KANNUR UNIVERSITY
കണ്ണൂർ സർവകലാശാല

(Abstract)

FYIMP in Business Administration – Syllabus of the Multidisciplinary Course (MDC), Kerala: Economy, Commerce and Entrepreneurship (KU03MDCMBA201) offered by the Department of Management studies to the Course Basket for the students of FYIMP in Business Administration - Approved and Implemented w. e. f 2025 admission - Orders issued.

ACADEMIC J SECTION

ACAD J/ACAD J3/18151/2025 Dated: 09.11.2026

Read:-1. U O of even number dated 05.01.2026

2. E mail dated 28/07/2026 from the Head, Dept. of Management Studies

3. E mail dated 30/07/2026 from the Dean , Faculty of Commerce and Management Studies.

4. Orders of the Vice Chancellor in file of even number, dated 05.08.2026

5 Minutes of the meeting of Standing Committee of the Academic Council held on 08.10.2026

6. Orders of the Vice Chancellor in the file of even no.dated 7.11.2026

ORDER

1. The Scheme & Syllabus of FYIMP in Business Administration offered by the Department of Management Studies, Thavakkara Campus was implemented in the Department of Management Studies w. e. f 2025 admission vide paper read (1) above.
2. vide paper read (2) above, the Head of the Department, Department of Management Studies submitted the syllabus of an MDC, **KU03MDCMBA201: KERALA: ECONOMY, COMMERCE AND ENTREPRENEURSHIP** offered by the Department to the Course Basket for the students of FYIMP in Business Administration. The Head of the Department has also forwarded the minutes of the Department Council approving the aforementioned syllabus.
3. The syllabus was forwarded to the Dean, Faculty of Commerce & Management Studies and the Dean vide paper read (3)above, approved the same.
4. As ordered by the Vice Chancellor the syllabus of Kerala: Economy, Commerce and Entrepreneurship (KU03MDCMBA201) offered by the Department of Management studies to the Course Basket for the students of FYIMP in Business Administration was placed before the Standing Committee of the Academic Council for consideration.
5. The Standing Committee of the Academic Council, vide paper read (5) above, recommended to approve the syllabus of the Multidisciplinary Course (MDC), Kerala: Economy, Commerce and Entrepreneurship (KU03MDCMBA201) offered by the Department of Management studies to the Course Basket for the students of FYIMP in Business Administration, with effect from the 2025 admission.

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6. The Vice-Chancellor, after considering the recommendations of the Standing Committee of the Academic Council and in exercise of the powers of the Academic Council conferred under Section 11(1), Chapter III of the Kannur University Act, 1996, approved the Syllabus Multidisciplinary Course (MDC), **Kerala: Economy, Commerce and Entrepreneurship (KU03MDCMBA201)** offered by the Department of Management studies to the Course Basket for the students of FYIMP in Business Administration, with effect from the 2025 admission and to report the matter to the Academic Council.

7. The approved Syllabus of the Multidisciplinary Course (MDC), Kerala: Economy, Commerce and Entrepreneurship (KU03MDCMBA201) offered by the Department of Management studies to the Course Basket for the students of FYIMP in Business Administration, with effect from the 2025 admission., is appended to this University Order and uploaded in the University website (www. kannuruniv.ac.in).

8. Orders are issued accordingly.

Sd/-
Bindu K P G
Joint Registrar (Acad)
For REGISTRAR

To:
1. Head, Dept.of Management Studies Thavakkara, Campus
2. The Controller of Examinations (through PA)
3.Nodal Officer, FYIMP

Copy To:
1. PA to CE (to circulate among the section concerned under Examination Branch)
2. PS to VC / PA to R
3. JR II (Exam)
3. EP IV/EG I/EXC I Sections (Exam)
4. Web Manager (to publish in the website)
5. Computer Programmer
6. AR/JR (Academic)
7. SF/DF/FC

