



**National Institute of Technology Calicut**  
**NITC Campus P.O, Kozhikode – 673601, Kerala, India**

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**SCHOOL OF MANANGEMENT STUDIES**

**Syllabus for Written Test for the post of Assistant Professor Grade II (Pay Level -10) with specializations other than English Language**

<b>Area</b>	<b>Topics</b>
Management	Concept, Process, Theories & Approaches, Management roles, and Skills
Functions	Coordinating and Controlling, Organizing, Planning, Staffing
Communication	Process and Barriers, Types
Decision Making	Concept, Process, Techniques, and Tools
Organization Structure and Design	Authority, Centralisation, Responsibility, Types, Decentralisation and Span of Control
Organisational Behaviour	Significance & Theories
Accounting	Principles and Standards, Preparation of Financial Statements
Financial Statement Analysis	Ratio Analysis, Funds Flow and Cash Flow Analysis, DuPont Analysis
Capital Budgeting	Nature of Investment, Evaluation, Comparison of Methods;
Value & Returns	Time Preference for Money, Valuation of Bonds and Shares, Risk and Returns
Strategic Analysis	External Analysis, PEST, Porter's Approach to industry analysis, Internal Analysis – Resource-Based Approach, Value Chain Analysis
Strategy Formulation	SWOT Analysis, Corporate Strategy – Growth, Stability, Retrenchment, Integration, and Diversification, Business Portfolio Analysis - BCG, GE Business Model, Ansoff's Product-Market Growth Matrix

Strategy Implementation	Challenges of Change, Developing Programs Mckinsey 7s Framework Marketing
Marketing	Concept, Orientation, Trends and Tasks, Customer Value and Satisfaction
Emerging Trends in Marketing	Concept of e-Marketing, Direct Marketing, Digital Marketing, and Green Marketing
Statistics for Management	Concept, Measures Of Central Tendency and Dispersion, Probability Distribution – Binominal, Poison, Normal and Exponential, Data Collection & Questionnaire Design
Sampling	Concept, Process, and Techniques
Hypothesis Testing	Procedure; T, Z, F, Chi-square tests, Correlation and Regression Analysis
Operations Management	Role and Scope
Entrepreneurship Development	Concept, Types, Theories, and Process, Developing Entrepreneurial Competencies
Innovations in Business	Types of Innovations, Creating and Identifying Opportunities, Screening of Business Ideas
Business Plan and Feasibility Analysis	Concept and Process of Technical, Market, and Financial Analysis
Business Ethics, CSR & Corporate governance	Ethical Issues & Dilemma, Corporate Governance, Value-Based Organization

**Syllabus for Written Test for the post of Assistant Professor Grade II (Pay Level -10) with  
specialization in English Language**

**Research Methodology:** Ethics of research; Review of literature; Locating and consulting sources; MLA eighth & ninth editions and APA style; Mechanics of writing; Academic Reading and Writing; Theoretical perspective in research.

**Elementary Phonetics and Linguistics:** Relationship between Phonetics and Linguistics; Articulatory Phonetics; Acoustic Phonetics; Auditory Phonetics; Perceptual Phonetics; Applied Phonetics; Allophonic Variations; Suprasegmental Features: Word Stress, Sentence Stress, Strong and Weak Forms, Connected Speech: Stress and Rhythm, Phonemic Transcription using Suprasegmental Features; Historical; Comparative; Descriptive Linguistics; Theoretical and Applied Linguistics Language: Properties and Functions; Language and Society; Language and Culture; Phonetics and Phonology: the structure of sounds in language, identification of phonemes; distinctive features approach based on Chomsky and Halle; Phonological Processes; assimilation, elision, liaison, juncture; Morphology: The structure of words and morpheme; morph, morpheme and morpheme variants, morphological processes; word-formation processes; Semantics: Types of word meaning; types of sentence meaning; word meaning relations and sentence meaning relations.

