Curriculum and Credit Framework

For the

Four Year Under Graduate Programme (FYUGP)

As per provisions of NEP-2020

Vinoba Bhave University Hazaribag

Subject: **Minor vocational Courses**

For Semester-II, IV, VI & VIII

To be implemented from the Academic Year **2022-23**

(From session 2022-26)

Members of Board of Courses and Studies (BOCS)

Ser. No.	Member	Signature
1	Dr. M. N. Zubairi Associate Professor, University Department of Commerce Ranchi University, Ranchi	
2	Dr. H.N. Sinha Dean, Faculty of Science VBU, Hazaribag	
3	Dr. Sadique Razaque Dean, Faculty of Social Sciences VBU, Hazaribag	
4	Dr. Mokhtar Alam Dean, Faculty of Commerce VBU, Hazaribag	
5	Dr. Indrajit Kumar Nodal Officer, NEP-2020 VBU, Hazaribag	
6	Dr. Saroj Kumar Singh Head, University Dept. of Geography VBU, Hazaribag	
7	Dr. A.K. Saha, Associate Professor, University Dept. of Chemistry and Director, UCET, VBU, Hazaribag	
8	Dr. Amitava Samanta Assistant Professor, University Dept. of Commerce and Director, MBA, VBU, Hazaribag	
9.	Dr. Avinash Kumar Assistant Professor, University Dept. of Botany VBU, Hazaribag	
10	Dr. Arun Kumar Mishra Assistant Professor, UCET, VBU, Hazaribag	

List of courses

Students will have to select any one of the following courses as minor vocational course whose different papers will be studies in semesters II, IV, VI and VIII.

1. **Tourism and Hospitality Management (4-9)**
   - MN- 2A (Sem. II) : Introduction to tourism
   - MN- 2B (Sem. IV) : Hospitalities and tourism
   - MN-2C (Sem.VI) : Hospitality management and regional tourism
   - MN-2D (Sem. VIII) : Field study of tourism and hospitality management
2. **Organic Farming (9-17)**
   - MN- 2A (Sem. II) : Principles of organic farming
   - MN- 2B (Sem. IV) : Fundamentals of plant physiology
   - MN- 2C (Sem.VI) : Principles of seed technology
   - MN- 2D (Sem. VIII) : Breeding of field crops
3. **Textile Design and Tailoring (17-29)**
   - MN- 2A (Sem. II) : History of art and design
   - MN- 2B (Sem. IV) : Fashion and textile
   - MN- 2C (Sem.VI) : Elements and principles of design
   - MN- 2D (Sem. VIII) : Textile science
4. **Beauty and Wellness (29-35)**
   - MN- 2A (Sem. II) : Anatomy and physiology
   - MN- 2B (Sem. IV) : Fundamentals of beauty therapy
   - MN- 2C (Sem.VI) : Cosmetic formulation science
   - MN- 2D (Sem. VIII) : Advance beauty techniques
5. **Stress Management and Counselling (35-41)**
   - MN- 2A (Sem. II) : Stress management -I
   - MN- 2B (Sem. IV) : Stress management -II
   - MN- 2C (Sem.VI) : Counseling and stress management
   - MN- 2D (Sem. VIII) : Stress management therapy
6. **Banking and Insurance (41-54)**
   - MN- 2A (Sem. II) : Indian banking system
   - MN- 2B (Sem. IV) : Fundamentals of insurance
   - MN- 2C (Sem.VI) : Entrepreneurship
   - MN- 2D (Sem. VIII) : Banking laws and practice
7. **Digital Marketing (54-63)**
   - MN- 2A (Sem. II) : Introduction to digital marketing
   - MN- 2B (Sem. IV) : Social media marketing
   - MN- 2C (Sem.VI) : Search engine optimisation
   - MN- 2D (Sem. VIII) : Optimising tools and their optimisation
8. **Cyber Defense (63-68)**
   - MN- 2A (Sem. II) : Introduction to cyber security
   - MN- 2B (Sem. IV) : Computer system and networking
   - MN- 2C (Sem.VI) : Cyber security and privacy

MN- 2D (Sem. VIII) : Cyber security using python

9. **Office Management and Secretarial Practice (68-72)**

MN- 2A (Sem. II) : Anuvad vigyan
MN- 2B (Sem. IV) : Hindi-English typing skill
MN- 2C (Sem.VI) : Comprehensive computer skills
MN- 2D (Sem. VIII) : Accounting software (CCAS) -Tally ERP-9

1. Tourism and Hospitality Management

MN-2A (Sem. II) : Introduction to Tourism

No. of credits : 4
Full Marks : 100
End Semester Examination (ESE) *: 75 Marks, Time 3:00 Hours*
*There will be two groups of questions **A** and **B**. **Group A is compulsory** which will contain three questions. **Question No. 1 will be very short answer type** consisting of five questions of 1 mark each. **Question No. 2 & 3 will be short answer type** of 5 marks each. **Group B** will contain descriptive type seven questions of fifteen marks each, out of which any four are to be answered. There may be subdivisions in the questions of group B.*
Semester Internal Examination (SIE): *25 Marks, Total time: 3 hours (1+2)*
There will be a theory-modules based written examination of 10 marks and practical-modules/units-based examination of 15 marks under Semester Internal Examination.

Course Objectives:

1. To introduce students to the foundational concepts and definitions of tourism.
2. To assess the positive and negative impacts of tourism on physical, economic, and social aspects.
3. To classify and differentiate between different types of tourism such as Ecotourism, coastal tourism, adventure tourism, and religious tourism.

Learning Outcomes:

The student will be able to understand environmental impacts of tourism and discuss strategies for sustainable tourism development and learn the effects of globalization and climate change on tourism practices and destinations.

Course content:

Module 1:

Tourism: Meaning and Definition, Concept, Nature, Scope, Characteristics, Components, historical development; Significance of Tourism; Importance of Geographical Landscapes in Tourism; Tourism as a Service Industry.

Module 2:

Basis of Tourism; Factors influencing Tourism: Historical, Natural, Social, Cultural, Economic and Institutional; Impacts of Tourism: Physical, Economic and Social, Positive and Negative Impacts.

Module 3:

Types of Tourism; Tourism types: Ecotourism, Coastal Tourism, Adventure Tourism and Religious Tourism, National and International Tourism; Classification of tourists: Nationality, Time of Travel, Travel Distance, and Number of Tourists.

Module 4:

Concept of Tourist Place: Pilgrimages and Religious Place as Tourist Place; Tourism and environment, impact of globalization on tourism, Climate Change and Tourism; Concept of Sustainable Tourism.

Practical

Module 1:

Landscape Representation Methods: Contour Line, Profiles, Landform Profiles- Valley, Mountain, Lake, Waterfall, Sea Cliffs, Conical Hills, River Valley, Col (Pass) and Knol, Trench, Slope- Gentle and Steep, Transact Diagram using Toposheet.

Module 2:

Representation of Meteorological Data: Hythergraph, Climograph with comfort Zone, Wind rose Diagram, Weather Symbols (IMD and WMO), Interpretation of Weather Maps.

Module 3:

PNB+ Viva-voce

Suggested Books:

1. खत्री, एच.कुमार (2019): पर्यटन भूगोल, कैलाश पुस्तक सदन, भोपाल.
2. नेगी, जगमोहन (2007): पर्यटन एवं यात्रा के सिद्धांत, तक्षशिला प्रकाशन , नई दिल्ली.
3. शर्मा, संजय कुमार (2005): पर्यटन में भूगोल, तक्षशिला प्रकाशन , नई दिल्ली.
4. Nelson, Velvet (2017): An Introduction to the Geography of Tourism, Rawat Publications, New Delhi.
5. Geetanjlee(2010): Tourism Geography, Centrum Press, New Delhi.
6. शर्मा, जे. पी. (2018): प्रायोगिक भूगोल, रस्तोगी प्रकाशन , मेरठ
7. सिंह, एल. आरः प्रायोगिक भूगोल के मूल सिद्धांत, शारदा पुस्तक भवन, इलाहाबाद
8. Singh, L.R, (2013): Fundamentals of Practical Geography, Sharda Pustak Bhawan, Allahabad.
9. Singh and Singh (1999): Elements of Practical Geography, Kalyani Publishers, New Delhi.

