

DEPARTMENT OF TAMIL

**SOKA IKEDA COLLEGE OF ARTS AND SCIENCE FOR WOMEN
DEPARTMENT OF TAMIL**

DIPLOMA IN DESKTOP PUBLICATION

THEORY

UNIT – 1 FUNDAMENTALS OF COMPUTER

- 1.1 Introduction
- 1.2 History of computers
- 1.3 Generation of computers
- 1.4 Characteristics of a computer
- 1.5 Computer types based on operating principle
- 1.6 Classification based on computing power
- 1.7 Hardware and Software
- 1.8 Organisation of computers
- 1.9 About PCs
- 1.10 Memory
- 1.11 Secondary storage device
 - 1.11.1 Floppy disk
 - 1.11.2 Hard disk
 - 1.11.3 CD-ROM
- 1.12 Peripheral devices
 - 1.12.1 Input devices
 - 1.12.2 Output devices
- 1.13 Introduction to OS

UNIT – 2 MS-DOS

- 2.1 Introduction to DOS
- 2.2 Booting
- 2.3 Files
- 2.4 Directories
- 2.5 DOS commands
 - 2.5.1 Internal commands
 - 2.5.1.1 File handling commands
 - 2.5.1.2 Directory handling commands
 - 2.5.2 External commands
 - 2.5.2.1 File handling commands
 - 2.5.2.2 Directory handling commands
 - 2.5.2.3 Disk handling commands
- 2.6 Batch files

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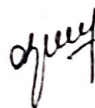
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UNIT – 3 WINDOWS XP

- 3.1 Introduction
- 3.2 Windows XP
- 3.3 Desktop
- 3.4 Start Menu
 - 3.4.1 Start Menu
 - 3.4.2 Classic Start Menu
- 3.5 Controls
 - 3.5.1 Windows Controls
 - 3.5.2 Dialog box
 - 3.5.3 Common Dialog box
- 3.6 Folders and Files
 - 3.6.1 System Folder
 - 3.6.2 Folders and Files
 - 3.6.3 Naming files and folders
 - 3.6.4 Create new files and folders
 - 3.6.5 Copy files and folders
 - 3.6.6 Delete files and folders
 - 3.6.7 Move files and folders
- 3.7 My Computer
- 3.8 Recycle Bin
- 3.9 Accessories
- 3.10 Control Panel

UNIT – 4 MS-WORD

- 4.1 Introduction
- 4.2 File menu
 - 4.2.1 New document
 - 4.2.2 Open a document
 - 4.2.3 Save a document
 - 4.2.4 Print a document
 - 4.2.5 Page setup
 - 4.2.6 Move around in the document
 - 4.2.7 Move insertion point
 - 4.2.8 Text selection
- 4.3 Edit menu
 - 4.3.1 Undo and repeat
 - 4.3.2 Copy information
 - 4.3.3 Move and cut information
- 4.4 View menu
- 4.5 Insert menu



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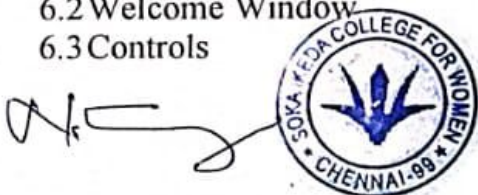
- 4.6 Embedding objects
- 4.7 Format
 - 4.7.1 Font
 - 4.7.2 Align text
 - 4.7.3 Indent paragraphs
 - 4.7.4 Bullets and numbering
 - 4.7.5 Borders and shadowing
 - 4.7.6 Change case
- 4.8 Spelling and Grammar
 - 4.8.1 Thesaurus
 - 4.8.2 Mail merge
- 4.9 Table Manipulation
 - 4.9.1 Creating a table
 - 4.9.2 Editing the table
 - 4.9.3 To change the width of a column
 - 4.9.4 To specify the exact row height
 - 4.9.5 Table auto format
- 4.10 Windows menu
- 4.11 Help menu

UNIT – 5 PAGEMAKER 7.0

- 5.1 Introduction
- 5.2 Layout
- 5.3 Adobe PageMaker Tools
- 5.4 Control palette
- 5.5 Adobe PageMaker's Menu
 - 5.5.1 File Menu
 - 5.5.2 Edit Menu
 - 5.5.3 Lay out Menu
 - 5.5.4 Type Menu
 - 5.5.5 Element Menu
 - 5.5.6 Utilities Menu
 - 5.5.7 View Menu
 - 5.5.8 Window Menu
 - 5.5.9 Help Menu
- 5.6 Short cut keys

UNIT – 6 COREL DRAW 12

- 6.1 Introduction
- 6.2 Welcome Window
- 6.3 Controls



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- 6.4 Tool Box
- 6.5 Text Tool
 - 6.5.1 Aristic Text
 - 6.5.2 Paragraph Text
- 6.6 Interactive Blend Tool
- 6.7 Interactive Contour Tool
- 6.8 Interactive Distortion Tool
- 6.9 Interactive Envelope Tool
 - 6.9.1 Interactive Extrude Tool
- 6.10 Interactive Drop Shadow Tool
- 6.11 Interactive Transparency Tool
 - 6.11.1 Eye Dropper and Paint Bucket
- 6.12 Outline Tool
 - 6.12.1 Fill Tool
- 6.13 Interactive Fill Tool
- 6.14 Function Keys

UNIT – 7 PHOTOSHOP CS2

- 7.1 Introduction
- 7.2 Photoshop – CS
- 7.3 Tool Box
- 7.4 Adobe Photoshop
 - 7.4.1 File Menu
 - 7.4.2 Edit Menu
 - 7.4.3 Image Menu
 - 7.4.4 Layer Menu
 - 7.4.5 Select Menu
 - 7.4.6 Filter
 - 7.4.7 Help Menu
 - 7.4.8 Palettes
 - 7.4.9 Layers
- 7.5 Adjustments
- 7.6 Layer Style
 - 7.6.1 Outer Glow
 - 7.6.2 Inner Glow
 - 7.6.3 Bevel and Emboss
 - 7.6.4 Color Overlay
 - 7.6.5 Gradient overlay

PRACTICAL

- Publication Software



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மதிப்புக்கூட்டுப் படிப்பு

VALUE ADDED COURSE

போட்டித் தேர்வுகளுக்கான தமிழ் இலக்கிய இலக்கண வரலாறு

TAMIL LITERATURE AND GRAMMAR FOR COMPETITIVE EXAMINATIONS

2022 – 2023

Course code : VACTLGCE

நோக்கம் :

போட்டித் தேர்வுகளை எதிர்கொள்வதற்கும் பணிவாய்ப்புகளைப் பெறுவதற்குமான இலக்கிய இலக்கண அறிவை வளர்த்தல்.

OBJECTIVES :

To prepare students to face competitive exams and to develop employability skill.



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VALUE ADDED COURSE

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TAMIL LITERATURE AND GRAMMAR FOR COMPETITIVE EXAMINATIONS

2022 – 2023

பாடத்திட்டம்

அலகு - 1

சங்க இலக்கியங்கள் – தொல்காப்பியம்.

UNIT - 1

Sangam Literature – Tholkappiyam.

அலகு - 2

அற இலக்கியங்கள்

UNIT - 2

Didactic Literature

அலகு - 3

பக்தி இலக்கியங்கள் – காப்பியங்கள்

UNIT - 3

Bhakthi Literature – Epic.

அலகு - 4

சிறநிலக்கியங்கள் – புராணங்கள் – நன்னூல் – யாப்பருங்கலக்காரிகை –
தண்டியலங்காரம் – நம்பியகப் பொருள் – புறப்பொருள் வெண்பாமாலை

UNIT - 4

Minor Literature - Puranas – Nanool – Yapparunkalakarikai – Thandiyalankaram – Nambiaga
Porul – Purapourl Venba Malai.

அலகு - 5

இக்கால இலக்கியங்கள் - கணிணித் தமிழ்

UNIT - 5

Modern Literature – Tamil Computing



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TAMIL LITERATURE AND GRAMMAR FOR COMPETITIVE EXAMINATIONS

2022 – 2023

கால அளவு : 30 மணி நேரம்

Duration : 30 Hours

மதிப்பீடு - ASSESSMENT

அகமதிப்பீடுத் தேர்வு - I : 25 மதிப்பெண்கள்

Internal Exam - I : 25 Marks

அகமதிப்பீடுத் தேர்வு - II : 25 மதிப்பெண்கள்

Internal Exam - II : 25 Marks

இறுதித் தேர்வு : 50 மதிப்பெண்கள்

Final Exam : 50 Marks

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**VALUE ADDED COURSE
SPOKEN ENGLISH (VACSE)**

OBJECTIVES

- To guide students to communicate efficiently.

COURSE CODE- VACSE

SYLLABUS

- **LSRW SKILLS**

COURSE MODULE

Listening skills	Read a story and ask students to give review
Simple Spoken English Conversation in Class	Simple topic to speak
Testing the listening skills	reading comprehension passages
Reading skills	Reading cards, reading passages
Writing skill	Simple topics are given in jumbled form and the students are asked to arrange it
	Giving small writing tests
Testing speaking and writing skills	Group Discussion
	Writing dialogues

DURATION

- 3 hours a day for 10 days
- 2 hours for assessment

ASSESSMENT

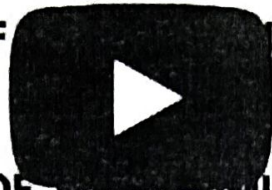
- Final assessment is for 50 marks

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H Introduction - History of Eng... ⋮

HISTORY OF LANGUAGE AND



PROF. MERIN SIMI RAJ
-IIT MADRAS

COURSE LAYOUT

Week 1: Introduction and Old English Period

Week 2: Middle English Period and Renaissance

Week 3: English Renaissance and Elizabethan Period

Week 4: The Age of Shakespeare

Week 5: The Restoration Age to Enlightenment

Week 6: Augustan Age

Week 7: The Romantic Age

Week 8: The Age of Wordsworth and Romantic poetry

Week 9: The Victorian Age

Week 10: The Rise of the Novel

Week 11: The Age of Modernism

Week 12: The Age of Postmodernism




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DEPARTMENT OF BIOCHEMISTRY

FIRST YEAR DMLT SYLLABUS

PAPER -I

COMMUNICATIVE ENGLISH & COMPUTING FUNDAMENTALS

1. Nouns & Pronouns
2. Verbs Adverbs & Adjectives
3. Active & Passive Voice
4. Direct Speech & Indirect Speech
5. Tenses
6. Drafting-Different Types Of Letter
7. Job Application
8. Advertisements
9. Basics of
 - MS WORD
 - MS EXCEL

