nived	Nived	Nived	Nived	Nived
21	SIDHARTH . S	Sidharth	Sidharth	Sidharth	Sidharth	Sidharth
22	VADUKRISHNA . P . P	Vadukrishna	Vadukrishna	Vadukrishna	Vadukrishna	Vadukrishna
23	AHALYA SUDEESH	Ahalya	Ahalya	Ahalya	Ahalya	Ahalya
24	APSARA HAREENDRAN . P	Apsara	Apsara	Apsara	Apsara	Apsara
25	ARUNIMA	Arunima	Arunima	Arunima	Arunima	Arunima
26	FATHIMA ANEESA . V . T	Fathima	Fathima	Fathima	Fathima	Fathima
27	FATHIMA MUHAMMED	Fathima	Fathima	Fathima	Fathima	Fathima
28	HENNA BABU	Henna	Henna	Henna	Henna	Henna
29	JUMANA RASAK	Jumana	Jumana	Jumana	Jumana	Jumana
30	KRISHNAPRINA . K . P	Krishnaprina	Krishnaprina	Krishnaprina	Krishnaprina	Krishnaprina
31	KRISHNENDU . K	Krishnendu	Krishnendu	Krishnendu	Krishnendu	Krishnendu
32	NANDANA . C	Nandana	Nandana	Nandana	Nandana	Nandana
33	NANDANA . P	Nandana	Nandana	Nandana	Nandana	Nandana



SL. NO	NAME OF THE STUDENT	26/07/23	05/08/23	21/08	07/09	20/09
34	NAZEEJA . T	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>
35	SAFNA . R . K	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>
36	VEDAVATHI . P . D	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>
37	MUHAMMED FAISE . K	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>
38	MUHAMMED SALMAN . M . T	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>
39	ANISHA . N	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>
40	ANISHATHUL FIDHA . V . K	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>
41	FATHIMA VASEEN	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>
42	FATHIMA NIDHA . K	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>
43	FIDHA FATHIMA . A . V	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>
44	FIDHA FATHIMA . K	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>
45	HANA FATHIMA . P . P	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>
46	HASHIFA . N	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>
47	HIBA FATHIMA . E . K	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>
48	JASMIN . T . K	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>
49	JUBAIRNATH . N . K	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>
50	LIVANA FATHIMA . C . P	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>
51	MINHA FATHIMA	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>
52	NIHA FATHIMA . P	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>
53	ZARA RAHIMAN V . P	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>
54	RIFA . M . G	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>
55	DINU FATHIMA	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>
56	SHAFNA . P . M	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>
57	SHAMLA . K	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>	<del>NA</del>