MN- 2B (Sem. IV) : Hospitalities and Tourism

No. of credits : 4

Full Marks : 100

End Semester Examination (ESE) *: 75 Marks, Time 3:00 Hours*

*There will be two groups of questions **A** and **B**. **Group A is compulsory** which will contain three questions. **Question No. 1 will be very short answer type** consisting of five questions of 1 mark each. **Question No. 2 & 3 will be short answer type** of 5 marks each. **Group B** will contain descriptive type seven questions of fifteen marks each, out of which any four are to be answered. There may be subdivisions in the questions of group B.*

Semester Internal Examination (SIE): *25 Marks, Total time: 3 hours (1+2)*

There will be a theory-modules based written examination of 10 marks and practical-modules/units-based examination of 15 marks under Semester Internal Examination.

Course Objectives:

1. To study the role of transport in the development of tourism.
2. To analyse the role of guides and tour agencies in tourism as well as importance of accommodation facility in boosting tourism.
3. To explore various forms of recreation and cultural events that attracts tourists.

Learning Outcome:

The student will be able to understand development of transportation system, various types of accommodations based on ownership, structure, and amenities, analyze the impact of events on local economies, cultural preservation, and tourist attractions.

Course content:

Module 1:

Development of Transport System and Factors associated with its development. Role of Transportation in Tourism; Mode of Tourist Transportation- Air, Rail, Road, Water Ways, Metro, Bullet, Tunnel, Ropeway, Cruise and Space Vehicle; Role of Tour Agencies in Ticket Booking, Visa Application of destination and Tour Packages.

Module 2:

Accommodation Types- 1) Hotels, Motels, Resort, Inn, Saraies, Dharmashalas. 2) Govt. Accommodation, Tourist homes. 3) Youth Hostels, Cottages, Tents, Caravans. 4) Rail Yatri Bhawan, House Boats and Home stay 5) Private accommodations and unrecognized accommodations. Techniques and Methods in Reception, Room and suite decoration, Serving Eateries.

Module 3:

Agencies and Guides- World Organizations and National Organisations, Private agencies-National and International; Marketing of Tourist Destination through electronic and print media by agencies; Role of Guides in Tourism; Licensing and recognition of guides; Training Programme for Guides.

Module 4:

Recreation and Cultural Events: Audio-Video Shows (3D Videos), Handicrafts for Souvenirs, Heritage Train. Steps in organizing Dance Events, Musical Concerts, Meetings: Conferences and Seminars, Fair, Circus, Fashion Show; Role of Institution maintaining safety measures for tourist and tourist destination.

Practical

Module 1:

Representation of Rural Ecology; Types and Patterns of Rural Settlement; Circle Diagram Representing Crop Cycle; 3D Model for Rural Area Map; Tourist Map of any Rural Area.

Module 2:

Representation of Urban Morphology; 3D Model for Concentric Zone Theory and Sector Theory; Transport Flow Chart; Tourist Map of any City.

Module 3:

PNB+ Viva-voce

Suggested Books:

1. Saxena, H. M. (2010): Transport Geography, Rawat Publications, New Delhi.
2. Vaidya, B. C. (2003): Geography of Transport Development in India, Concept Publishing Company, New Delhi.
3. Kumar, Naresh (1991): Geography of transportation, Concept Publishing Company, New Delhi.
4. Kadam, Shaifaalee and Chainickaa (2016): Textbook of Tourism and Hospitality Management, Bookman Publication.
5. Shirke, G. (2011): Hospitality Management, Shroff Publication.
6. Kaushik, R. (2024): Basics of Hospitality Double 9 Books.
7. शर्मा, जे पी. (2018): प्रायोगिक भूगोल, रस्तोगी प्रकाशन , मेरठ

8. सिंह, एल आरः प्रायोगिक भूगोल के मूल सिद्धांत, शारदा पुस्तक भवन, इलाहाबाद
9. Singh, L.R. (2013): Fundamentalsof Practical Geography, Sharda Pustak Bhawan, Allahabad.
10. Singh and Singh (1999): Elements of Practical Geography, Kalyani Publishers, New Delhi.

MN-2C (Sem.VI) : Hospitality Management and Regional Tourism

No. of credits : 4

Full Marks : 100

End Semester Examination (ESE) *: 75 Marks, Time 3:00 Hours*

*There will be two groups of questions **A** and **B**. **Group A is compulsory** which will contain three questions. **Question No. 1 will be very short answer type** consisting of five questions of 1 mark each. **Question No. 2 & 3 will be short answer type** of 5 marks each. **Group B** will contain descriptive type seven questions of fifteen marks each, out of which any four are to be answered. There may be subdivisions in the questions of group B.*

Semester Internal Examination (SIE): *25 Marks, Total time: 3 hours (1+2)*

There will be a theory-modules based written examination of 10 marks and practical-modules/units-based examination of 15 marks under Semester Internal Examination.

Course Objectives:

1. To analyze the growth and evolution of Hospitality and its role in enhancing tourist experiences.
2. To examine tourism diversity in world and India and explore the potential of tourism in Jharkhand.
3. To study the various case studies related with tourism.

Learning Outcomes:

The student will be able to understand the cultural beliefs like "Atithi Devo Bhavah" as hospitality practices, current trends and challenges in global tourism, India and Jharkhand. They will also learn the problem and prospect of tourism with the help of certain case studies.

Course content:

Module 1:

Hospitality: Definition, Meaning, Concept and Growth, Role of Hospitality in Tourism; Components and Characteristics of Hospitality Management in India and World, Concept of *Atithi Devo Bhavah and Incredible India;* Major Tourism and Hospitality Management Institutes in India and Abroad.

Module 2:

Current Status of Tourism in the World, Tourism in Western Europe, South-East Asia, Middle-East Asia and Africa; Tourism in India: Chaar Dhaam Yatra, Summer and Winter Hill Resorts of Himalayan Region, Coastal Tourism in Goa, Historical Tourism in Rajasthan, Eco-Tourism in Eastern India, Medical Tourism in Southern India, Wildlife Park and Sanctuaries in Central and Western India, Heritage Tourism in Different Cities of India; Transport Policy of India.

Module 3:

Jharkhand as a Tourist Destination, Eco- Tourism and Religious Tourism in Jharkhand: Parasnath Hill, Dalma, Betla and Hazaribag Wildlife Sanctuaries, Waterfall and Hill Toursim, Baidyanaath Dham, Samved Shikar, Deori Temple and Bhadrakali Temple; Transport Policy of Jharkhand State.

Module 4:

Case Studies for a) Present Climate Change and Tourism, b) Covid-19 Pandemic and Tourism, c) Prospect of Eco- Ethno Tourism in Jharkhand, d) Paragliding, Rafting, Mountain Trekking and Sea Surfing- Scuba Diving as Adventure Tourism, e) Prospect of Space Tourism.

Practical

Module 1:

Educational Tour Report (Educational Excursion) for Tourist Place/ Places in any Region of India. The Excursion should not be less than 24 hrs. (1 Day + Night) as far as practicable. All the travel, tourist destinations scenes, activities and hospitality events should be mentioned in that particular report.

Module 2:

Viva-voce

Suggested Books:

1. Kumar, A., & Roy, S. (2021). *Exploring Jharkhand: Eco-Tourism and Religious Tourism*. Tata McGraw-Hill.
2. Singh, R., & Sharma, S. (2019). *Tourism Diversity in India: A Regional Perspective*. Sage Publications.
3. Prasad and Sarkar., Tourism in Jharkhand. Rajesh Publication New Delhi.
4. Nelson, Velvet (2017):An Introduction to the Geography of Tourism, Rawat Publications, New Delhi.
5. Geetanjlee(2010):Tourism Geography, Centrum Press, New Delhi.
6. शर्मा, जे पी. (2018): प्रायोगिक भूगोल, रस्तोगी प्रकाशन , मेरठ
7. सिंह, एल आरः प्रायोगिक भूगोल के मूल सिद्धांत, शारदा पुस्तक भवन, इलाहाबाद
8. Singh, L.R,(2013): Fundamentalsof Practical Geography, Sharda Pustak Bhawan, Allahabad.
9. Singh and Singh (1999): Elements of Practical Geography, Kalyani Publishers, New Delhi.

MN-2D (Sem. VIII) : Field Study of Tourism and Hospitality Management (Dissertation)

No. of credits : 4
Full Marks : 100

End Semester Examination (ESE) *: 75 Marks, Time 3:00 Hours*

*There will be two groups of questions **A** and **B**. **Group A is compulsory** which will contain three questions. **Question No. 1 will be very short answer type** consisting of five questions of 1 mark each. **Question No. 2 & 3 will be short answer type** of 5 marks each. **Group B** will contain descriptive type seven questions of fifteen marks each, out of which any four are to be answered. There may be subdivisions in the questions of group B.*

Semester Internal Examination (SIE): *25 Marks, Total time: 3 hours (1+2)*

There will be a theory-modules based written examination of 10 marks and practical-modules/units-based examination of 15 marks under Semester Internal Examination.