PAPER-II

CLINICAL BIOCHEMISTRY & CLINICAL PATHOLOGY

1. Urine Examination
 - A. Physiology Of Urine Formation
 - B. Types Of Urine Sample Their Collection And Preservatives
 - C. Physical Examination
 - D. Chemical Examination
 - E. Microscopic Examination
2. Stool Examination
 - A. Physiology Of Stool Formation
 - B. Macroscopic And Microscopic
3. Transudates And Exudates
4. Cerebrospinal Fluid
 - A. Physiology Of CSF Formation
 - B. Collection Of CSF
 - C. Pressure Physical Chemical And Microscopic Examination Of CSF
5. Diabetes
 - A. Blood Glucose Homeostasis
 - B. Anticoagulants
 - C. Types Of Blood Glucose Sample
 - D. Types Of Hyperglycemia
 - E. Types Of Diabetes
 - F. Stages Of Diabetes
 - G. Steps To Differentiate Hyperglycemia And Diabetes
 - H. Complication Of Diabetes
6. GTT
 - A. Prerequisites Of GTT
 - B. Renal Threshold
 - C. Do's And Don't In GTT
 - D. 9 Types Of GTT Curves And Evaluation
 - E. Glycated Hemoglobin And Hba1c
7. Instrumentation Use Care And Maintenance Of Lab Instruments
- Laboratory Ethics And Safety Measures In Clinical Lab



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Practicals II (Clinical Biochemistry & Clinical Pathology)

1. Urine Physical Examination
2. Urine Chemical Examination
3. Microscopic Examination Of Urine Casts And Crystals
4. Stool Chemical Examination
5. Stool Microscopic Examination Of Ova And Cyst
6. Csf Glucose Examination
7. Csf Cytology
8. Blood Glucose Estimation By God -Pod Method (Colorimetry
Semi Autoanalyser And Fully Automated Analyser)

PAPER -

MICROBIOLOGY & PARASITOLOGY

1. STERILIZATION & DISINFECTION - Different methods
2. CLASSIFICATION OF MICRO ORGANISMS
3. STRUCTURE OF BACTERIA
4. BACTERIAL GROWTH FACTORS & PRODUCTS
5. MORPHOLOGY & STAINING REACTIONS MOTILITY
6. SPECIAL STAINING
7. PREPARATION OF CULTURE MEDIA
8. SPECIMEN COLLECTION & METHOD OF INOCULATION
9. STOOL EXAMINATION MACROSCOPIC, MICROSCOPIC & CONCENTRATION

TECHNIQUE

10. MORPHOLOGY CLASSIFICATION & LIFE CYCLE OF INTESTINAL ~~PARASITES~~

IDENTIFICATION OF INTESTINAL PARASITES



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12. MORPHOLOGY, CLASSIFICATION & LIFE CYCLE OF BLOOD PARASITES

13. IDENTIFICATION OF BLOOD PARASITES

PRACTICALS III (MICROBIOLOGY & PARASITOLOGY)

1. STERILISATION TECHNIQUE
2. GRAM STAINING
3. AFB STAINING
4. ALBERTS STAINING
5. PREPARATION OF CULTURE MEDIA
6. INOCULATION METHODS
7. STOOL EXAMINATION -SALINE PREPARATION
8. STOOL EXAMINATION IODINE PREPARATION
9. STOOL EXAMINATION - CONCENTRATION TECHNIQUE
10. THICK & THIN PREPARATION FOR MP
11. BLOOD WET SMEAR PREPARATION FOR MF
12. HANGING DROP PREPARATION

PAPER-IV:

HEMATOLOGY & BLOOD BANKING

1. COLLECTION OF BLOOD & ANTICOAGULANTS
2. HAEMOGLOBIN ESTIMATION DIFFERENT METHODS
3. RBC & WBC COUNT
4. PLATELET COUNT & ABSOLUTE EOSINOPHIL COUNT
5. RETICULOCYTE COUNT
6. ESR
7. PCV MCV MCH & MCHC
8. PREPARATION OF BLOOD SMEAR STAINING TECHNIQUES & DIFFERENTIAL WBC COUNT
9. IDENTIFICATION OF NORMAL AND ABNORMAL CELLS



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10. AUTOMATION IN HAEMOTOLOGY LABORATORY
11. BLEEDING TIME CLOTTING TIME & PROTHROMBIN TIME
12. LE CELL IDENTIFICATION METHOD
13. ROULEAUX FORMATION & AUTO AGGLUTINATION
14. BUFFY COAT PREPARATION
15. ABO GROUPING & RH TYPING
16. COOMBS TEST
17. BLOOD TRANSFUSION, DONOR SCREENING & CROSS MATCHING
18. BLOOD & ITS PRODUCTS
19. TRANSFUSION COMPLICATION

PRACTICALS IV (HAEMATOLOGY & BLOOD BANKING)

1. VENOUS BLOOD COLLECTION
2. VENOUS BLOOD COLLECTION BY VACUTAINER METHOD
3. CAPILLARY BLOOD COLLECTION
4. HAEMOGLOBIN ESTIMATION BY CYANMETHAEMOGLOBIN METHOD
5. RBC COUNT
6. WBC COUNT
7. PLATELETS COUNT
8. ABSOLUTE EOSINOPHIL COUNT
9. RETICULOCYTE COUNT
10. ESR TEST
11. PCV TEST
12. MCV MCH & MCHC
13. PREPARATION OF BLOOD SMEAR
14. FIELD STAIN
15. DC
16. BLEEDING TIME
17. CLOTTING TIME



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18. PROTHROMBIN TIME
19. BLOOD GROUP BY CELL GROUPING TECHNIQUE
20. BLOOD GROUP SERUM GROUPING TECHNIQUE
21. DIRECT COOMBS TEST
22. INDIRECT COOMBS TEST
23. CROSS MATCHING MAJOR & MINOR



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SECOND YEAR

DMLT SYLLABUS

PAPER-I

CLINICAL BIOCHEMISTRY

1. LIVER FUNCTION TEST

- PHYSIOLOGY OF LIVER
- FUNCTION OF LIVER
- BILIRUBIN METABOLISM
- JAUNDICE AND ITS TYPES
- DIFFERENTIAL DIAGNOSIS OF JAUNDICE
- LIVER ENZYMES
- IMPORTANCE OF PROTEIN IN EVALUATING LIVER FUNCTION
- TEN CASE STUDIES OF ABNORMAL LFT

2. RENAL FUNCTION TEST

- PHYSIOLOGY OF KIDNEYS
- FUNCTION OF KIDNEY
- NPN
- 6 STAGES OF RENAL FAILURE
- TEN CASE STUDY OF RFT EVALUATION.

3. LIPID PROFILE

- PHYSIOLOGY OF BLOOD VESSELS
- PHYSIOLOGY OF FAT METABOLISM
- ROLE OF CHYLOMICRON AND LIPOPROTEINS



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-TYPES OF LIPOPROTEIN

-CHOLESTROL EVALUATION AND INTERPRETATION

-TEN CASE STUDY OF ABNORMAL LIPID PROFILE

4. ELECTROLYTES

-BIOCHEMISTRY OF ELECTROLYTES

-FUNCTIONS AND ABNORMALITIES

5. DIAGNOSTICALLY IMPORTANT ENZYMES & PROTEINS

-HEART

-LIVER

-LUNGS

-KIDNEY

-BONE

-SPLEEN

6. HORMONES

-THYROID FUNCTION TEST

-SUB FERTILITY HORMONES OF MALE AND FEMALE

7. MICRONUTRIENTS AND MACRONUTRIENTS



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PRACTICALS-I (CLINICAL BIOCHEMISTRY)

1. TOTAL CHOLESTEROL
2. TRIGLYCERIDES
3. HDL
4. LDL
5. VLDL
6. TC/HDL
7. LDL/HDL
8. UREA
9. CREATININE (SEMI)
10. CALCIUM
11. PHOSPHORUS
12. URIC ACID
13. TOTAL PROTEIN
14. ALBUMIN
15. GLOBULIN
16. A/G RATIO
17. TOTAL BILIRUBIN
18. DIRECT BILIRUBIN
19. INDIRECT BILIRUBIN
20. SGOT (SEMI)
21. SGPT (SEMI)
22. ALKALINE PHOSPHATASE (SEMI)
23. A-15 BIOSYSTEM FULLY AUTOMATED BIOCHEMISTRY ANALYSER (D)



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PAPER-II

MICROBIOLOGY & SEROLOGY

1. ISOLATION AND IDENTIFICATION OF BACTERIA
 - BIOLOGICAL PROPERTIES OF BACTERIA
 - BIOCHEMICAL TESTS
 - CULTURE CHARACTERISTICS OF BACTERIA
 - ANTIBIOTIC SENSITIVITY TESTS
2. GRAM POSITIVE & NEGATIVE COCCI
3. GRAM POSITIVE & NEGATIVE BACILLI
4. VIBRIOS
5. SPIROCHAETES
6. LEPTOSPIRA
7. MYCOLOGY
8. VIROLOGY
9. IMMUNO GLOBULINS & THEIR DIAGNOSTIC IMPORTANCE
 - VDRL,RPR,WIDAL TEST,CRP,ASO,RA,HBSAG,HIV




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PRACTICALS-II (MICROBIOLOGY & SEROLOGY)

1. COAGULASE TEST
2. CATALASE TEST
3. BILE SOLUBILITY TEST
4. INDOLE TEST
5. UREASE TEST
6. CITRATE TEST
7. MANNITOL TEST
8. TSI TEST
9. ANTIBIOTIC SENSITIVITY TEST
10. HANGING DROP PREPARATION
11. HIV TEST
12. HBSAG TEST
13. VDRL TEST
14. ASO
15. CRP
16. RA
17. WIDAL




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PAPER-III

HAEMATOLOGY & HISTOPATHOLOGY

1. ERYTHROPOIESIS
2. LEUCOPOIES
3. THROMBOPOIESIS
4. PHYSIOLOGICAL VARIATIONS IN LEUCOCYTES
5. BONE MARROW EXAMINATION
6. MORPHOLOGICAL TYPES & IDENTIFICATION
7. ANEMIA –DIFFERENT TYPES & IDENTIFICATION
8. POLYCYTHEMIA
9. LEUKEMIA- DIFFERENT TYPES & IDENTIFICATION
10. FIXATION
11. DEHYDRATION
12. CLEARING
13. INFILTRATION
14. IMPREGNATION
15. MOULDING AND TRIMMING
16. SECTION CUTTING
17. DEPARAFFINIZING
18. STAINING
19. MOUNTING
20. DECALCIFICATION



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PRACTICALS-III (HAEMATOLOGY & HISTOPATHO

1. BLOOD SMEAR PREPARATION
2. STAINING
3. PS EXAMINATION
4. RBC MOROPHOLOGY VARIATION
5. WBC MOROPHOLOGY VARIATION
6. PLATELETS MOROPHOLOGY VARIATION
7. FIXATION
8. DEHYDRATION
9. CLEARING
10. INFILTRATION
11. IMPREGNATION
12. MOULDING
13. TRIMMING
14. SECTION CUTTING
15. DEPARAFFINIZING
16. STAINING- H&E STAIN
17. MOUNTING
18. DECALCIFICATION




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**DEPARTMENT OF COMPUTER SCIENCE –
SHIFT I**

Data Science using R

LIVEWIRE™
FOR LIVE CAREERS

Objective

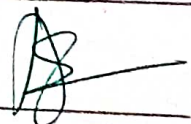
Since we live in a Data-driven world, there is an ever-increasing opportunity to observe and utilize the information around us. Data Science is a multi-disciplinary subject that deals with Statistics, programming and domain expertise to solve analytically complex issues. The feature of a Data Scientist is to extract hidden information from data and understand the complex characteristics and trends that can help organizations to make smart decisions.