**Language Learning and Teaching:** Behaviorism, Cognitivism, Contrastive Analysis Hypothesis; Second Language Learning Theories: Universal Grammar Hypothesis; Krashen's Monitor Model; Anderson's Information Processing Model; Pidginization/Acculturation; Discourse Theory; Functional Perspectives; Neuro functional theory; Language Learning Strategies and Communication Strategies; Communicative Competence; Interlanguage Hypothesis; Error Analysis; Approach, methods and technique; The Grammar-Translation Method; The Direct Method; The Audio-Lingual Method; Communicative Language Teaching; theoretical bases of CLT; CLT Syllabuses; classroom activities and techniques; learner-teacher roles; strengths and weaknesses; Features and philosophy of Syllabus Design; Background to a Course Design, Needs Analysis Learner's profile: E. B., T. B. Age, Socio-cultural aspects, Language proficiency; Approaches to Language Syllabus Designing: Grammatical/ Structural /Situational; Notional/Functional, The Council of Europe Project. Procedural syllabus; Communicative Syllabus (Integrated Approach); Specific Purpose Syllabus; Teacher Training Syllabus.

**Teaching Grammar and Usage:** English Grammar; the School Tradition; Case Grammar; Immediate Constituent Analysis; Phrase Structure Rules; Transformative Grammar; Approaches to Teaching Grammar System: Deductive/Inductive; Teaching Strategies: Memorization/Discovery; Form/function; Use/Usage. Designing Tasks for teaching grammar through various approaches and strategies; Universal Grammar; Word Classes: Description,

Analysis and Usage; Suprasentential Grammar, Intersentential Links: Lexical, Grammatical, Semantic. Grammatical Analysis of a Paragraph.

**Teaching Written Communication:** Different Perspectives on Writing as Communication; Product Approach; Writing Process Approaches: Expressive, Cognitive (Flower and Hayes and Bereiter and Scardamalia); Social-Context Approach; Ethnographic and Halliday's Social-Semiotic Approach; Genre-based Approaches; Role of Vocabulary in Writing; Clause Relations and Textual Patterns; Theme and Rheme; Text and Interpretation; L1 & L2 Writing: Similarities and Differences. Strategies/Techniques of Writing; Teaching Writing at the Primary, Intermediate and Advanced Levels; Responding to Writing: Feedback, Cooperative Learning and Group Work; Peer-Group Responses; Teacher-Student Conferencing; Audience Awareness; Writing Assessment, Indirect Writing Assessment, Direct Assessment, Portfolios; Self-Editing; Tasks in an L2 writing class; Task components; Types of Writing Tasks; Graphological Tasks; Language Scaffolding Tasks and Composing Tasks; Designing Writing Tasks on Paragraph, Formal Letters, Reports, Notices and Announcements/Advertisements.

**Teaching of Literature:** What is Literature; Its Uses and Rationale in ELT; Characteristics of Literature, Recent Perspectives; Rhetorical Devices; Approaches to the Study of Literature: Extrinsic (Biographical, Sociological, Archetypal) Intrinsic (Russian Formalism, New Criticism Structural Analysis); Literary Competence: Cognitive activities – Understanding, Interpreting, Relating, Exploring; Classification/ Referents, Semantic Fields; the Problem of Style; Evaluation Teaching a Poem: Deviant Language of Poetry: Word order, Figurative Language, Prosody; Preparing Lesson Plans; Teaching Drama: Major ingredients of a play; Dialogue; Dramatic effect and Stylistic Features; Preparing Lesson Plans; Teaching Prose; Teaching a Prose Passage; Teaching Fiction: Stylistic and Analytical Techniques; Preparing Lesson Plans.

**Material Production:** General Principles of Materials Production: Selection/Gradation; Forms and Functions of materials for Accuracy/ Fluency, for Linguistic/ Communicative Proficiency, for General ELT and ESP; Effective use of Materials: Using Authentic Texts, Adaptation of Materials. Testing and Evaluation: Testing and Evaluation: Definitions and Purposes; Relationship between Learning, Teaching and Evaluation; Types of Tests; Modes/Methods of Testing; Characteristics of a Good Test: Reliability, Validity and Practicality; Achieving Beneficial; Backwash: Impact of Tests; Stages of Test Construction; Test Administration. Techniques of Testing: Multiple Choice; Matching; Gap-filling; True/False; Cloze; Dictation, Translation; Composition; Short Answer; Characteristics of Communicative Test; Testing Grammar; Testing Vocabulary; Testing Reading Comprehension. Construction of Items; Testing Writing; Testing Speaking; Testing Listening, Construction of Items Interpreting/Using Test Results: Mean; Median; Percentile; Standard Deviation; Standard Error of Measurement; Correlation Co-efficient; Item Difficulty and Item Analysis; Discrimination Index; Analysis of Distractors; Special Factors Affecting Scores.