Course Objectives:

1. Learn the differences in terms of varied physical and demographic features of India and Jharkhand.
2. To understand Tourism pattern for major regions in India and Jharkhand.
3. To study the indigenous people of Jharkhand and development of tourism.
4. Students would be aware of tourist maps and tourism related data analysis.

Learning Outcomes:

The student will be able to understand the ground reality of tourism and Hospitality management in particular region and their patterns and distribution. The student will also inculcate the nature and characteristics of tourism and Hospitality management in particular area and he/she will be able to suggest some remedials measures for problems occurring in tourism and hospitality management through his/her research.

Course content:

Module 1:

1. This module is fully dedicated to presenting a **Dissertation** on the topics that are chosen from Tourist Destinations and Tourist Interface related to Tourism and Hospitality Management in current circumstances. This dissertation will be a miniature of Research Thesis. So students have to acquire research aptitude for presenting a good dissertation, allotted by HOD. (**Research Aptitude**: Meaning and Definition of Research, Review of Literature, Research Objective, Research Problem/gap, Hypothesis, Research Methodology, Sources of data, Significance of the study, Referencing, Appendix, Plagiarism)
2. Students are required to present their dissertation in well versed mode and proper binding (Spiral / hard bound)
3. Dissertation must contain suitable Map, Diagram, Photographs (Geo-tagged) and Table that are arranged in proper manner.

Practical

Module 1:

Statistical Methods for Data Analysis: Measurement of Central Tendency (Mean, Mode and Median); Standard Deviation; Dispersion; Correlation.

Module 2:

Methods of Tourist Map Making; Scale: Simple, Comparative and Diagonal; Projection: Conical Projection with One Standard and Mercator Projection; Computer/ Digital Cartography for Tourist Map and Tourist Destinations.

Module 3:

PNB+ Viva-voce (Finding Location through GPS in Mobile and Google Maps)

Suggested Books:

1. Singh, S. (2019): Samkaleen Shodh Vidhiyan evam Unka Prayog, Rajesh Publication, New Delhi.
2. O'Leary, Z. (2009): The Essential Guide to Doing Your Research Project, Sage Publication.
3. शर्मा, जे पी. (2018): प्रायोगिक भूगोल, रस्तोगी प्रकाशन , मेरठ
4. सिंह, एल आरः प्रायोगिक भूगोल के मूल सिद्धांत, शारदा पुस्तक भवन, इलाहाबाद
5. Singh, L.R,(2013): Fundamentalsof Practical Geography, Sharda Pustak Bhawan, Allahabad.
6. Singh and Singh (1999): Elements of Practical Geography, Kalyani Publishers, New Delhi.

2. Organic Farming

MN-2A (Sem. II) : Principles of Organic Farming

No. of credits : 4

Full Marks : 100

End Semester Examination (ESE) *: 75 Marks, Time 3:00 Hours*

*There will be two groups of questions **A** and **B**. **Group A is compulsory** which will contain three questions. **Question No. 1 will be very short answer type** consisting of five questions of 1 mark each. **Question No. 2 & 3 will be short answer type** of 5 marks each. **Group B** will contain descriptive type seven questions of fifteen marks each, out of which any four are to be answered. There may be subdivisions in the questions of group B.*

Semester Internal Examination (SIE): *25 Marks, Total time: 3 hours (1+2)*

There will be a theory-modules based written examination of 10 marks and practical-modules/units-based examination of 15 marks under Semester Internal Examination.

Course Learning Outcomes:

1. This course provides an introduction to the study of intelligence, mind and brain from an interdisciplinary

Course Content:

Module 1:

1. Organic farming – definition – need – scope – principles – characteristics - relevance to modern agriculture.
2. Different eco-friendly farming systems- biological farming, natural farming, regenerative agriculture – permaculture - biodynamic farming.
3. Relevance of organic farming to Jharkhand & other states in India, and global agriculture and future prospects- advantages - barriers.

Module 2:

1. Initiatives taken by the central and state governments, NGOs and other organizations for promotion of organic agriculture in India.
2. Organic nutrient sources and their fortification – organic manures- methods of composting.
3. Green manures- bio fertilisers – types, methods of application – benefits and limitations.

Module 3:

1. Nutrient use in organic farming-scope and limitations.
2. Nutrient management in organic farming.
3. Organic ecosystem and their concepts.
4. Choice of crops and varieties in organic farming – crop rotations – need and benefits – multiple cropping.

Module 4:

1. Fundamentals of insect, disease and weed management under organic mode of production-cultural- biological methods-non chemical pest & disease management.
2. Botanicals- pyrethrum, neem seed kernel extract, neem seed powder, soluble neem formulations, neem oil.
3. Operational structure of NPOP – other agencies for organic production.

Module 5:

1. Inspection – certification - labelling and accreditation procedures for organic products.
2. Processing, - economic consideration and viability.
3. Marketing and export potential of organic products – national economy

Suggested Books:

1. Arun K. Sharma. 2002. A Hand book of organic farming. Agrobios, India. 627p.
2. Palaniappan, S.P and Annadurai, K.1999. Organic farming-Theory and Practice. Scientific publishers, Jodhpur, India. 257p.
3. Mukund Joshi and Prabhakarasetty, T.K. 2006. Sustainability through organic farming. Kalyani publishers, New Delhi. 349p.
4. Balasubramanian, R., Balakishnan, K and Siva Subramanian, K. 2013. Principles and practices of

organic farming. Satish Serial Publishing House. 453p
5. Tarafdar, J.C., Tripathi, K.P and Mahesh Kumar, 2009. Organic agriculture. Scientific Publishers, India. 369p.
6. Tiwari, V.N., Gupta, D.K., Maloo, S.R and Somani, L.L. 2010. Natural, organic, biological, ecological and biodynamic farming. Agrotech Publishing Academy, Udaipur. 420p.
7. Dushyent Gehlot. 2005. Organic farming- standards, accreditation, certification and inspection. Agrobios, India. 357p.

Practical

1. Visit to organic farm to study the various components, identification, and utilisation of organic products.
2. Compost making- aerobic and anaerobic methods
3. Vermicompost preparation
4. Preparation of enriched farm yard manure
5. Visit organic clusters and biocontrol lab to study the maintenance of bio-fertilizers/bio-inoculant cultures
6. Biological nitrogen fixers.
7. Methods of application of Bio-pesticides (Trichocards, BT, NPV)
8. Preparation of neem products and other botanicals for pest and disease control
9. Preparation of green pesticides.
10. Different methods of biofertilizer applications.
11. Quality analysis of biofertilizers/ bioinoculants and compost
12. Case studies of Indigenous Technical knowledge e (ITK) for nutrient, insect, pest, disease, and weed management
13. Economic analysis of the organic production system
14. Study of post-harvest management in organic farming
15. Study of quality parameters of organic produce
16. Visit organic farms to study the various components and their utilization

MN- 2B (Sem. IV) : Fundamentals of Plant Physiology

No. of credits : 4
Full Marks : 100

End Semester Examination (ESE) *: 75 Marks, Time 3:00 Hours*

*There will be two groups of questions **A** and **B**. **Group A is compulsory** which will contain three questions. **Question No. 1 will be very short answer type** consisting of five questions of 1 mark each. **Question No. 2 & 3 will be short answer type** of 5 marks each. **Group B** will contain descriptive type seven questions of fifteen marks each, out of which any four are to be answered. There may be subdivisions in the questions of group B.*

Semester Internal Examination (SIE): *25 Marks, Total time: 3 hours (1+2)*

There will be a theory-modules based written examination of 10 marks and practical-modules/units-based examination of 15 marks under Semester Internal Examination.

Course Learning Objectives:

1. Explain the fundamental concepts and principles of crop physiology.
2. Describe the processes of plant growth and development.
3. Understand the physiological mechanisms of water and nutrient uptake in plants.
4. Analyse the role of photosynthesis and respiration in crop productivity.

5. Identify the impact of environmental factors on crop physiology.
6. Evaluate physiological responses of crops to biotic and abiotic stresses.
7. Apply physiological principles to enhance crop management and yield.

Course Learning Outcomes:

1. Understand Basic Concepts of Crop Physiology
2. Describe the fundamental principles and concepts of crop physiology.
3. Explain the physiological processes essential for crop growth and development.
4. Comprehend Plant and Crop Anatomy.
5. Identify and describe the structure and function of different plant organs.
6. Understand the anatomical adaptations of crops to various environmental conditions.
7. Analyse Photosynthesis and Respiration.
8. Explain the processes of photosynthesis and respiration in crops.
9. Evaluate the factors affecting these processes and their implications on crop yield.