Course Curriculum

- Introduction to Data Science
- Basics of R programming
- Interpret Dataset with packages
- Fundamentals of statistics and probability
- Data Visualization
- Data Distribution & Correlation
- Regression Analysis
- Clustering - Hierarchical & K-means
- Classification - KNN, Naïve Bayes
- Decision Tree, Random Forest
- Text Mining, WordCloud
- Forecasting / Time Series

Duration: 36 hours




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AND SCIENCE FOR WOMEN
CHENNAI - 600 099

DEPARTMENT OF MATHEMATICS



SOKA IKEDA COLLEGE OF ARTS AND SCIENCE FOR WOMEN
(Affiliated to the University of Madras)
Chennai 600 099, Tamilnadu.

**VALUE ADDED COURSE
QUANTITATIVE APTITUDE (VACQA)**

OBJECTIVE

To impart the aptitude knowledge required for competitive examination and provide a close-knit route to success.

COURSE CODE- VACQA

SYLLABUS

Unit I :

Simplifications- BODMAS, Square roots and cube roots

Unit II:

Number Series- Finding missing and wrong number in the series

Unit III:

Data Interpretation

Unit IV:

Permutation and Combination

Unit V:

Simple Interest and Compound Interest

DURATION

- 2 hours a day for 15 days
- 2 hours for assessment

ASSESSMENT

- Final assessment is for 50 marks


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GRAPH THEORY

PROF. SOUMEN MAITY

Department of Mathematics
IISER Pune

INTENDED AUDIENCE : B.Sc, M.Sc, B.Tech, M.Tech students

INDUSTRIES APPLICABLE TO : It will be recognized by several industries & academic institutes

COURSE OUTLINE :

Graph theory began in 1736 when the Swiss mathematician Euler solved Konigsberg seven-bridge problem. It has been two hundred and eighty years till now. Graph theory is the core content of Discrete Mathematics, and Discrete Mathematics is the theoretical basis of computer science and network information science. This course introduces in an elementary way some basic knowledge and the primary methods in Graph Theory.

ABOUT INSTRUCTOR :

Prof. Soumen Maity is an Associate Professor of Mathematics at Indian Institute of Science Education and Research (IISER) Pune. He received a PhD from the Theoretical Statistics & Mathematics Unit at Indian Statistical Institute (ISI) Kolkata, India in 2002. He has postdoctoral experience from Lund University, Sweden; Indian Institute of Management (IIM) Kolkata, India; and University of Ottawa, Canada. Prior to joining IISER Pune in 2009, he worked as Assistant Professor at IIT Guwahati and IITKharagpur.

COURSE PLAN :

Week 1: Paths, Cycles, Trails, Eulerian Graphs, Hamiltonian Graphs

Week 2: Bipartite graphs, Trees, Minimum Spanning Tree Algorithms

Week 3: Matching and covers

Week 4: Maximum matching in Bipartite Graphs

Week 5: Cuts and Connectivity

Week 6: 2-connected graphs

Week 7: Network flow problems, Ford-Fulkerson algorithm

Week 8: Planar graphs; Coloring of graphs



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**DEPARTMENT OF BUSINESS
ADMINISTRATION**

EVENT EVALUATION

UNIT - I

Understand event- type of events, reason and need for events, role of event Management Company. Introduction to planning – Meaning & Defining planning, Characteristics of Good Planner, SWOT Analysis, Five W's

UNIT - II

Understand Process – Meaning, Need, And Benefits of a Process, Steps for Creating Process, Planning event – Determining the purpose of your event, Types of Events for Your Business, What's the Goal of Your Event?, Understanding Your Event's Audience.

UNIT - III

Events for Amping Up Marketing and Sales, Events to Start or Enhance Awareness, Events to Increase Productivity, Crossover Events, Identifying the Scope and Size of the Event, Social Versus Business Aspects, Outlining Your Needs, Set your Event Vision, Assessment of information, Design objectives for your events.

UNIT -IV

Event Planning Process, Creation of Concept – Brain storming for concept, Creativity, Budgeting of Event- The Budget's Purpose, Budget Line Items, Other Costs to Consider, Angling for Income, Drafting a Budget, Activating a Budget, Keeping a Budget on Track, The Master Plan Creation of Blue print, Event Calendar, Creation of Check list, Event Flow, Time Frames and Dead Lines.

UNIT - V

Staffing and Vendors, Logistic and Staging, Breaking Down the Event, Outsourcing Strategies, Working with Vendors, Negotiating Tactics, Accountability and Responsibility.



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EVENT MARKETING

UNIT - I

Introduction To Event Marketing - The Objectives Of Event Marketing, Advertising As A Part Of Marketing, Brand Name, Product Design, Post-Self Support, Future Of Event Marketing - Event Promotion, Tools Of Promotion, Advertising, Public Relations, Tips On Writing A New Release The Promotion Schedule, Planning A Promotion Campaign For An Event.

UNIT - II

Expectations And Goals Event Marketing An Added Dimension, Event and the Marketing Communications Environment, Social Responsibility towards society, Setting objectives to Direct Event sponsorship, Setting strategies and Tactics, Strategic considerations, Dealing with Clutter, Understanding and controlling fees, Creating your own event.

UNIT - III

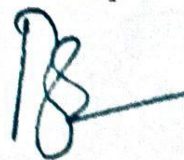
Marketing Of Events - The Need for Marketing, Consumer Expectations, Marketing Mix, Four Ps, Elements, The Promotional mix, What should be the basis of Pricing, When should the Payment be Made, How Should the Payment be Made, Promotion, Strategic Decision, Marketing Objectives, The Promotional Mix, The Media Mix.

UNIT - IV

Future Of Event Marketing - Event Promotion, Tools of Promotion, Advertising, Public Relations, Tips on writing a New Release, What is a Media kit, Direct Marketing, Word of Mouth, Hospitality, Websites, The Promotion Schedule, Planning a Promotion Campaign for an Event.

UNIT - V

Event Sponsorship Understand Sponsorship, Understand - Event Organizer, Event Partners, Event Associates, Event Sponsor, Importance of sponsorship - for event organizer, for sponsor, Type of Sponsorship, Making sponsorship database, making sponsorship proposal, Closing a sponsorship, Research of sponsorship, Converting sponsorship into partnership.



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EVENT VENUE SELECTION

UNIT -I

The Dynamics of Event Management: Event Planning and organizing – Problem Solving and Crisis Management – Leadership and Participants Management – Managing People and Time – Site and Infrastructure Management

UNIT- II

Introduction to MICE: Planning MICE, Components of the Conference Market, Characteristics of Conferences and Conventions, MICE as a supplement to Tourism, the nature and demand of Conference markets- The Economic and Social significance of Conventions, process of Convention Management.

UNIT-III

Producing a great show – phases of staging an Event, Pre Production Checklist, Event Logistic – understand logistic, categories of logistic, elements of logistic system, event site logistics, event shut Down Site Selection , Layout and design.

UNIT-IV

Supply of Facilities –Visual Presenters, LED Screens, Teleprompters, Other Unusual Surfaces, Multimedia Presentations, Setting Goals and Content for the Show, Choosing Equipment and Personnel, Putting it Together, Operation during the Event, Risk and Safety,Lightings,Audio Systems Acoustic Theory and Its Application to the Event Space

UNIT-V

About Wedding Industry, Why Wedding Planner Required, Job Responsibilities of Wedding Planner, Skills required for wedding planner, Career as wedding Planner. Wedding arrangements, budgeting.



A handwritten signature in blue ink, appearing to be "R. S.", is written above the principal's name.

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FUNDAMENTALS OF EVENT MANAGEMENT

UNIT – I

Introduction - Objectives - Definition of Events - Classification of Events - Benefits of Events - Event Management Strategy - Objectives of Event Management - Role of Creativity - Event Committee - The Big Event Committee Structure - Functions of Event Management

UNIT – II

Introduction- Objectives - Event Planning - Forces affecting Event planning - Steps in Event Management Plan -Operational Planning - Finances and Budgets - Organize a team - Blue Print of Functional Area - Sample Site Plan - Marketing - Preparing for Event Operations -Close-Down, Evaluation, and Legacy - Event Planning Timeline -Post-Event -Greening Your Event

UNIT – III

Introduction - Objectives - Stage Manager - Brand Management - Budgeting in Event Management - Leadership - Success of the Event-Methods.

UNIT – IV

Introduction -Objectives - Knowledge of Standards and Regulations -Understanding Event Environment - Management Knowledge - Interpersonal Skills - Delegation - Communication - Leadership - Motivation - Problem Solving -Team Management - Risk Management - Multitasked - Decoration - Personal Etiquettes .

UNIT – V

Introduction- Objectives - Types of Events - Private Events - Corporate Events - Conferences - Exhibitions - Charity Events - Live Events - Sports Events - Festivals - Role of ITPO



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MARKET RESEARCH IN EVENT PLANNING

UNIT - I

Entertainment- Defining Entertainment, Form in Entertainment, Reasons for Entertainment, Content in Entertainment, Staging Entertainment, Number of Performers or Acts, Scheduling and Timing, Using the Event Space, Building the Show, Beginnings, Endings, and Segues

UNIT - II

Working with Performers – Mindset, Creature Comforts, Unique Preparations and Performance Needs, Communications, The Special Case: Celebrities, Risk and Safety

UNIT - III

Décor - Design Theory, Elements of Design, Principles of Design, Categories of décor, Backdrops, Themed Sets, Props, Fabrics and Soft Goods, Banners and Signs, Tension Fabric Structures, People and Other Creatures As Decor, Floral Décor, Inflatables, Other Unique Décor, Setup Considerations for Décor - Prior to the Event and At the Event.

UNIT - IV

Tenting - Why Use a Tent for a Special Event? - Types and Styles of Tents, Pole Tent, Pipe FrameSupported Tent, Box-Beam, Frame-Supported (Clear span) Tent, Tensile Tent or Structure, Inflatable Tent, Fabrics, Determining the Correct Tent Size, Tent Accessories and Options, Tops, Sidewalls, Gutters, Doors, Lighting, Liners, Flooring, Heating, Ventilation, and Air Conditioning, Branding and Marketing, Setup Considerations - Site and Site Survey, Weather and Time of Day, Installation, Tent Technology Today and in the Future - Size and Shape, Modularity and Portability, Cross-Cultural Influences, Materials Technology, Risk and Safety.