Forwarded / By Order
SECTION OFFICER

KANNUR UNIVERSITY * THAVAKKARA * CIVIL STATION P.O. KANNUR Pin - 670 002

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KU03MDCMBA201: KERALA: ECONOMY, COMMERCE AND ENTREPRENEURSHIP

Semester	Course Type	Course Code	Credits	Total Hours
III	MDC	KU03MDCMBA201	3	45

Learning Approach (Hours/Week)			Marks Distribution			Duration of ESE (Hours)
L	T	P	CE	ESE	Total	
2	1	0	50	50	100	2

*L = Lecture, T = Tutorial, P = Practical,
CE = Continuous Evaluation & ESE = End Semester Evaluation

Course Description

This course introduces students to the historical evolution of Kerala's economy and commerce, the state's contemporary economic landscape, entrepreneurial ecosystem, and business environment. It provides an understanding of Kerala's unique development model, commercial traditions, industrial and service sectors, startup ecosystem, and emerging business opportunities. The course equips students with the knowledge and skills to appreciate Kerala's economic transformation and identify entrepreneurial opportunities in a rapidly changing business environment.

Course Outcomes: At the end of the course, the student will be able to

CO No.	Expected Outcome	Learning Domains
CO1	Understand the historical evolution and present structure of Kerala's economy.	U
CO2	Examine Kerala's contribution to commerce, trade, and economic development.	An
CO3	Familiarize students with the entrepreneurial ecosystem and business opportunities in Kerala	U, An
CO4	Develop an understanding of the business environment and policy framework supporting enterprise development in Kerala and analyse its impact.	U, An

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* Remember (R), Understand (U), Apply (A), Analyze (An), Evaluate (E), Create (C) & Synthesis (S)

Mapping of Course Outcomes to PSOs

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	√			√	√	
CO2	√			√		√
CO3	√				√	√
CO4	√	√	√		√	√

Course Contents

Module I: Historical Evolution of Kerala Economy (Hours of transaction: 10)

- Evolution of Kerala's economy
- Maritime trade and commercial heritage
- Post-independence economic development
- The Kerala Development Model and its distinctive features

Module II: Contemporary Kerala Economy and Commerce (Hours of transaction: 10)

- Structure and characteristics of the Kerala economy - Agriculture, industry and service sectors
- Migration, remittances and human development
- Tourism and the knowledge economy
- Kerala's export-import profile
- Digital commerce and emerging sectors
- Challenges and future prospects of Kerala's economy

Module III: Entrepreneurship in Kerala (Hours of transaction: 10)

- Entrepreneurial ecosystem in Kerala - Start-up ecosystem and innovation, MSMEs and traditional industries
- Women and Social entrepreneurship - Kudumbashree
- Emerging entrepreneurial opportunities in Kerala and Institutional support for entrepreneurs
- Kerala Startup Mission (KSUM) and the Startup Ecosystem
- Case study of successful entrepreneurs and startups in Kerala

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Module IV: Business Environment in Kerala (Hours of transaction: 10)

- Features of Kerala's business environment
- Industrial Policy of Kerala
- Major industries in Kerala - Traditional industries: Coir, Handloom, Cashew, Bamboo, and Handicrafts; Emerging industries: Tourism, Information Technology, Rubber, Spices, Fisheries, Coir, Handloom, Healthcare, and Food Processing
- Industrial infrastructure: Industrial Parks, KINFRA Parks, KSIDC, Infopark, Technopark, and Smart City Kochi
- Ease of Doing Business and investment promotion initiatives
- Sustainable and responsible business practices in Kerala
- Challenges and future prospects for doing business in Kerala

Module V: Teacher Specific Module (Hours of transaction: 5)

The faculty member/teacher will decide the area of content, transaction and evaluation.