Course Content:

Module 1:

Introduction to Crop Physiology and its Importance in Agriculture.

Plant cell - The endomembrane system - Plasma membrane, endoplasmic reticulum, nuclear envelope, vacuole, and endosomes - Structure and functional characteristics

- Plastids, mitochondria, oil bodies, peroxisomes, and glyoxysomes - Structure and functions.

Module 2:

Absorption of water: Diffusion and osmosis, water potential and its components, Importance of water potential, Active and passive uptake of water, Stomatal complex, Transpiration, Water use efficiency, Water use efficiency of C3, C4, and CAM plants, Water requirement / Transpiration ratio Factors affecting WUE.

Mineral nutrition of plants: Essential mineral elements, Criteria of essentiality of mineral elements, Mengel's classification of mineral nutrients - Nutrient uptake mechanisms - Functional roles of N, P, K, S Ca and Mg, Functional roles of Fe, Mn, Cu, Zn, B, Mo, Cl, Na, Co and Si, Deficiency symptoms of macro and micronutrients. Assimilation of mineral nutrients, Nitrate assimilation, Ammonium assimilation in plants, Biological nitrogen fixation, Free-living and symbiotic bacteria, Nodule formation.

Module 3:

Photosynthesis: Reactions of photosynthesis, Energy synthesis, Principle of light absorption by plants, CO_2 fixation, C3 and C4 pathways, Significance of C4 pathway, CAM pathway and its significance, Factors affecting photosynthesis (light, CO_2, temperature and water stress)

- Relationship of photosynthesis and crop productivity.

Respiration: Energy balance, Significance of respiration, Growth respiration and maintenance respiration, Alternate respiration, Salt respiration, Wound respiration.

Module 4:

Physiology of flowering:

Photoperiodism and flowering, Importance of photoperiodism.

Classification of plants based on photoperiodic responses. Perception of photoperiodic stimulus, Biological clock, Phytochrome, Flowering hormones, Vernalization and flowering, importance of

vernalization in agriculture.

Plant growth regulators:

Auxins, Occurrence, transport, physiological roles, Commercial uses. Gibberellins, occurrence, transport, physiological roles, Commercial uses. Cytokinin, Occurrence, transport, physiological roles, commercial uses. ABA, Occurrence, transport, physiological roles, Commercial uses.
Ethylene, Occurrence, transport, physiological roles, Commercial uses.

Senescence and abscission:

Definition, Classification of senescence, Physiological and biochemical changes that occur during senescence - Prevention of leaf and flower senescence, Abscission and its relationship with senescence.

Module 5

Post-harvest physiology:

Dormancy, Types of dormancy, Advantages, and Disadvantages of dormancy. Causes of dormancy, Remedial measures for breaking seed dormancy. Fruit ripening - Climacteric and non-climacteric fruits, Metabolic changes during fruit ripening - Hormonal regulation of fruit ripening, ripening induction and ripening inhibition, Use of hormones in increasing vase life of flowers. Metabolic changes during seed development - Seed viability and seed vigor - Tests of viability and vigor- Physiological maturity, harvestable maturity- Indices of physiological maturity in crops - Seed germination - Metabolic changes during seed germination.

Suggested Books:

1. Taiz, L. and Zeiger, E. 2010. Plant Physiology 5th edition, Sinauer Associates, Sunderland, MA, USA.
2. Gardner, F.P., Pearce, R.B., and Mitchell, R.L. 1985. Physiology of Crop Plants. Scientific Publishers, Jodhpur.
3. Noggle, G.R. and Fritz, G.J., 1983. Introductory Plant Physiology. 2nd Edition. Prentice Hall Publishers, New Jersey, USA.

Practical:

1. Photosynthesis and Respiration in Plants
2. Water Transport in Plants
3. Nutrient Deficiency Symptoms in Plants

MN-2C (Sem.VI) : Principles of Seed Technology

No. of credits : 4
Full Marks : 100

End Semester Examination (ESE) *: 75 Marks, Time 3:00 Hours*

*There will be two groups of questions **A** and **B**. **Group A is compulsory** which will contain three questions. **Question No. 1 will be very short answer type** consisting of five questions of 1 mark each. **Question No. 2 & 3 will be short answer type** of 5 marks each. **Group B** will contain descriptive type seven questions of fifteen marks each, out of which any four are to be answered. There may be subdivisions in the questions of group B.*

Semester Internal Examination (SIE): *25 Marks, Total time: 3 hours (1+2)*

There will be a theory-modules based written examination of 10 marks and practical-modules/units-based examination of 15 marks under Semester Internal Examination.

Course Learning Outcomes:

1. Understand the Fundamentals of Seed Technology:
2. Describe the basic concepts and principles of seed technology.
3. Explain the importance and scope of seed technology in agriculture.
4. Comprehend Seed Development and Maturation:
5. Understand the processes involved in seed development and maturation.

Course Learning Outcomes:

1. Identify the stages of seed formation and the factors affecting seed quality & Seed Production Techniques:
2. Learn the methods and practices for producing high-quality seeds.
3. Understand the principles of seed multiplication and hybrid seed production.
4. Seed Processing and Storage:
5. Explain the techniques of seed processing including cleaning, grading, and treating seeds.
6. Understand the principles and methods of seed storage to maintain seed viability and vigor.

Course Content:

Module 1:

Introduction to seed and seed quality: Seed, definition, Seed structure, Seed development, and maturation Germination, phases of seed germination.
Dormancy, types of seed dormancy, Seed senescence, causes of seed senescence Seed quality characteristics, significance.
Classes of seed, Generation system of seed multiplication in the seed supply chain.

Module 2:

Principles of Seed Production:
Seed replacement rate and varietal replacement, Seed Multiplication Ratio, Seed renewal period.
Causes of varietal deterioration and maintenance Genetic and agronomic principles of seed production Factors affecting quality seed production
Methods of seed production of varieties and hybrids.

Module 3:

Seed production techniques of crops:
Floral biology and pollination behavior, seed production techniques of varieties and hybrids of rice, maize, cotton varieties, and hybrids – Bt cotton

Module 4:

Seed production techniques for vegetable crops
Floral biology and pollination behavior, seed production techniques of varieties and hybrids of tomato, snake gourd, bitter gourd, ash gourd, ribbed gourd, and bottle gourd

Module 5:

Post-harvest seed handling techniques: Threshing methods, Methods of seed drying, Advantages and disadvantages. Seed processing, definition and importance. Seed cleaning and grading, upgrading, equipment, and working principles. Seed treatment, importance, types. Seed invigoration techniques, seed hardening, seed fortification, and seed priming. Seed enhancement techniques, seed coating, and seed pelleting.

Suggested Books:

1. "Seed Technology and Its Biological Basis" by Michael Black, J. Derek Bewley, and Peter Halmer
2. "Principles of Seed Science and Technology" by Lawrence O. Copeland and Miller F. McDonald
3. "Seed Biology and Yield of Grain Crops" by Dennis B. Egli
4. "Seed Production: Principles and Practices" by S. S. Singh and M. L. Bhale
5. "Handbook of Seed Science and Technology" edited by Amarjit S. Basra
6. "Seed Quality: Basic Mechanisms and Agricultural Implications" edited by Amarjit S. Basra
7. "Vegetable Seed Production" by Raymond A. T. George
8. "Seed Production and Certification" by R. K. Agrawal and B. M. Dadlani
9. "Seeds: The Ecology of Regeneration in Plant Communities" edited by Michael Fenner and Ken Thompson
10. "Seed Dormancy and Germination" by J. D. Bewley, K. J. Bradford, H. W. M. Hilhorst, and H. Nonogaki

Practical

1. Study of seed structure of agricultural and horticultural crops.
2. Seed dormancy breaking methods.
3. Acid delinting in cotton.
4. Detasseling techniques for hybrid seed production in maize.
5. Emasculation and dusting techniques for hybrid seed production in important field crops.
6. Practicing pre-germinative techniques, enhancing floral ratio and improving seed set in cucurbits
7. Fruit grading and seed extraction methods in vegetables - tomato, brinjal, chillies, bhendi and cucurbits.
8. Seed cleaning and grading techniques and detection of seed mechanical injury.
9. Collection of seeds.