UNIT - V

Miscellaneous Technical Resources - Electrical Power, Determining Electrical Service Requirements, Electrical Distribution, Portable Power, Electrical Safety Considerations, Rigging and Trussing - Overview, Rigging Equipment, Safety, Other Temporary Structures - Scaffolding, Bleachers, Fencing and Barriers, Sanitary Facilities.



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DEPARTMENT OF COMMERCE

BUSINESS ANALYTICS FOR MANAGEMENT DECISION

PROF. RUDRA P. PRADHAN

Department of Management
IIT Kharagpur

PRE-REQUISITES : Basic Statistics, Basic Mathematics, and Basic Management

INTENDED AUDIENCE : Management Students

COURSE OUTLINE :

Students can exposure on data analysis, modeling and spreadsheet use with BUSINESS ANALYTICS for DECISION MAKING. This course will be exclusively quantitative and an application to business/ management related problems. It is connected with problem sets and real life cases to know the relevance of a particular problem and the decision making thereof

ABOUT INSTRUCTOR :

Prof. Rudra P. Pradhan is Associate Professor at Vinod Gupta School of Management, IIT Kharagpur. His specialization is Econometric Modeling and Financial Econometrics. His teaching and research assignments are mostly on financial analytics econometric modeling and mathematical modeling.

COURSE PLAN :

Week 1: Introduction to Business Analytics

Week 2: Exploring Data and Analytics on Spreadsheets

Week 3: Descriptive Analytics

Week 4: Inferential Analytics 1

Week 5: Inferential Analytics 2

Week 6: Predictive Analytics 1

Week 7: Predictive Analytics 2

Week 8: Predictive Analytics 3

Week 9: Prescriptive Analytics 1

Week 10: Prescriptive Analytics 2

Week 11: Prescriptive Analytics 3

Week 12: Decision Analytics




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GLOBAL MARKETING MANAGEMENT

PROF. ZILLUR RAHMAN

Department of Management Studies
IIT Roorkee

INTENDED AUDIENCE : MBA, MBA (IB), MIB, M Com

INDUSTRIES APPLICABLE TO : All companies working in exports and international business would value this course

COURSE OUTLINE :

Global business comprises of a large and growing portion of the world's total business. Today, global events and competition affect almost all companies- large and small-because most sell output to and secure supplies from foreign countries. Many companies also compete against products and services that come from abroad. Thus most managers, regardless of industry or company size, need to approach their operating strategies, from a global perspective. In view of the above, this course provides a fresh, up-to-date analysis of the global business environment and successfully blends a comprehensive review of global business with exhaustive discussion of what happens in the many parts of the global market. Moreover, the course not only describes the ideas of global marketing but also presents many contemporary examples, scenarios and cases. This course will therefore provide first-hand knowledge of Global Marketing operations and help practitioners and budding scholars of international business.

ABOUT INSTRUCTOR :

Prof. Zillur Rahman is Professor at the Department of Management Studies, Indian Institute of Technology, Roorkee. He received his B.Sc. (Hon.) Mathematics, MBA and Ph.D. from Aligarh Muslim University, India. Dr. Rahman has more than 20 years of experience in academia. He has delivered research talk in many countries including USA, Switzerland, Germany, France, Italy and Turkey. He has published research papers in reputed international papers including the Journal of Service Marketing, International Journal of Contemporary Hospitality Management, Journal of Cleaner Production, Telematics and Informatics, among others. Prof. Rahman is recipient of Highly Commended Paper in Emerald Literati Network Awards for Excellence, 2016. Prof. Rahman is also the recipient of Commendable Faculty Award in the domain Business, Management and Accounting, 2018.

COURSE PLAN :

Week 1 : Globalization, Global Economic Environment

Week 2 : Financial Environment, Cultural Issues Buying Behavior, Political/Legal Environment

Week 3 : Global Marketing Research, Global Segmentation and Positioning

Week 4 : Global Marketing Strategies, Global Market Entry Modes, Global Product Development

Week 5 : Marketing Products and Services, Global Pricing

Week 6 : Communicating with the World Consumer, Sales Management, Global Logistics and Distribution

Week 7 : Export/Import Management, Planning, Organization, and Control of Global Marketing Operations

Week 8 : Marketing in Emerging Markets, Global Marketing and the Internet




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ADVANCES IN STRATEGIC HUMAN RESOURCE MANAGEMENT (HRM)

PROF. ASHISH PANDEY

Department of Management
IIT Bombay

PRE-REQUISITES : The basic HRM course (online or in person) is the pre requisite for the fresh students with no prior work experience.

No prerequisite course for the working professionals.

INDUSTRY SUPPORT : Relevant for human resource management departments

COURSE OUTLINE :

Like products and services, competitive advantages of business organisations also go through a life cycle. Business organisations have to keep investing in products and services to extend the life of competitive advantage or keep discovering or launching new products and services to gain the competitive advantage in the marketplace. This course is about how human resource management functions can make a positive contribution towards competitive advantage of the business organizations in the current environment.

ABOUT INSTRUCTOR :

Prof. Ashish Pandey is Professor with Shailesh J. Mehta School of Management, Indian Institute of Technology Bombay, Mumbai where he teaches courses related to Organization Development, Human Resource Management, Self-Management and Leadership. Ashish regularly engages in consulting and training work for organization and leadership development with the organizations across industries and with many institutions of higher education. Ashish has published more than forty research articles in the field of Yoga and positive psychology, spirituality at workplace, mindfulness, business and society interface, and the best practices in management in globally reputed journals including Journal of Management, Journal of Business Ethics, Personnel Review etc. He has co-edited the volume on Indigenous Indian Management published by Palgrave MacMillan. He sits in the editorial and review boards of international journals like Frontiers in Psychology and Humanistic Management Journal. His research is recognized with awards and fellowships at forums held at Indian Academy of Management, Academy of Management, USA, Fowler Centre of Case Western University, Indian Institute of Sciences etc.

COURSE PLAN :

Week 1:

- i. Strategic Human Resource Management (SHRM) and People Competency Maturity Model
- ii. Organizational Healing
- iii. Strategic Perspective of Talent Management

Week 2:

- i. Positive Organizational Scholarship and HRM
- ii. Diversity and Inclusion at Workplace: An Strategic Perspective
- iii. Multiple Generations at Workplace


Week 3:

- i. HRM in Start Ups and Family owned firms
- ii. HRM in Gig Economy Firms

Week 4:

- i. HRM from the Perspective of Sustainability and Humanistic Management
- ii. HR Analytics: Descriptive and Predictive Analysis and their Practical Applications for SHRM




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ENHANCING SOFT SKILLS AND PERSONALITY

PROF. T. RAVICHANDRAN

Department of Humanities and Social Sciences
IIT Kanpur

INTENDED AUDIENCE : Students, Teachers, Professionals, Trainers, Leaders, Employers

INDUSTRIES APPLICABLE TO : All industry/companies/organisations will recognize and value this course and recommend this for their employees and trainee programs.

COURSE OUTLINE :

The course aims to cause an enhanced awareness about the significance of soft skills in professional and inter-personal communications and facilitate an all-round development of personality. Hard or technical skills help securing a basic position in one's life and career. But only soft skills can ensure a person retain it, climb further, reach a pinnacle, achieve excellence, and derive fulfilment and supreme joy. Soft skills comprise pleasant and appealing personality traits as self-confidence, positive attitude, emotional intelligence, social grace, flexibility, friendliness and effective communication skills. The focus of this course is on interpersonal and management skills. It has been approved for "Faculty Development Programme" by AICTE.

ABOUT INSTRUCTOR :

Prof. T. Ravichandran is presently a Professor of English in the Department of Humanities and Social Sciences at the Indian Institute of Technology Kanpur, Uttar Pradesh, India. He has written about fifty research articles/book chapters, supervised six doctoral theses, edited a special issue on Cyberpunk Literature for the Creative Forum Journal, and published a book on Postmodern Identity. He is a recipient of the Fulbright-Nehru Academic and Professional Excellence Fellowship (2014-15) for his research/teaching at Duke University, North Carolina, USA. He is honored with Champa Devi Gangwal Chair Professorship at IIT Kanpur. In his distinguished twenty-five years of teaching career, he has taught various courses in English Language and Literature. His NPTEL Video and Web courses on Communication Skills are well-acclaimed nationally and internationally. His NPTEL MOOC on Developing Soft Skills and Personality became hugely popular and well-received by about fifteen thousand participants from India and abroad.

COURSE PLAN :

Week 1 : Highlights of Developing Soft Skills and Personality Course-1-24 ; Highlights of Developing Soft Skills and Personality Course-25-48 ; Definitions and Types of Mindset ; Learning Mindsets ; Secrets of Developing Growth Mindsets

Week 2 : Importance of Time and Understanding Perceptions of Time ; Using Time Efficiently ; Understanding Procrastination ; Overcoming Procrastination ; Don't Say "Yes" to Make Others Happy!

Week 3 : Types of People ; How to Say "No" ; Controlling Anger ; Gaining Power from Positive Thinking-1 ; Gaining Power from Positive Thinking-2

Week 4 : What Makes Others Dislike You? ; What Makes Others Like You?-1 ; What Makes Others Like You?-2 ; Being Attractive-1 ; Being Attractive-2


Week 5 : Common Errors-1 ; Common Errors-2 ; Common Errors-3 ; Common Errors-4 ; Common Errors-5

Week 6 : Humour in Communication ; Humour in the Workplace ; Function of Humour in the Workplace ; Money and Personality ; Managing Money

Week 7 : Health and Personality ; Managing Health-1: Importance of Exercise ; Managing Health-2: Diet and Sleep ; Love and Personality ; Managing Love

Week 8 : Ethics and Etiquette ; Business Etiquette ; Managing Mind and Memory ; Improving Memory ; Care for Environment ; Highlights of the Course




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Course outline

How does an NPTEL online course work?

Week 0

Week 1

Week 2

Week 3

Week 4

Week 5

Week 6

Week 7

Week 8

Download Videos

Investment Management

ABOUT THE COURSE:

Investment management is one of the main finance functions for both corporations and individuals. Investor managers face situations that require understanding of quantitative tools and qualitative assessment before a decision is arrived at. This course provides a broad overview of investment management, focusing on the application of finance theory to the issues faced by portfolio managers and investors in general. Course participants shall learn about various assets that can be considered to form an investment portfolio, their valuation, and measurement of performance. At the end of the course, students are expected to be able to (a) analyze the intrinsic value of traded assets using fundamental valuation theories as well as technical analysis (b) set investment goals and accordingly construct efficient portfolios, and (c) evaluate performance of the portfolio.