Core Suggested Readings

Module I

1. Menon, A. Sreedhara. *A Survey of Kerala History*. DC Books.
2. Vijayalakshmy, M. (1995, January). KERALA IN THE INDIAN OCEAN TRADE NETWORK CIRCA 800-1500. In *Proceedings of the Indian History Congress* (Vol. 56, pp. 418-424). Indian History Congress
3. *Economic History of Kerala from 1800-1947 AD*, Part 1- Malabar. https://keralaeconomy.com/admin/pdfs/ECONOMIC.pdf
4. *Economic History of Kerala from 1800-1947 AD*, Part 2 https://www.google.com/url?sa=t&source=web&rct=j&opi=89978449&url=https://keralaeconomy.com/admin/pdfs/eco%2520his.pdf&ved=2ahUKEwizj-rbouqVAxWEbGwGHZ96BnoQFnoECBgQAQ&usg=AOvVaw2pLy6YoNPqxInasM5s7pn0
5. Kumar, A., Rajesh, S. V., Abhayan, G. S., Vinod, V., & Stephen, S. (2013). Indian Ocean maritime trade: evidences from Vizhinjam, south Kerala, India. *Journal of Indian Ocean Archaeology*, *9*, 195-201.
6. Ravi, B. K. (2017). Kannur in the Maritime History of Kerala. *CARMEL BLAZE*, 63.
7. Chaudhuri, K. N. (1985). *Trade and Civilisation in the Indian Ocean*. Cambridge University Press.

Module II

1. Prakash, B. A. (Ed.). *Kerala's Economy: Performance, Problems and Prospects*. Sage Publications.
2. Roy, T., & Raman, K. Ravi. *Kerala, 1956 to the Present: India's Miracle State*. Cambridge University Press.
3. Prakash, B. A (2002). Kerala Economic Development: Performance and Problems in the Post Liberalisation Period, Sage Publication https://www.google.com/url?sa=t&source=web&rct=j&opi=89978449&url=https://keralae

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4. Roy, T., & Raman, K. R. (2024). *Kerala, 1956 to the Present: India's Miracle State*. Cambridge University Press.
5. Kannan, K. P. (2023). Revisiting the Kerala 'Model' of development: a sixty-year assessment of successes and failures. *The Indian Economic Journal*, *71*(1), 120-151.
6. Parayil, G., & Sreekumar, T. T. (2003). Kerala's experience of development and change. *Journal of Contemporary Asia*, *33*(4), 465-492.
7. Goswami, B. (2024). Understanding the demographic changes in Kerala: an exploration. *Journal of Social and Economic Development*, *26*(1), 102-121.
8. Mannathukkaren, N. (2023). 'Enjoying life': Consumption, changing meanings, and social differentiation in Kerala, India. *Modern Asian Studies*, *57*(2), 505-554.
9. Government of Kerala. *Economic Review* (Latest Edition). Kerala State Planning Board.
10. Centre for Development Studies (CDS). *Kerala Migration Survey Reports* (Latest Edition).

Module III

1. Khanka, S. S. *Entrepreneurial Development*. S. Chand.
2. Government of Kerala. *Kerala Startup Mission Annual Report* (Latest Edition).
3. Department of Industries & Commerce, Government of Kerala. *Annual Report*.
4. Ministry of MSME, Government of India. *Annual Report*.
5. Government of Kerala. *Economic Review* (Chapters on MSMEs and Entrepreneurship).
6. https://www.weforum.org/stories/2025/06/kerala-startup-boom/
7. https://www.ibef.org/states/kerala-presentation

Module IV

1. Government of Kerala. *Industrial Policy* (Latest Edition).
2. Government of Kerala. *Economic Review* (Latest Edition).
3. Kerala State Industrial Development Corporation (KSIDC). *Annual Report*.
4. Kerala Industrial Infrastructure Development Corporation (KINFRA). *Annual Report*.
5. Fernando, A. C. *Business Environment*. Pearson Education.
6. https://www.google.com/url?sa=t&source=web&rct=j&opi=89978449&url=https://ncaer.org/wp-content/uploads/2022/09/Vol-1.pdf&ved=2ahUKEwichZrw1euVAxV-R2wGHZY9GLo4FBAWegQIFhAB&usg=AOvVaw1m9JI1TT3Tz0Oj53VO1efR

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