MN-2D (Sem. VIII) : Breeding of Field Crops

No. of credits : 4
Full Marks : 100
End Semester Examination (ESE) *: 75 Marks, Time 3:00 Hours*
*There will be two groups of questions **A** and **B**. **Group A is compulsory** which will contain three questions. **Question No. 1 will be very short answer type** consisting of five questions of 1 mark each. **Question No. 2 & 3 will be short answer type** of 5 marks each. **Group B** will contain descriptive type seven questions of fifteen marks each, out of which any four are to be answered. There may be subdivisions in the questions of group B.*
Semester Internal Examination (SIE): *25 Marks, Total time: 3 hours (1+2)*
There will be a theory-modules based written examination of 10 marks and practical-modules/units-based examination of 15 marks under Semester Internal Examination.

Course Learning Objectives:

1. Understand the Principles and Methods of Crop Breeding:
2. Explain the fundamental principles and techniques used in the breeding of field crops.
3. Describe the various methods of breeding, including selection, hybridization, mutation breeding, and biotechnological approaches.
4. Analyze Genetic Variation and Heritability:

5. Understand the genetic basis of variation and its significance in crop improvement.
6. Evaluate the heritability of important agronomic traits and their implications for breeding programs.
7. Implement Breeding Programs for Crop Improvement:
8. Design and execute effective breeding programs to enhance yield, quality, disease resistance, and abiotic stress tolerance in field crops.
9. Apply knowledge of crop genetics and breeding techniques to develop new and improved crop varieties.

Course Learning Outcomes:

1. Apply Breeding Techniques to Field Crops:
2. Utilize various breeding methods such as selection, hybridization, and mutation breeding to develop improved crop varieties.
3. Implement biotechnological tools in crop breeding to enhance genetic traits.
4. Evaluate Genetic Variation and Selection:
5. Assess genetic variation within crop populations and understand its importance in breeding programs.
6. Analyze heritability and genetic gain of important agronomic traits to make informed breeding decisions.
7. Design and Manage Breeding Programs:
8. Develop and manage breeding programs aimed at improving yield, quality, and resistance to biotic and abiotic stresses in field crops.
9. Integrate knowledge of plant genetics, breeding techniques, and field management practices to optimize breeding outcomes.

Course Content:

Place of origin – putative parents – related wild species – classification – objectives of breeding- methods of breeding – quantity – quality – stress – conventional – innovative – heterosis breeding – distant hybridization and important varieties in following crops.

Module 1: Cereals

Rice, Wheat, Grain and fodder Maize, Grain and fodder Sorghum

Module 2: Millets

Pearl millet, Finger millet, Foxtail millet, Kodo millet, Little millet, Proso millet, Barn yard millet.

Module 3: Pulses

Red gram, Bengal gram, Green gram, Black gram, Soybean, lab–lab

Module 4: Oilseeds

Groundnut, Sesame, Mustard, Sunflower and Safflower, Coconut, Oil palm

Module 5: Fibres

Fibres and Sugars Cotton, Jute, Mesta, Sugarcane, Sugar beet

Suggested Books:

1. "Breeding Field Crops" by John M. Poehlman and David A. Sleper
2. "Principles of Plant Genetics and Breeding" by George Acquaah
3. "Plant Breeding: Principles and Methods" by B.D. Singh
4. "Plant Breeding: Theory and Practice" by Neal C. Stoskopf, David T. Tomes, and Brigitte B. Christie
5. "Breeding of Horticultural Crops: Principles and Practices" by N. Kumar

6. "Plant Breeding for the Home Gardener: How to Create Unique Vegetables and Flowers" by Joseph Tychonievich
7. "Genetics, Genomics and Breeding of Maize" edited by Ramakrishna Wusirika, Rajeev Varshney, and Yunbi Xu
8. "Breeding of Vegetable, Tuber and Spice Crops" by S. K. Gupta and S. K. Singh
9. "Principles of Crop Improvement" by Norman W. Simmonds and J. Smartt
10. "Plant Breeding Reviews" edited by Jules Janick

Practical

Observation on floral biology – anthesis and pollination – selfing and crossing techniques – observation on wild species – maintenance of crossing ledger – pedigree record – in following crops.

1. Rice, Wheat
2. Maize, Sorghum
3. Pearl Millet, Finger Millet, Little Millet
4. Kodo Millet, Barn Yard Millet, Proso Millet and Foxtail Millet.
5. Red gram Bengal Gram, Green Gram, Black Gram, Soybean, Lab – Lab.
6. Groundnut, Sesame, Mustard.
7. Sunflower, Safflower.
8. Coconut and Oil palm
9. Cotton, Jute and Mesta
10. Sugarcane and Sugar Beet

3. Textile Design and Tailoring

MN-2A (Sem. II) : History of Art and Design

No. of credits : 4
Full Marks : 100
End Semester Examination (ESE) *: 75 Marks, Time 3:00 Hours*
*There will be two groups of questions **A** and **B**. **Group A is compulsory** which will contain three questions. **Question No. 1 will be very short answer type** consisting of five questions of 1 mark each. **Question No. 2 & 3 will be short answer type** of 5 marks each. **Group B** will contain descriptive type seven questions of fifteen marks each, out of which any four are to be answered. There may be subdivisions in the questions of group B.*
Semester Internal Examination (SIE): *25 Marks, Total time: 3 hours (1+2)*
There will be a theory-modules based written examination of 10 marks and practical-modules/units-based examination of 15 marks under Semester Internal Examination.

Course Objectives:

1. To provide a strong foundation of Design through the knowledge on History of Art, Culture, Civilization, and Fashion.
2. To expose students to an Inward & Outward approach to looking at prehistoric & historic works of Art so far as Indian Art is concerned.

Course Learning Outcomes:

1. Students will able to understand the nature & evolution of Indian art and design and different civilisation flourished in the BC & AD periods.
2. Students will be able to understand about art and designs of the ancient civilisation of the Western world and their nature, and importance and need in the present timeline.
3. Students will acquire a clear knowledge of the various types of art forms in history and its features.

Course Content:

Module 1:

Indian Art: BC Indus Valley Art – Burial Art & other rituals Iron Age & Vedic Art Forms – Special mention of various religious scriptures. Mauryan Art – Stupa, Chaitya & Vihara. Influence of Buddhisim. Middle Kingdoms & Satavhana Art.

Module 2:

Indian Art: AD Gupta Period – Golden Age of Indian Art. Mathura & Gandhara School of Art. Islamic Art – Sultanate & Mughal schools. Paintings – Pahari & Rajasthani schools. British Indian Art.

Module 3:

Western Art 1 Pre- historic cave paintings. Mesopotamian Art. Persian Art. Egyptian Art. Classical Art, Greek, Roman. Medieval Art, Byzantine Art Romanesque Art, Gothic Art

Module 4:

Western Art 2 Renaissance -From Gothic to the Renaissance -Early Renaissance -High Renaissance -Northern Renaissance Mannerism, Baroque and Rococo Neoclassicism, Romanticism, Academism and Realism Modern Art, Contemporary art and postmodern art

Suggested Books:

1. Ancient Indian Costumes Vol. I & II, Roshen Alkazi, National Book Trust, New Delhi, India, 2010.
2. A History of Western Art – 5th Edition, Laura Adams, Mc-Graw Hill, New Delhi, 2010.
3. Indian Art &Aesthetics: Endeavour & Entrepreneurial by Kamal Giri &Nandan Tiwari. Aryan Books Edition 2004.
4. History of Fashion – Manmeet Sodhia, Kalyani Publishers, New Delhi, 2009.
5. Indian Art & Aesthetics: Endeavour in Interpretation. Maruti Nandan Tiwari, Publisher Aryan Books International, New Delhi, 2003.
6. Indian Art, Partha Mitter, Oxford University Press, 2001.
7. Suvasas-The beautiful costumes Vishu Arora, Abhishek Publications, New Delhi, 2008.
8. The greenwood encyclopedia of clothing through world history Jill Condra Greenwood Press, Westport, USA, 2008.
9. Costumes, Textiles and Jewelry of India Vandana Bhandari, Popular Prakash books, Mumbai, 2004.
10. Costumes and Textiles of Royal India, Ritu Kumar, Antique Collectors' Club, California, 2006.
11. Traditional Indian Costumes and Textiles Parul Bhatnagar Abhishek Publication, New Delhi 2004.

12. Indian Costumes Anamika Pathak, Roli Books, New Delhi, 2008 13. Indian Costumes – Ghurrya G.S. Popular Prakasan, Mumbai, 1966

Practical

Session 1: Historical Textile Techniques

Objective:

To explore traditional textile techniques from various cultures and historical periods. Activities:

1. Introduction and Lecture:

a) Overview of historical textile techniques such as weaving, embroidery, block printing, and dyeing.
b) Discuss the cultural and historical significance of these techniques in different regions (e.g., Indian block printing, Japanese Shibori, European tapestry weaving).