INTENDED AUDIENCE: Senior Undergraduate and Postgraduate students: Management, Economics, Finance, Commerce, Business Administration

PREREQUISITES: Understanding of basic statistics, economics, and financial markets (Quantitative Investment Management, Financial Institutions & Markets)

INDUSTRY SUPPORT: Investment advisory and research firms

Introduction to Investment Management

Watch later Share

NPTEL

INVESTMENT MANAGEMENT

PROF. ABHIJEET CHANDRA
UNIVERSITY SCHOOL OF MANAGEMENT
INDIAN INSTITUTE OF TECHNOLOGY KANPUR



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Prof. Abhijeet Chandra
IIT Kharagpur

As assistant professor at VGSOM, IIT KGP, I offer courses in Corporate Finance, Investment Management, and Management Accounting to UG, PG, and Doctoral level student. I have done BCom. (H), MCom, and PhD in Accounting and Finance area. I also have completed post-doctoral research in behavioral finance and asset pricing. My major research interests are in financial economics (behavioral finance, asset pricing, and economics of derivatives) and individual decision making under risk and uncertainty (prospect theory, risk preferences, irrationality). I do both theoretical and empirical work and am currently also involved in experimental work. The core issues that I have been working on are the study of behavioral dimension of investment decision-making, from both individual and institutional perspectives, and how it affects the asset prices and market mechanism. My research interests are based on the behavioural inquiries related to the emerging research area of behavioral finance which draws its ideas from various disciplines including economics, finance, psychology, sociology and so on.

COURSE TYPE

Core

COURSE LEVEL

Undergraduate/Postgraduate

COURSE LAYOUT

Week 1: Introduction to financial markets, institutions, and assets; Investment as a process; and Investment philosophies
Week 2: Fixed income securities: Term structure of Interest rates; Bonds, their valuation, pricing, yield and duration, convexity, and their inter-relationships
Week 3: Equity as an asset class; risk-return tradeoff; Valuation approaches, DCF versus multipliers; Equity investment strategies
Week 4: Pricing of equity assets: Index models; Capital asset pricing model (CAPM) and arbitrage pricing theory (APT)
Week 5: Mutual funds as Investment; Advantages and disadvantages of Investing in mutual funds; Hedge funds, index funds, ETFs, and other categories
Week 6: Security Analysis and portfolio management; Fundamental and technical analyses; Portfolio theory and asset allocation; Investment strategies
Week 7: New asset classes and alternative investments; Introducing new-age assets in a portfolio; Cryptocurrencies as an asset class
Week 8: Portfolio performance evaluation; Factors driving portfolio performance; Investment strategies and market timing

BOOKS AND REFERENCES

1. Luenberger, D. G. (2017), Investment Science, Oxford University Press.
2. Bodie, Kane, and Marcus (2019), Investments, McGraw Hill.
3. Damodaran, A. (2014), Applied Corporate Finance, Wiley India

CERTIFICATE

The course is free to enroll and learn from. But if you want a certificate, you have to register and write the proctored exam conducted by us in person at any of the designated exam centres.
 The exam is optional for a fee of Rs 1000/- (Rupees one thousand only).
 Date and Time of Exams: **29 April 2023** Morning session 9am to 12 noon; Afternoon Session 2pm to 5pm.
 Registration url: Announcements will be made when the registration form is open for registrations.
 The online registration form has to be filled and the certification exam fee needs to be paid. More details will be made available when the exam registration form is published. If there are any changes, it will be mentioned then.
 Please check the form for more details on the cities where the exams will be held, the conditions you agree to when you fill the form etc.

CRITERIA TO GET A CERTIFICATE

Average assignment score = 25% of average of best 6 assignments out of the total 8 assignments given in the course.
 Exam score = 75% of the proctored certification exam score out of 100

Final score = Average assignment score + Exam score

YOU WILL BE ELIGIBLE FOR A CERTIFICATE ONLY IF AVERAGE ASSIGNMENT SCORE $\geq 10/25$ AND EXAM SCORE $\geq 30/75$. If one of the 2 criteria is not met, you will not get the certificate even if the Final score $\geq 40/100$.

Certificate will have your name, photograph and the score in the final exam with the breakup. It will have the logos of NPTEL and IIT Kharagpur. It will be e-verifiable at nptel.ac.in/noc.

Only the e-certificate will be made available. Hard copies will not be dispatched.

Once again, thanks for your interest in our online courses and certification. Happy learning.

NPTEL team



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**DEPARTMENT OF COMPUTER
APPLICATIONS**

DEPARTMENT OF COMPUTER APPLICATIONS
CERTIFICATE COURSE ON REACT JS (2022-2023)
SYLLABUS

UNIT I

What is React JS? - React JS Introduction - Advantages of React JS - Work flow of React JS - Scope of React JS - OVERVIEW OF JSX - Introduction of Virtual DOM. Difference between JS and JSX. - React Components overview - Containers and components -What is Child Components? - What are Namespace components? - What are the JavaScript expressions available in JSX? - REACT JS ENVIRONMENT SETUPS - Node setup - How to use NPM? - How to create package.json and purpose of it? - ES6 Introduction and features.

UNIT II

Webpack Overview - Best IDE for React JS and How to write optimized code in React JS? - React JS browser plugins overview - Real-time Practicals - NPM Installation by locally and Globally - Create a Basic App with React JS and other Supported NPM - A Real-Time Application By Using React Js. - Create a React component with JSX template. - How to create Nested Components? - What is React JS render? - React Props overview. - Introduction of Props validation with data types. - Flow of States, Initialize states and update states. Real-time Practicals • Create a Small React Module • Use All the states in in the created Application.

React Js Forms And UI - Lists of Form components. - Setup Controlled and Uncontrolled form components. - Control Input elements. - How to set default values on all formats of Input elements. - React JS Form validations. - How to write Styles? - Animations overview.




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Real-time Practicals - Create a React Form. - Client-side form validation. - Applying form components - Submit and Reset the form. React JS Component Life Cycles Overview - Initial Render - Props Change - State Change - Component ~~willMount~~ - Component ~~didMount~~ - Component ~~Unmount~~ Real - time Practicals - Applying Different ~~Lifecycles~~ in the Application - When to choose Appropriate lifecycles - Routing In React JS And Other JS Concepts - Single Page Application Overview - How to configure React Router? - History of Router - How to Handle Conditional statement in JSX? - IIFE in JSX for complex logic overview - Real-time Practicals - Create a Single Page Application - Applying Routing. - Dynamically render the components based on the URL.

UNIT IV

Event Handling in JSX - ~~onBlur~~, ~~onKeyUp~~, ~~onChange~~ and other useful primary events in React JS - How to Sharing events between the components? Real-time Practicals - Communicate Data between components - Applying all lists of events - How to Write Styles in React JS? - CSS and inline styles in React JS overview - Introduction to styled components - Real-time Practicals - Styling the application using styled component - How to use Animations in the Application. React Router With Navigation - How to Load the router library? - Configure the React Router? - How to Pass and receive parameters? - Integration of React-cookie overview. ~~Flux~~, ~~Redux~~ Overview - What is Flux Architecture? - What are the Flux Components available? - Stores - Dispatchers - View Controllers - Actions - Views - How Flux works? ➤ Flux and React works together.

UNIT V

Introduction to One Store - Provider Component - Actions - Reducers - sagas - Dispatchers - View Controllers - Selector Real-time Practicals - ~~Redux~~ application Development with Real-time Project - Unit Testing Overview - What are the necessary Tools required for Unit Testing? - React Unit Testing overview - Introduction to JEST - How to Test React Component? - How to Test React Router? Integration with Other Libraries - Gulp & Browserify - React with ~~jQuery~~ - React & Ajax React Server Integration & Deployment - ~~https~~ - ~~httpster~~.



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**DEPARTMENT OF INFORMATION
SYSTEM MANAGEMENT**



SOKAIKEDA COLLEGE OF ARTS AND SCIENCE FOR WOMEN
(Affiliated to the University of Madras)
Chennai 600 099, Tamilnadu.

VALUE ADDED COURSE

BASICS OF CYBER SECURITY

COURSE OBJECTIVES

- To prepare the students with the technical knowledge and skills needed to protect and defend computer systems and networks.
- To develop the plan, implement, and monitor cyber security mechanisms to help ensure the protection of information technology assets.
- To develop students to identify, analyse, and remediate computer security breaches.

COURSE CODE: VACBCS

BASICS OF CYBER SECURITY

UNIT I: Introduction - Introduction to cyber security, Confidentiality, integrity, and availability. Foundations - Fundamental concepts, CIA, CIA triangle, data breach at target.

UNIT II: Security management, Governance, risk, and compliance (GRC)- GRC framework, security standards. Contingency planning - Incidence response, Disaster Recovery, BCP.

UNIT III: Cyber security policy - ESSP, ISSP, SYSSP. Risk Management - Cyber Risk Identification, Assessment, and Control.

UNIT IV: Cyber security: Industry perspective - Defence Technologies, Attack, Exploits.

UNIT V: Cyber security technologies - Access control, Encryption, Standards. Foundations of privacy - Information privacy, Measurement, Theories.

BOOKS AND REFERENCES

- Michael E. Whitman, Herbert J. Mattord, (2018). Principles of Information Security, 6th edition, Cengage Learning, N. Delhi.
- Darktrace, "Technology" <https://www.darktrace.com/en/technology/#machine-learning>, accessed November 2018.
- Van Kessel, P. Is cyber security about more than protection? EY Global Information Security Survey 2018-2019.

DURATION

- 2 hours a day for 16 days
- 2 hours for assessment

ASSESSMENT

- Final assessment is for 50 marks

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DEPARTMENT OF ECONOMICS

**VALUE ADDED COURSE
DEPARTMENT OF ECONOMICS
INDIAN ECONOMY FOR COMPETITIVE EXAMINATION**

OBJECTIVES

- To facilitate students to take up competitive Examinations
- To give students a strong base in Indian Economy to attend in civil service Examinations.

SYLLABUS

- Major problems of Indian Economy
- Poverty and Inequalities
- Unemployment
- Population
- Agriculture and five year plan
- Green Revolution
- Land Reforms
- Food policy and Public distribution
- Industry and five year plan
- Economic Policy 1991
- Five year plans in India
- National Income
- Transport system in India
- Rural Development
- Goods and service tax

DURATION

- ❖ 2 hours a day for 15 days.
- ❖ 2 hours for assessment

ASSESSMENT

- Students will assessed twice during the course for 25 marks
- Final assessment for 50 marks.



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DEPARTMENT OF PSYCHOLOGY



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**DEPARTMENT OF PSYCHOLOGY
CERTIFICATE COURSE**

DEPARTMENT : PSYCHOLOGY
COURSE NAME: ADAPTING MATERIALS TO MEET DIVERSE NEEDS: UDL
GUIDELINES AND MULTIPLE MEANS OF ACTION AND EXPRESSION
ACADEMIC YEAR : 2022-2023

SYLLABUS

MODULE 1: UDL Learner Variability (Universal Design)

MODULE 2: UDL Guidelines I (UDL is the principle of multiple means of representation)

MODULE 3: UDL GUIDELINES II (UDL is the principle multiple means of action and expression)

MODULE 4: UDL GUIDELINES II (UDL is the principle of multiple means of engagement)

MODULE 5: Wrap-Up and Connections (UDL Guidelines and Principles) – making connections to teaching.

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DEPARTMENT OF PSYCHOLOGY
VALUE ADDED COURSE
EMOTIONAL INTELLIGENCE

OBJECTIVES

- This course explores the concept of emotional intelligence (EQ) and its practical application personal and professional life. Students will learn to recognize, understand, and manage emotions, as well as develop essential skills for building positive relationships.

SYLLABUS

- EMOTIONAL INTELLIGENCE
- SELF- AWARENESS
- SELF – REGULATION
- EMPATHY
- SOCIAL SKILLS
- MOTIVATION
- APPLICATIONS OF EQ IN WORK PLACE
- EQ IN PERSONAL LIFE
- CULTURAL AND GENDER DIFFERENCES IN EQ
- DEVELOPING AND SUSTAINING EQ
- EQ IN LEADERSHIP
- EQ AND CONFLICT RESOLUTION
- EQ IN PARENTING AND FAMILY DYNAMIC
- EQ IN HEALTH CARE AND WELL- BEING
- EQ AND THE FUTURE
- EQ IN DISCUSSION MAKING

DURATION

- 2 hours a day for 16 days
- 3 hours for assessment

ASSESSMENT

- Students will assessed twice during the course for 25 mark
- Final assessment is for 50 marks.

Handwritten signature of the Principal

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DEPARTMENT OF PSYCHOLOGY
VALUE ADDED COURSE
PSYCHOLOGICAL FIRST AID

OBJECTIVES

- To equip participants with in-depth knowledge of Psychological First Aid (PFA) principles and practical skills for crisis support.
- To empower participants to ensure physical safety, offer emotional support, and adapt to diverse cultural and vulnerable populations.
- To assess participants' proficiency, provide certification, and encourage feedback for ongoing workshop enhancement.

SYLLABUS

- Understanding Psychological First Aid
- Basic Communication and Active Listening
- Ensuring Safety in Crisis Situations
- Initial Assessment and Triage
- Group Exercises and Role Plays
- Emotional Support Techniques
- Promoting Self-Care
- Crisis Intervention Strategies
- Cultural Sensitivity in PFA
- Supporting Vulnerable Populations
- Case Studies and Discussion
- Building Resilient Communities
- Coping with Grief and Loss
- Building a Support Network


DURATION

- 2 hours a day for 16 days
- 3 hours for assessment

ASSESSMENT

- Students were assessed twice during the course for 25 marks
- Final assessment is for 50 marks



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**DEPARTMENT OF CORPORATE
SECRETARYSHIP**



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VALUE ADDED COURSE

STOCK MARKET(VACSM)

OVERVIEW

This is the Best Course for the student who wants basic knowledge about the stock market. It provides trading analysis, operation and eligibility for marketing. After the completion of the course candidate gets working knowledge of stock market as well as self-trading.

OBJECTIVES

- To get a basic understanding of the products, players and functioning of financial markets, particularly the capital market.
- To know the regulatory framework for the Indian securities market.

COURSE CODE- VACSM

SYLLABUS

- Basic learning about stock market and trading process
- IPO (Initial Public Offer) and book building process
- Account opening (Demat Trading) & SEBI (ICDR) Regulations
- Introduction derivatives (future & option)
- Technical and fundamental analysis
- Basic of commodity market
- Concepts and need of currency forward and future transaction
- Mutual fund /SIP/ETF
- Financial Market - Meaning, Types, Functions
- Dos and Don'ts of Trading in Indian Stocks

DURATION

- 2 hours a day for 16 days
- 2 hours for assessment

ASSESSMENT

- Final assessment is for 50 marks

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**DEPARTMENT OF COMPUTER SCIENCE –
SHIFT II**



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Value Added Course

Internet of Things (IOT)

Objective of the Course:

This Course focuses on hands-on IoT concepts such as sensing, actuation and communication. It covers the development of Internet of Things (IoT) prototypes—including devices for sensing, actuation, processing, and communication—to help you develop skills and experiences. The Internet of Things (IOT) is the next wave, world is going to witness. Today we live in an era of connected devices the future is of connected things.

Learning Outcome:

After the completion of the course, the students will be able design some IOT based prototypes

Duration:

- 3 hours a day for 10 days
- 2 hours for assessment

Assessment:

- Final assessment is for 50 marks

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Syllabus

1. Introduction to IoT

8 Hours

- Understanding IoT fundamentals
- IOT Architecture and protocols
- Various Platforms for IoT
- Real time Examples of IoT
- Overview of IoT components and IoT Communication Technologies
- Challenges in IoT

2. Basic Networking - Basics of Wireless Networking

7 Hours

- Introduction
- Various Wi-Fi library
- Web server- introduction, installation, configuration
- Posting sensor(s) data to web server

3. IoT Protocols

7 Hours

- M2M vs. IOT
- Communication Protocols

4. Cloud Platforms for IOT

8 Hours

- Virtualization concepts and Cloud Architecture
- Cloud computing, benefits
- Cloud services -- SaaS, PaaS, IaaS
- Cloud providers & offerings
- Study of IOT Cloud platforms
- Thing Speak API and MQTT
- Interfacing ESP8266 with Web services



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Value Added Course

Multimedia

Objective of the Course:

Multimedia will help to improve computer penetration in various spheres of life. In the present scenario, Multimedia and web design technology play an important role in the field of education, agriculture, product launch, science and technology, corporate development and enhanced business opportunities. With the increasing variety and range of hardware and software used for Multimedia and Web-Site Design, the demand for the manpower in these fields has escalated. This training programme has been envisaged with an objective to develop specialized manpower required for these activities.

Learning Outcome:

- Understand and apply various techniques of drawing for animation.
- Process knowledge about art in animation field.

Duration:

- 3 hours a day for 10 days
- 2 hours for assessment

Assessment:

- Final assessment is for 50 marks




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Syllabus

1. **Introduction to Multimedia** 04 Hrs.
Concept of Multimedia, Multimedia applications, Advantage of Digital Multimedia, Multimedia system Architecture, Objects of Multimedia.
2. **Image Editing** 04 Hrs.
Introduction to Scanner (concept of DPI), File formats (BMP, JPG, TIF, GIF etc), acquiring, importing, exporting Images, Image editing using Adobe Photoshop.
3. **Computer Graphics** 04 Hrs.
Prepress Image preparation, color correction, retouching, enhancement, special effects, file formats, conversion and web graphic formatting, image composition, close cropping, superimposition and high-end layering effects.
4. **Animation** 05 Hrs.
Animation basics, 2D editor and animation, 2D to 3D conversion, 3D editing and rendering, material editor and rendering, light, camera concepts, key framer, menu and toolbar, file formats, conversion from AVI to MPEG, encoding and decoding of MPEG pictures, Knowledge of 3D animation, modeling, character animation, painting, lighting and textures.
5. **Getting started with Flash & Photoshop** 04 Hrs.
Flash: An Overview, Benefits of Flash, Differences between flash and Director, Flash user interface, Creating graphics, Modifying graphics, Types of text, Adding text, Modifying text shape
6. **Creating animations in Flash & Photoshop** 04 Hrs.
Introduction to layers: creating layers, specifying the properties of a layer, Animation in Flash: Frame-by-Frame Animation, Tweened Animation, Previewing an Animation, Masking: Masking graphics, Masking text
7. **Sound Editing** 03 Hrs.
Hardware requirements (sound blaster card, speakers, micro phone etc), types of CD and CD Drives, file formats (wav, midi, tracks etc), recording of audio (mono/ stereo), audio mixing and editing, audio compression and decompression, sound forge illustrations.
8. **Multimedia authoring** 02 Hrs.
Multimedia authoring tools, Multimedia authoring guide lines.




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AWS

SYLLABUS (35 Hours)

Chapter 1

AWS Organizations

Sub-topic

AWS Organizations
Create Organization and add Account
Service Control Policies (SCPs)
Create Service Control Policy (SCP)

Chapter 2

Amazon Virtual Private Cloud (VPC)

Sub-topic

IPv4 Addressing Primer
Amazon VPC Overview.
Defining VPC CIDR Block
VPC Wizard.
Create a Custom VPC with Subnets
Launch Instances and Test VPC.
Security Groups and Network ACL
Configure Security Groups and NACL
Amazon VPC Peering.
VPC Endpoints
Create VPC Endpoint
AWS Client VPN
AWS Site-to-Site VPN.
AWS Direct Connect (DX)
Direct Connect Gateway



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Chapter 3

Amazon Simple Storage Service (S3)

Sub-topic

- Amazon S3 Overview.
- Amazon S3 Storage Classes
- Create Amazon S3 Bucket
- IAM Policies, Bucket Policies and ACL
- Access Control Lists (ACLs)
- Bucket and User Policy Practice.
- S3 Versioning, Replication and Lifecycle Rules
- MFA with Amazon S3
- S3 Encryption
- S3 Event Notifications
- Multipart Upload & Transfer Acceleration
- S3 Select and Glacier Select
- Server Access Logging

Chapter 4

Amazon Block and File Storage

Sub-topic

- EBS and EFS Overview
- EBS vs Instance Store.
- EBS Volume Types.
- Launch Instance with Multiple EBS Volumes
- Attach volume to running Instance
- Create Volume from Snapshot in Another AZ
- Working with AMIs
- Working with Snapshots

Chapter 5

Databases

Sub-topic

Databases Overview




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Amazon RDS Overview
Install WordPress on EC2 using RDS MySQL DB
Create Multi-AZ Replica and Failover DB
Amazon RDS Encryption
Create Amazon Aurora Database and Replica
Create Amazon Aurora Cross-Region Read Replica
Create Amazon DynamoDB

Chapter 6

AWS cloud front

Sub-topic

Amazon CloudFront Overview
CloudFront with Static Website
CloudFront with ALB and EC2 Custom Origin

Chapter 7

Monitoring, Logging and Auditing

Sub-topic

CloudWatch and CloudTrail Comparison
Amazon CloudWatch Key Terminology and Concepts
Create a custom metric
Amazon CloudWatch Logs.
Amazon CloudTrail Overview.
Amazon CloudTrail Console Walkthrough

Chapter 8

Security, Identity and Compliance

Sub-topic

Amazon Cognito AWS Key Management Service (KMS)
AWS Organization




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**DEPARTMENT OF ACCOUNTING &
FINANCE**



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VALUE ADDED COURSE

E- COMMERCE (VACEC)

OBJECTIVES

- Understand the key features of the Internet audience, the basic concepts of consumer behaviour and purchasing and how consumers behave online.
- Identify and describe basic digital commerce marketing and advertising strategies and tools.
- Identify and describe the main technologies that support online marketing.