2. Hands-On Workshop:

a) Demonstration of a traditional textile technique (e.g., basic weaving on a small loom, block printing on fabric).
b) Students practice the technique under guidance.

3. Cultural Context Discussion:

a) Group discussion on how these textile techniques reflect the cultural, social, and economic contexts of their time.
b) Encourage students to share any personal experiences or knowledge of traditional textile practices from their own cultures.

4. Reflection and Documentation:

Students document their process and results in a journal, including reflections on what they learned about the historical technique and its cultural context.

Materials Needed:

- Small looms and weaving supplies
- Block printing blocks and fabric
- Embroidery kits
- Dyeing materials (for Shibori or tie-dye)
- Journals for documentation

Session 2: Iconic Textile Designs Through History

Objective:

To analyze and interpret iconic textile designs from various historical periods.

Activities:

1. **Introduction to Textile Design History:**

a) Overview of significant textile designs and patterns from different eras and regions (e.g., Persian carpets, Medieval tapestries, Victorian chintz, Art Deco fabrics).
b) Discuss the stylistic elements and historical context of each design.

2. **Design Analysis Exercise:**
   a) Provide high-quality reproductions of iconic textile designs.
   b) Students work in pairs to analyze the design elements, techniques used, and cultural significance.
   c) Research the historical context and write a brief report.
3. **Presentation and Discussion:**
   a) Each pair presents their analysis to the class.
   b) Facilitate a discussion on the evolution of textile design and its impact on contemporary textile practices.
4. **Practical Design Recreation:**
   a) Students choose a historical design and attempt to recreate a small section using drawing or digital design tools.
   b) Focus on understanding the techniques and styles used in the original design.

Materials Needed:

- Reproductions of iconic textile designs
- Drawing or digital design tools
- Reference books or access to online resources

Session 3: Modern Applications of Historical Textile Designs

Objective:

To explore how historical textile designs, influence contemporary fashion and interior design.

Activities:

1. Lecture on Modern Applications:

a) Overview of how historical textile designs are adapted and used in modern fashion and interior design.
b) Discuss examples of contemporary designers and brands that draw inspiration from historical textiles.

2. Case Study Analysis:

a) Present case studies of modern fashion collections or interior design projects influenced by historical textiles (e.g., a modern fashion line using Victorian lace patterns, contemporary home décor featuring Ottoman textiles).
b) Students analyze the case studies and identify the historical elements used.

3. Design Workshop:

a) Students create their modern design project inspired by a historical textile design (e.g., a fashion garment, or a piece of home décor).
b) Provide materials such as fabric, sewing supplies, design software, and craft supplies.

4. Showcase and Critique:

a) Students present their modern design projects to the class.
b) Peer critique focusing on how well they integrated historical elements into their modern designs.

5. Reflection and Discussion:

a) Group discussion on the importance of historical knowledge in modern textile design practice.
b) Individual reflection on how the exercise enhanced their understanding of design evolution and contemporary applications.

Materials Needed:

- Case study materials
- Fabric and sewing supplies
- Design software (if available)
- Craft supplies for home décor projects

These sessions combine theoretical knowledge with hands-on activities to engage students and deepen their understanding of the History of Art & Textile Design.

MN- 2B (Sem. IV) : Fashion and Textile

No. of credits : 4
Full Marks : 100
End Semester Examination (ESE) *: 75 Marks, Time 3:00 Hours*
*There will be two groups of questions **A** and **B**. **Group A is compulsory** which will contain three questions. **Question No. 1 will be very short answer type** consisting of five questions of 1 mark each. **Question No. 2 & 3 will be short answer type** of 5 marks each. **Group B** will contain descriptive type seven questions of fifteen marks each, out of which any four are to be answered. There may be subdivisions in the questions of group B.*
Semester Internal Examination (SIE): *25 Marks, Total time: 3 hours (1+2)*
There will be a theory-modules based written examination of 10 marks and practical-modules/units-based examination of 15 marks under Semester Internal Examination.

Course Learning Objectives:

1. To understand the nature of fashion business, elements and challenges associated with Fashion Industry.
2. To understand different areas of Fashion Business with its comprehensive study of Fashion terminologies to create awareness about overall nature of fashion.
3. To acquire the knowledge regarding environment and movement of fashion so that to understand the various aspects of Fashion.

Course Learning Outcomes:

1. Students will be able to understand the nature & evolution of the fashion business, fashion adoption, and economic importance of the fashion business. They acquired a clear knowledge of the different aspects and levels of fashion & Principles of fashion as per the International Fashion Centre.
2. Students will be able to understand fashion Market segmentation and the economic & social Environment. They get to know about the functioning of the Indian Fashion Industry, its history and developments, features and structures.

3. Students will acquire a clear knowledge of small and medium-scale enterprises like design studios, boutiques, etc.

Course Content:

Module 1

Business of Fashion- Importance of Fashion - Economic importance of Fashion Business Four levels of Fashion (Primary level, Secondary level, the Retail level & Auxiliary level)

Module 2

Nature of Fashion- Definition of Fashion - Evolution of Fashion - Terminology of Fashion Principles of Fashion movement - Theory of Clothing Origin - Fashion Cycle - Theories of Fashion Adoption - Principles of Fashion - International Fashion Centers

Module 3

Environment of Fashion- - Market segmentation (Demographics, Geographic, Psychographics & Behavioral), - Economic Environment - Social Environment

Module 4

Fashion Categories- Men's wear, Women's Wear, Kid's wear

Module 5:

Indian Fashion Industry, origin, present scenario and future scope. Overview of global and Indian apparel industry, History and its development in recent years, Size and nature of the industry, Regional features and structure of the industry, Small and medium scale enterprises- design studios, boutiques, organized sector

Module 6

Different materials used in fashion. Basic sourcing of different fabrics, Trims like buttons, zippers, eyelets, elastic

Suggested Books:

1. Fashion from Concept to Consumer, Fringes, G. S., Prentice Hall, 9th Edition, 2007.
2. The Business of Fashion, Leslie Davis Burns and, Nancy O. Bryant, Fairchild Publication, 2002
3. Clothing Technology, Heberly Berger, Verlag Europa Leher Mittel, 2010
4. The Dynamics of Fashion, Elaine Stone, Fairchild Publication, 2008

Practical

- Craft fairs
- Garment fairs
- Trade fairs
- Fashion shows
- Retail stores
- Textile Research Association
- Production Units – textile and apparel

MN-2C (Sem.VI) : Elements and Principles of Design

No. of credits : 4

Full Marks : 100

End Semester Examination (ESE) *: 75 Marks, Time 3:00 Hours*

*There will be two groups of questions **A** and **B**. **Group A is compulsory** which will contain three questions. **Question No. 1 will be very short answer type** consisting of five questions of 1 mark each. **Question No. 2 & 3 will be short answer type** of 5 marks each. **Group B***

will contain descriptive type seven questions of fifteen marks each, out of which any four are to be answered. There may be subdivisions in the questions of group B.

Semester Internal Examination (SIE): *25 Marks, Total time: 3 hours (1+2)*

There will be a theory-modules based written examination of 10 marks and practical-modules/units-based examination of 15 marks under Semester Internal Examination.

Course Objectives:

1. To enable the students to develop skills of visualization & communication to Design.
2. To develop a strong sense of composition of Design in a two-dimensional format.
3. To develop skills in drawing Design of a three-dimensional format.
4. To develop an understanding of Non-tangible & Tangible aspects of Design.
5. To develop an understanding of the Elements of Design.
6. To develop an understanding & articulation of aesthetic principles.
7. To develop an understanding of the attributes of 3D forms.

Course Learning Outcomes:

1. Students' creative work demonstrates visual problem-solving through an understanding of the elements and principles of design.
2. Students demonstrate an ability to make strong sense of the composition of Design in two and three-dimensional formats to draw.
3. Understanding the Elements of Design, the Students can create innovative designs and also understand the process of applying this in product design and development.

Course Content:

Module 1

Introduction to art media and its applications, different art media-like pencils, color pencils, crayons, posters, erasers, acrylic, rendering, and shading skills.

Module 2

Introduction to basic sketching techniques, drawing with different sketching techniques, free hand sketching of objects of day-to-day life.

Module 3

Types of Design- structural and decorative. Design elements-form, shape, space, line, colour, and texture. Elements of art & design – point, line, form, shape, space, size texture, and color.