COURSE CODE- (VACEC)

SYLLABUS

- Introduction to E-Commerce
- Advantages and Disadvantages of E-commerce
- Types of E-commerce
- E-Commerce framework
- Process of E-commerce
- Essentials and Procedures of E-Commerce
- E-commerce Websites
- Regulatory and legal environments as it relates to E-commerce

COURSE OUTCOMES

Students should be able to:

- Understand the foundations of E-Commerce.
- Analyze the impact of E-commerce on business models and strategy.
- Describe the major types of E-commerce.
- Explain the process that should be followed in building an E-commerce presence.
- Identify the key security threats in the E-commerce environment.

DURATION

- 2 hours a day for 15 days
- 2 hours for assessment

ASSESSMENT

- Final assessment is for :

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DEPARTMENT OF HISTORICAL STUDIES



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HISTORICAL STUDIES

ARCHIVES MANAGEMENT

OBJECTIVES

- TO KNOW THE HISTORY OF THE ARCHIVES
- TO STUDY THE ACTIVITIES OF VARIOUS ARCHIVES
- TO UNDERSTAND THE IMPORTANCE OF ARCHIVES KEEPING

SYLLABUS

CONTENTS

UNIT I:

Introduction : History of Archives –Archives Keeping through the Ages – International Archives –Archives in India:Growth and Development.

UNIT II:

Creation of Archives: Establishment of Registry- Racking-Shelves and other materials-Archives and libraries –Organization of Archives in India

UNIT III:

Preservation in Archives: Method of Preservation –Preliminary and Precautionary Measures- Preventive Measures



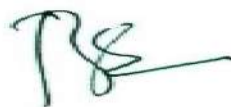
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UNIT IV:

Administration of Archives: National Archive- Tamil Nadu Archive- Functions of Archives Uses of Archives.

UNIT V:

Private Archives :Categories of Private Archives – Indian Historical Records Commission (ICHRC) – Indian Council of Archives (ICA) – SWARBICA and ARBICA.



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NAAN MUDHALVAN SCHEME

NAAN MUDHALVAN SCHEME - UPSKILL FROM CAMBRIDGE
SYLLABUS FOR A2 COURSE (I YEARS - 2022-2023)

A2 COURSE

- Session 1 - Polite Conversation
- Session 2 - Looking Back
- Session 3 - Technology
- Session 4 - Experiences
- Session 5 - Arrangements
- Session 6 - Jobs People Do
- Session 7 - Explaining
- Session 8 - Rules and Abilities
- Session 9 - Health and Happiness
- Session 10 - Decisions and Plans
- Session 11 - Communication
- Session 12 - Describing Experiences
- Session 13 - Preparation and Progress
- Session 14 - Transportation
- Session 15 - The Future




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 Philanthropies		Digital Training on Microsoft Office 365 Productivity Suite Offerings				 InfSpark	
Total Phases:	2	Total Course Duration	24 Hours	Phase 01	12 hours 25 mins	Phase 02	12 hours
				Delivery Model		Self Learning through MGT Portal	

01. Microsoft Word							
1.1	Microsoft Word	Introduction	a. Starting MS Word	30 mins	Day 1	Phase 1	Understanding the importance of MS
1.2		Ribbons - Introduction and options	a. Home Ribbon Menu	10 mins	Day 1	Phase 1	Different uses of Ribbon tabs and how
1.3		Using Rulers in Word	a. Aligning images with Ruler	10 mins	Day 2	Phase 1	Ruler helps the individual in controlling
1.4		Navigation Pane and Go To in Word	a. Navigation Pane	10 mins	Day 2	Phase 1	Navigation Pane helps the individual in
1.5		AutoCorrect in Word	a. Checking Spelling, Grammar, and	15 mins	Day 3	Phase 1	Spelling and Grammar check helps the
1.6		Grouping Objects in Word	a. Aligning Objects in Word	20 mins	Day 3	Phase 1	Grouping helps in moving, resizing
1.7		Shapes & Images	a. Inserting Captions	10 mins	Day 4	Phase 1	The individual can insert a picture
1.8		The View Tab in Word	a. Web Layout View in Word	10 mins	Day 4	Phase 1	The View tab of Microsoft Word helps
1.9		Paragraph Editing	a. Indenting	15 mins	Day 4	Phase 1	Using Microsoft Word's bookmarks
1.10		Page Layout	a. Page break	10 mins	Day 4	Phase 1	A good page layout makes the
1.11		Table Style in Word	Breaks and Repeat Headings in Word Formulas in Tables in Word	20 mins	Day 23	Phase 2	Table Style in Microsoft Word helps the individual in customizing and formatting tables. It helps to format the table as per the needs of the individual.
1.12		Find and Replace	a. Find & Replace Formatting b. Find & Replace Special Characters	15 mins	Day 23	Phase 2	Find and Replace in formatting helps in finding formats and replacing it with all instances. This is a very important tool and tailored mainly for large documents.
1.13		Formatting WordArt in Word	a. WordArt b. Editing WordArt	5 mins	Day 24	Phase 2	Special effects in Microsoft Word that change the appearance of text.
1.14		Creating Table of Figures	a. Adding Table of Figures b. Modifying Table of Figures	15 mins	Day 24	Phase 2	Individuals can list and organize the figures, pictures, or tables in their Word document by creating a table of figures, much like a table of contents.
1.15		Tab Stops via Dialog Launcher	a. Set Tabs using Tab Dialog Box b. Adding Dialog Box Launcher	10 mins	Day 25	Phase 2	In Microsoft Word, a Tab Stop is a position where the mouse cursor stops after pressing the Tab key. Using the Tab Stop feature, we can perfectly align the paragraphs in a Word document.
1.16		Applying Paragraph Styles	Customizing and Modifying Paragraph Styles	15 mins	Day 25	Phase 2	The basic concept of paragraph styles is to apply all the fonts AND spacing once so that the changes trickle down to the whole document.
1.17		Wrapping Words Around Pictures	Understanding how to wrap words around Pictures	15 mins	Day 26	Phase 2	Text wrapping in Word is about how text behaves around a graphical object or illustration, such as a picture, shape, textbox, or even a table. It controls how text positions itself or flexibly flows to the position of a graphic in your Word document.
1.18		Inserting Files & Equation	a. Inserting Audio Files b. Inserting Video Files c. Inserting Online Videos d. Inserting Equations	20 mins	Day 26	Phase 2	In MS Word one can insert different types of mathematical symbols or text by using the equations tools. Also, add audio files, videos, and online video files in the document.
1.19		Different Formats of MS Word file and how to save them	a. PDF Document b. Word Template c. Rich Text Document d. Web Page	15 mins	Day 26	Phase 2	An MS Word file can be saved in various formats for example, PDF format.

02. Microsoft PowerPoint							
2.1	Microsoft PowerPoint	Navigate a PowerPoint Presentation	a. Overview of the Screen and Views b. Presentation Tips and Guidelines c. Creating a New Presentation d. Working with Slides e. Saving a Presentation	25 mins	Day 5	Phase 1	Each Microsoft PowerPoint presentation comes with a series of slides. It is important for the user to navigate through all the slides.
2.2		Formatting text	a. Adding text to slide	15 mins	Day 6	Phase 1	Text can be formatted to make the
2.3		Working with Bullets and Numbered Listings	a. Adding Bullets or Numbers	10 mins	Day 6	Phase 1	Individuals can use bullets and
2.4		Inserting Images	a. Inserting Images	20 mins	Day 7	Phase 1	Individuals can add different types of
2.5		Using the Zoom function	a. Using the Zoom function	10 mins	Day 7	Phase 1	The Zoom option helps the individual in
2.6		Charts	a. Adding Charts	20 mins	Day 8	Phase 1	The data will be analyzed with the help
2.7		Editing Images	a. Picture Options	20 mins	Day 8	Phase 1	Individuals can edit the images, format
2.8		Working with Objects	a. Selecting Objects	20 mins	Day 8	Phase 1	Individuals can add the objects, format
2.9		Using Animations as Templates	Custom templates to be saved as	15 mins	Day 11	Phase 1	Individuals can create presentations
2.10		Using Animations as Templates	a. Introduction to the Slide Master	30 mins	Day 11	Phase 2	When the individual is a slide master
2.11		Different ways of Transition for slides	a. Different ways of Transition for slides	15 mins	Day 18	Phase 2	The slide transition is a visual effect.
2.12		Additional Additional	a. Conclusion	30 mins	Day 18	Phase 2	The individual will learn advanced skills