Module 4

Functions of Lines. Silhouettes. Different types of lines & their characteristics. Use of line in clothing according to body shapes. Optical illusions created by various combinations of lines. Gestalt Principle

Module 5

Color, dimension of color, hue, value, intensity, and colour scheme its importance & application. Colour theory- Prang colour system & Munsell. Colour wheel- primary, secondary and tertiary. Colour Dimensions-Hue, Value and Chroma, Tint, tone, shade, Colour harmony- Related & contrasting colour harmonies & its subdivisions.

Suggested Books:

1. Basic Principle of Design – Manfred Maier, Van Nostrand Reinhold, 1977.
2. Shape & Form: Design Elements, (Elements of Design) by Albert A Porter, Davis Publications Inc., U.S. 1974

3. Exploring Visual Design: The Elements and Principles, by Albert A Porter, Davis Publications Inc., U.S. 1974
4. Experiments in Form. Peter Pearce & Susan Pearce, Van Nostrand Reinhold Co, 1980.

Practical:

Objective:

To explore and apply the fundamental elements of design—line, shape, color, texture, space, and form—in textile management.

Activities:

1. **Introduction and Lecture:**
   a. Overview of the elements of design: line, shape, color, texture, space, and form.
   b. Discuss how each element is used in textile design and management, with examples from various textile products.
2. **Interactive Exploration:**
   a. Divide students into small groups, assigning each group an element of design.
   b. Provide materials such as fabric swatches, yarn, color charts, and texture samples.
   c. Each group creates a mood board showcasing their assigned element in textile design, including fabric samples, sketches, and descriptions.
3. **Group Presentations:**
   a. Each group presents their mood board to the class, explaining how their assigned element is used in textile design.
   b. Facilitate a discussion on how these elements can be combined to create cohesive and aesthetically pleasing textile designs.
4. **Hands-on Applications:**
   a. Students individually create a small textile sample (e.g., a fabric swatch or a simple design) incorporating at least two elements of design.
   b. Encourage creativity and experimentation with different materials and techniques.

Materials Needed:

- Fabric swatches
- Yarn and threads
- Color charts
- Texture samples
- Mood board materials (poster boards, markers, glue, etc.)

Session 2: Applying the Principles of Design in Textiles

Objectives:

To understand and apply the principles of design—balance, contrast, emphasis, movement, pattern, rhythm, and unity—in textile management.

Activities:

1. **Introduction and Lecture:**
   a. Overview of the principles of design: balance, contrast, emphasis, movement, pattern, rhythm, and unity.
   b. Discuss how these principles guide the creation and evaluation of textile designs, with visual examples.
2. **Principle-Based Analysis:**
   a. Provide students with various textile samples (e.g., printed fabrics, woven textiles, knitted

garments).
   b. Students analyze the samples in pairs, identifying and discussing how different principles of design are applied.
   c. Write a brief report summarizing their findings.
3. **Design Exercise:**
   a. **Students** create a design concept for a textile product (e.g., a garment, a piece of home décor) that incorporates at least three principles of design.
   b. Provide sketching tools, design software (if available), and fabric samples for inspiration.
4. **Presentation and Peer Review:**
   a. Students present their design concepts to the class.
   b. Peer review and constructive feedback on how effectively they applied the principles of design.

Materials Needed:

- Textile samples
- Sketching tools or design software
- Fabric samples
- Report writing materials

Session 3: Integrating Elements and Principles in Textile Product Development

Objectives:

To integrate both elements and principles of design in the development of a textile product, focusing on practical application in textile management.

Activities:

1. **Introduction to Product Development:**
   a. Overview of the textile product development process, from concept to production.
   b. Discuss the importance of integrating elements and principles of design throughout this process.
2. **Concept Development Workshop:**
   a. Students work individually or in pairs to develop a concept for a new textile product (e.g., a fashion item, a home textile, an accessory).
   b. Use sketching tools, design software, and fabric samples to create detailed concept boards, including design elements, principles, and intended market.
3. **Prototype Creation:**
   a. Students create a prototype or detailed sample of their textile product concept.
   b. Provide materials such as fabric, sewing supplies, and basic tools for assembling their prototypes.
4. **Showcase and Critique:**
   a. Students present their prototypes to the class, explaining how they incorporated the elements and principles of design.
   b. Class discussion and critique focusing on the strengths and areas for improvement in each prototype.
5. **Reflection and Documentation:**
   a. Individual written reflection on the product development process and what they learned about integrating design elements and principles.
   b. Document the process, including concept sketches, prototype images, and reflections, in a project portfolio.

Materials Needed:

- Sketching tools or design software
- Fabric and sewing supplies
- Prototype materials (e.g., buttons, zippers, embellishments)
- Project portfolio materials (binders, pages, etc.)

These sessions combine theoretical knowledge with practical application, enabling students to understand and apply the elements and principles of design in textile management effectively.

MN-2D (Sem. VIII) : Textile Science

No. of credits : 4

Full Marks : 100

End Semester Examination (ESE) *: 75 Marks, Time 3:00 Hours*

*There will be two groups of questions **A** and **B**. **Group A is compulsory** which will contain three questions. **Question No. 1 will be very short answer type** consisting of five questions of 1 mark each. **Question No. 2 & 3 will be short answer type** of 5 marks each. **Group B** will contain descriptive type seven questions of fifteen marks each, out of which any four are to be answered. There may be subdivisions in the questions of group B.*

Semester Internal Examination (SIE): *25 Marks, Total time: 3 hours (1+2)*

There will be a theory-modules based written examination of 10 marks and practical-modules/units-based examination of 15 marks under Semester Internal Examination.

Course Learning Objective:

1. To impart knowledge on the weaving preparatory process, weaving looms, knitting, and non-woven fabrics.

Course Learning Outcomes:

1. Students will be able to understand the weaving preparatory process like winding, warping etc.
2. Students will be able to understand the different types of loom used to weave fabric and its processes
3. Students will acquire basic knowledge about various types of knitted and non-woven fabrics and their end uses.

Course Content:

Module 1: Weaving Preparatory

Introduction to warp and weft preparatory processes. Objective and principle of winding, warping, pirn winding, Direct and sectional warping.

Module 2: Sizing

Objects, various sizing ingredients, drawing in, and gaiting. Objectives and flow of materials.

Module 3: Weaving

Basic concepts of looms. Types of Looms – handloom – power loom – Automatic looms. Primary, secondary, and auxiliary motions of a loom. General passage of material through the loom. Basic Principles of Tappet Looms, Fabric Defects

Module 4: Knitting

Principles of knitting, warp and weft knitting, basic knitting elements, types of needles – knitting cycle.

Module 5: Non-wovens

Definition, classification, types of non-wovens, and applications of non-wovens.

Suggested Books:

1. Spun Yarn Technology by Eric Oxtoby, Butterworth-Heinemann, London, 1987
2. Weaving Mechanism, N N Banerjee, Textile Book House, Berhampore, 1993
3. Essentials of Textiles, M.L. Joseph, Wadsworth Publishing; 4th edition, 1988.
4. Weaving, machines, mechanisms and management, Talukdar M K, Sriramulu P K and Ajgaonkar D B, Mahajan Publishers Pvt. Ltd., Ahmedabad, 1998
5. Hand Book of Weaving, W.S. Murphy, Abhishek Publications, 2001.
6. Weaving: Conversion of Yarn to Fabric, Lord P R and Mohamed M H , Merrow Publishing Co. Ltd, UK, 1998
7. Textiles: Fibre to Fabric, Corbmann B P, McGraw Inc 6th Edn, New York, 1983

Practical

Session 1: Fibre Identification and Analysis

Objective:

To identify and analyze different types of textile fibers, understanding their properties and applications.

Activities:

1. **Introduction and Lecture:**
    a. Overview of natural and synthetic fibres, including cotton, wool, silk, polyester, nylon, and acrylic.
    b. Discuss the properties of each fibre, such as strength, elasticity, moisture absorption, and thermal properties.
2. **Fibre Identification Lab:**
    a. Provide samples of various fibres to the students.
    b. Demonstrate different fibre identification techniques such as visual inspection, burn tests, and solubility tests.
    c. Students perform these tests on unknown fibre samples to identify them, recording their observations and conclusions.
3. **Microscopic Analysis:**
    a. Use microscopes to examine the microstructure of different fibres.
    b. Students prepare slides of fibre samples and observe them under the microscope, noting the differences in structure.
    c. Compare and contrast the microscopic images of natural versus synthetic fibres.
4. **Discussion and Reflection:**
    a. Group discussion on the importance of fibre identification in textile management.
    b. Students write a brief reflection on their findings and the practical applications of fibre analysis in the textile industry.