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Microsoft Philanthropies		Digital Training on Microsoft Office 365 Productivity Suite Offerings						InfSpark						
Total Phases:		2	Total Course Duration		24 Hours	Phase 01		12 hours 25 mins	Phase 02		12 hours	Delivery Model		Self Learning through MSFT Portal
2.13		SmartArt	a. Creating SmartArt		25 mins	Day 32		Phase 2	Smart Art is a unique way to					
03. Microsoft Excel														
3.1		Microsoft Excel	Introduction to Excel		a. Starting up	20 mins	Day 8		Phase 1		MS Excel is the most used tool for data	Assessment 1		
3.2			Layout - Tabs, ribbons, and groups in Worksheets in Microsoft Excel		a. Rows	20 mins	Day 10 - Day 13		Phase 1		The Page Layout tab provides			
3.3			Basic formulas in Microsoft Excel		a. Copy formula	40 mins	Day 14		Phase 1		Individuals can calculate data and	Assessment 2		
3.4			Freeze Pane		a. Freezing Rows	5 mins	Day 15		Phase 1		The function of Freeze pane is to lock			
3.5			"Tell Me" in Microsoft Excel		How to use "Tell Me" to make your work	5 mins	Day 16 - Day 17		Phase 1		Individuals can enter words and	Assessment 3		
3.6			Inserting charts in Microsoft Excel		a. Charts from the data set in one	40 mins	Day 18		Phase 1		Charts in Microsoft Excel helps the user			
3.7			AutoFill cells in Excel		a. Drag Fill	20 mins	Day 19		Phase 1		Auto Fill feature helps the users to fill	Assessment 4		
3.8			Add your own auto fill		a. Add cell borders	10 mins	Day 20		Phase 1		Users can create customized AutoFill			
3.9			Sorting data in Excel		Using filters in Microsoft Excel	10 mins	Day 21		Phase 1		Users can sort information in the	Assessment 5		
3.10			Simple copy/paste		a. Transpose paste in Excel	30 mins	Day 22		Phase 1		Copy/Paste function helps the user to			
3.11			Saving/Printing Excel		a. Print a big excel sheet using page	30 mins	Day 23		Phase 1		Flash Fill helps in automatically fill	Assessment 6		
3.12			How to use Flash Fill in Excel		Different ways to use Flash Fill	10 mins	Day 24		Phase 2		The hyperlink creates shortcuts for the			
3.13			Hyperlinks in Excel (link to websites)		a. Create Hyperlink	10 mins	Day 25		Phase 2		A table of contents might help to	Assessment 7		
3.14			Create a directory or table of contents		a. Creating Table of Contents	10 mins	Day 26		Phase 2		A table of figures (also known as			
3.15			Formatting Lists as Tables		a. Formatting lists as table	15 mins	Day 27		Phase 2		Conditional Formatting helps in	Assessment 8		
3.16			Filtering Records from Lists or Tables		a. Single Level Sorting	15 mins	Day 28		Phase 2		In some cases, when the individual			
3.17			Single & Multi-Level Sorting		a. Single Level Sorting	20 mins	Day 29		Phase 2		Individuals can insert automatic	Assessment 9		
3.18			Inserting Automatic Subtotals in Lists		a. Insert Automatic Subtotals	20 mins	Day 30		Phase 2		Charts in Microsoft Excel helps the user			
3.19			Inserting Data Charts Using		a. Inserting Data Charts using	20 mins	Day 31		Phase 2		Pivot table is a tool to	Assessment 10		
3.20			Pivot Table		a. Inserting	20 mins	Day 32		Phase 2		Excel Data Validation is a feature that			
3.21			Date Validation		a. Applying Built-in Conditional	20 mins	Day 33		Phase 2		Individuals can add comments to cells.	Assessment 11		
3.22			Dynamic Array		a. Dynamic Array Functions	20 mins	Day 34		Phase 2		The individual can prevent other users			
3.23			Excel Macros		a. Creating Excel Macros	30 mins	Day 35		Phase 2		The VLOOKUP (Vertical Lookup)	Assessment 12		
3.24			VLOOKUP & Reference Functions		a. VLOOKUP True	20 mins	Day 36		Phase 2		The best part of conditional formatting			
3.25			Conditional Formatting		Applying Conditional Formatting in	20 mins	Day 37		Phase 2					
04. Microsoft Teams														
4.1		Microsoft Teams	Introduction		a. Set-Up MS Teams	20 mins	Day 38		Phase 1		Individuals will learn how to install and	Assessment 1		
4.2			Calendar		a. Schedule a call on MS Teams	20 mins	Day 39		Phase 1		Individuals will schedule a call, check			
4.3			Teams		a. How to setup Teams	20 mins	Day 40		Phase 1		Individuals can setup teams for specific			
4.4			Approvals		Using approvals on MS Teams	15 mins	Day 41		Phase 1		Asking for approvals instead of sending			
05. OneDrive and SharePoint														
5.1		OneDrive and SharePoint	Introduction		a. Setting up One Drive in your system	20 mins	Day 42		Phase 1		Storing and syncing files in the cloud	Assessment 1		
5.2			Sharing Access on One Drive		a. Different Sharing Access	20 mins	Day 43		Phase 1		Share files and folders with a specific			
5.3			Creating Shared Library		Creating a shared library on One Drive	20 mins	Day 44		Phase 1		A shared library is a location to store	Assessment 2		
5.4			Recycle Bin		Deleting a file/folder on One Drive	10 mins	Day 45		Phase 1		Users can delete folders or remove			
5.5			Introduction to SharePoint		a. Understanding the different features	20 mins	Day 46		Phase 2		Storing files in the cloud and sharing	Assessment 3		
5.6			Create Site		Creating a site on SharePoint	10 mins	Day 47		Phase 2		User can create a site with the help of			
5.7			Different features of SharePoint		a. My Files	20 mins	Day 48		Phase 2		Understanding different features of			
06. Outlook														
6.1		Outlook	Introduction to Outlook		a. Installing Outlook	15 mins	Day 49		Phase 2		Microsoft Outlook can be used by an	Assessment 4		
6.2			Create new meetings, appointments, and Email with Quick Parts		a. Schedule new meetings	20 mins	Day 50		Phase 2		Users will learn will scheduling			
6.3			Sharing Calendars		a. Create Quick Parts	15 mins	Day 51		Phase 2		Quick parts in Outlook are designed to			
6.4			Creating and Managing Rules		Understanding Calendars in Outlook	20 mins	Day 52		Phase 2		Add meetings, tasks, or focusing on			
6.5			Folders in Outlook		a. Create Rules	20 mins	Day 53		Phase 2		Rules allow you to move, flag and			
6.6					Manage different folders in Outlook	20 mins	Day 54		Phase 2		Folders provide a way to organize			



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✓ NIRP - Business Analytics

Course Content

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UNIT 1: Introduction to Business Analytics

Introduction to Analytics | Key Skills and Competencies for Business Analysts | Drivers for Business Analytics | Applications of Business Analytics | Components of analytics – Descriptive, Predictive and Prescriptive analytics | Framework for Business Analytics | Life Cycle for Business Analytics Process | Skills Required for a Business Analyst | Career in analytics

UNIT 2: Descriptive and Exploratory Data Analytics

Data | Information Data Warehousing Types of data - Structured Semi-Structured data | Numerical and categorical | Continuous and Discrete data | Nominal and Ordinal data | Interval and Ratio | Visualizing and Exploring Data | Descriptive Statistics | Population vs Sample | Sampling | Missing Values Outlier Detection and Treatment | Exploratory Analysis using MS Excel | Introduction to Statistics in Excel Handling data in Excel | Pivot Tables | Exploratory Analysis using Python | Basic Statistical Measures | Univariate, Bivariate, and Multivariate Analysis

UNIT 3: Hypothesis Testing

Basics of Hypothesis Testing | Statistical and Practical Significance | Null and Alternate Hypothesis | Types of Errors - Type I and Type II Errors | The p-Value | One Sample Test | Two-Sample Test

UNIT 4: Machine Learning and AI

Overview of Machine Learning | Types of Machine Learning | Supervised Learning | Unsupervised Learning | Reinforcement Learning | Machine Learning Framework | Challenges of ML | Role of Statistics in ML Learning Algorithms and its Applications in Business | Train Test Split | Build ML applications using relevant tools and techniques | Neural Network | Artificial Intelligence

UNIT 5: Data Visualization using PowerBI

Reviewing Project Requirements and Determining Data Sources | Importing Data | Merging Tables | Creating Table Relationships | Creating Visualizations | Matrix Table | Column and Line Chart | Slicers | Map Visualizations | Dashboard




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Course Material



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Course Index

1. Information Security Fundamentals
2. Cybersecurity Introduction
3. Technologies in Cybersecurity eco-system
4. Core Threat Intelligence Engineering
5. Core Vulnerability Management Engineering
6. Core Penetration Management Techniques
7. Core Cyber Exploitations
8. Global Cyber Attack Trends
9. Security Operations Management
10. Incident Management
11. Web and Mobile security Techniques
12. Privacy and Online Rights
13. Best Practices for keeping Systems and Data safe
14. Cloud Security Engineering
15. Industry Infosec Governance



A handwritten signature in blue ink, likely belonging to the Principal, is positioned above the official stamp.

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NAAN MUDHALVAN - EMPLOYABILITY SKILL PROGRAM SYLLABUS (2022-2023)

Naandi

About Naandi Foundation

- Naandi, which in Sanskrit means a new beginning, is one of the largest and fastest-growing social sector organizations, founded as a public charitable trust with the objective to make poverty history.
- Team of 350+ full-time professionals, over 6000+ front-line development workers, & thousands of field teams often recruited and trained from within local communities.
- Footprint across 20 states touching the lives of millions of underserved people.
- Expertise in youth skilling, agriculture, and girl-child/young women education.

About Mahindra Pride Classroom

One of the skilling initiatives of Naandi Foundation, Mahindra Pride Classroom (MPC), is the flagship CSR program of the Mahindra & Mahindra group. It aims to mainstream socially and economically disadvantaged youth through 20 to 120-hour skill-development training. To bridge the gap between academics and industry expectations, MPC has been rendering yeoman service to final-year students of Engineering Polytechnics, ITI, Hospitality, and other students. Since its inception in 2016, MPC has empowered over 6,40,455 youth from 19 states.

Naan Mudhalvan - Employability Skills Program

Target Audience:

Final Year women students
enrolled in UG courses

Program Schedule:

An orientation program will be conducted in the select institutions to give details about the program and its implementation. Team Naandi will be scheduling the program for 3 days with designated Naan Mudhalvan co-ordinators from the institutions.

Details to be collected by Naandi:

- Beneficiary's data (in Naandi's data template).
- Students' signed attendance sheets.
- Trainers' attendance sheets (authenticated by the institution via seal and signature).
- Geo-tagged pictures during the sessions.
- Feedback from students and institutions (written and videos).
- At the end of the year, Naandi will collect the students' placement status from the institutions as well as from students.

Training Hours & Mode:

20 hours | Face to Face
training program
(Day 1: 6 hours, Day 2: 7
hours and Day 3: 7 hours)
Batch size of 50

Training Modules:

- I am Unique
- Body language & Grooming
- Goal setting & Time Management
- Money management
- Problem-solving
- Professional communication at workplace
- Resume Preparation
- Interview Q & A
- Acing a group discussion
- Presenting your project - Mini presentation

Trainers FTA:

Food, travel, and accommodation for the trainers will be taken care of by Naandi.

Outcome:

Increased Confidence and enhanced employability skills

Key Differentiators:

- Focused on modern learner centric pedagogy
- Encourages socio-emotional learning
- Delivered by highly qualified facilitators in face-to-face mode

Mapping the learning journey:

- Diagnostic (Baseline Assessment)
 - Endline Assessment
- Note: Assessments will be conducted through g-link.

Students Manuals & Certification:

Naandi will provide participation certificates to the students who completed the course and scored 80% in the assessments and student manuals during the training program.



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DATA ANALYTICS WITH TABLEAU

Project Based Experiential Learning Program





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Project Flow

To accomplish this, we have to complete all the activities listed below,

- Define Problem / Problem Understanding
 - o Specify the business problem
 - o Business requirements
 - o Literature Survey
 - o Social or Business Impact.
- Data Collection & Extraction from Database
 - o Collect the dataset,
 - o Storing Data in DB
 - o Perform SQL Operations
 - o Connect DB with Tableau
- Data Preparation
 - o Prepare the Data for Visualization
- Data Visualizations
 - o No of Unique Visualizations
- Dashboard
 - o Responsive and Design of Dashboard
- Story
 - o No of Scenes of Story
- Performance Testing
 - o Amount of Data Rendered to DB
 - o Utilization of Data Filters
 - o No of Calculation Fields
 - o No of Visualizations/ Graphs
- Web Integration
 - o Dashboard and Story embed with UI With Flask
- Project Demonstration & Documentation
 - o Record explanation Video for project end to end solution
 - o Project Documentation-Step by step project development procedure




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