Materials Needed:

- Fibre samples (natural and synthetic)
- Burn test equipment (tweezers, flame source, metal tray)
- Solubility test chemicals
- Microscopes and slides
- Lab notebooks

Session 2: Fabric Construction and Properties

Objective:

To understand different fabric construction techniques and analyze their impact on fabric properties.

Activities:

1. **Introduction and Lecture:**
    a. Overview of fabric construction methods: weaving, knitting, non-woven fabrics.
    b. Discuss how different construction techniques affect fabric properties such as durability, elasticity, and drapability.
2. **Weaving and Knitting Workshop:**
    a. Demonstrate basic weaving and knitting techniques using small looms and knitting needles.
    b. Students practice these techniques, creating small woven and knitted samples.
    c. Discuss the differences in texture, stretch, and strength between woven and knitted fabrics.
3. **Fabric Property Testing:**
    a. Provide samples of woven, knitted, and non-woven fabrics.
    b. Students perform tests to measure fabric properties such as tensile strength, elasticity, and moisture absorption.
    c. Record and analyse the test results, comparing the properties of different fabric types.
4. **Group Discussion and Report:**
    a. Group discussion on how fabric construction techniques are chosen based on the desired properties and end-use of the fabric.
    b. Students write a report summarizing their findings and the practical applications of fabric property testing in textile management.

Materials Needed:

- Small looms and knitting needles
- Yarn and fabric samples (woven, knitted, non-woven)
- Testing equipment (tensile tester, moisture meter)
- Lab notebooks

Session 3: Textile Finishing Processes

Objectives:

To explore various textile finishing processes and understand their impact on fabric performance and aesthetics.

Activities:

1. **Introduction and Lecture:**
    a. Overview of common textile finishing processes such as dyeing, printing, finishing treatments (e.g., waterproofing, flame retardant), and mechanical finishes (e.g., brushing, calendaring).
    b. Discuss the purposes and effects of these finishes on fabric performance and aesthetics.
2. **Dyeing and Printing Workshop:**
    a. Demonstrate basic dyeing techniques (e.g., immersion dyeing, tie dye) and printing methods (e.g., block printing, screen printing).
    b. Students practice these techniques on fabric samples, creating their own dyed and printed textiles.
    c. Discuss the impact of different dyes and printing methods on fabric colour fastness and texture.
3. **Finishing Treatments Lab:**

a. Provide fabric samples and materials for applying various finishing treatments (e.g., waterproof sprays, and flame retardant coatings).
b. Students apply these treatments to the samples and test their effectiveness using appropriate methods (e.g., water repellency tests, flame tests).
c. Record and analyse the results, noting any changes in fabric properties.

4. **Presentation and Reflection:**
   a. Students present their dyed, printed, and treated fabric samples to the class.
   b. Group discussion on the importance of finishing processes in enhancing fabric performance and marketability.
   c. Individual reflection on what they learned about textile finishing and its practical applications in textile management.

Materials Needed:

- Dyeing materials (dyes, fixatives, containers)
- Printing tools (blocks, screens, inks)
- Finishing treatment materials (waterproof sprays, flame retardant coatings)
- Testing equipment (water repellency tester, flame tester)
- Fabric samples
- Lab notebooks

These sessions combine theoretical knowledge with hands-on activities, enabling students to gain practical insights into Textile Science and its applications in textile management.

4. Beauty and wellness

MN-2A (Sem. II) : Anatomy and Physiology

No. of credits : 4
Full Marks : 100

End Semester Examination (ESE) *: 75 Marks, Time 3:00 Hours*

*There will be two groups of questions **A** and **B**. **Group A is compulsory** which will contain three questions. **Question No. 1 will be very short answer type** consisting of five questions of 1 mark each. **Question No. 2 & 3 will be short answer type** of 5 marks each. **Group B** will contain descriptive type seven questions of fifteen marks each, out of which any four are to be answered. There may be subdivisions in the questions of group B.*

Semester Internal Examination (SIE): *25 Marks, Total time: 3 hours (1+2)*

There will be a theory-modules based written examination of 10 marks and practical-modules/units-based examination of 15 marks under Semester Internal Examination.

Course Learning Outcomes:

1. As a Beauty Wellness Consultant, it is important to have good understanding of Anatomy & Physiology, as many of our treatments aim to improve the particular functioning of systems of the body.
2. Upon completion of this course the student should be able to explain the gross morphology, structure and functions of various organs of the human body related to beauty sector.

Course Content:

Module 1: Introduction to Human Body

Anatomy and physiology related to Human body

Module 2: Skin

Understand the characteristics, basic structure and function of the skin, Skin types, effect of the natural ageing process on skin and muscle tone, Identify allergies, common skin problems, Root

causes of skin problems, pH, Sun Protecting Factor, secretion from skin.

Module 3: Hair

Hair Structure, function of hair, hair growth cycle, types of hair, common hair problems.

Module 4: Nail

Nail Structure, function, characteristics of nail and nail growth, nail diseases.

Module 5: Bones, Muscles and Circulatory System

Brief description about the bones, muscles and blood circulation related to the hand, foot, lower arm and lower leg.

Suggested Books:

1. Anatomy and Physiology, "Human Anatomy" by Alice Roberts
2. Essential of Anatomy and Physiology Paperback by Saladin
3. Beauty Therapy Level 2 Lorraine Nordmann
4. Indian Pharmacopoeia
5. British Pharmacopoeia
6. N K Jain and S K Sharma, A Text Book of Pharmacy, latest edition

Practical

1. To draw the human body and identify various parts,
2. Anatomy and physiology of human skin and hair,
3. Structure and function of nail with their disorders,
4. Structure and function of facial muscles,
5. Structure and function of circulatory system.

MN- 2B (Sem. IV) : Fundamentals of Beauty Therapy

No. of credits : 4

Full Marks : 100

End Semester Examination (ESE) *: 75 Marks, Time 3:00 Hours*

*There will be two groups of questions **A** and **B**. **Group A is compulsory** which will contain three questions. **Question No. 1 will be very short answer type** consisting of five questions of 1 mark each. **Question No. 2 & 3 will be short answer type** of 5 marks each. **Group B** will contain descriptive type seven questions of fifteen marks each, out of which any four are to be answered. There may be subdivisions in the questions of group B.*

Semester Internal Examination (SIE): *25 Marks, Total time: 3 hours (1+2)*

There will be a theory-modules based written examination of 10 marks and practical-modules/units-based examination of 15 marks under Semester Internal Examination.

Course Learning Outcomes:

1. The students will be able to understand a comprehensive understanding of fundamentals of Beauty therapy and its management.
2. Know the various types of beauty treatments and their importance.

Course Content:

Module 1: Improve and maintain facial Skin Condition

Basics of skin care, Skin types, Brief introduction to facial massage, skin analysis, Client Consultation, tools, equipment and Skin care products, materials and equipment required for beauty therapy treatments, Contra- indications, Preparing the client, Cleansing ,Toning, Exfoliation, Moisturizing, Mask treatment, basic and deep cleansing, Facial, Skin Treatments – Acne treatment,

Pigmentation treatment, Skin Brightening Treatment, Anti tanning treatment, under-eye dark circles treatment, Anti-wrinkle treatment contra-indications, Contra-actions, safety precautions, After care & advice.

Module 2: Removal of Superfluous Hair (Threading, Tweezing, Waxing)

Superfluous hair, definition and methods of epilation and depilation, preparation of the work area, product knowledge, allergy test, procedure, safety precaution, Brief concept and application of Threading, tweezing & Waxing.

Module 3: Bleaching

Brief concept and application of Bleaching types and methods, Contra-indications, product knowledge, Contra- actions, safety precautions, Allergy test, After care & advice.

Module 4: Manicure and Pedicure

Manicure and pedicure significance, tools, equipment & product knowledge, Consultation, Contra-indications, Preparing the client, Contra –action, safety precautions, After care & advice.

Module 5: Hair

Client consultation, Hair care, Head massage, Shampooing, conditioning and deep conditioning, Hair Treatments, Knowledge of face shapes, sectioning, tools knowledge, hair cutting techniques: one length cut, U Cut, Step cut, flicks cut & perimeter, safety precautions, basics of blow dry, Knowledge of hair styling products.

Suggested Books:

1. Cosmetology - Pivot Point Academy. www.pivotpoint.edu/education/cosmetology
2. The Foundation Beauty Therapy Lorraine Nordmann Seventh Edition LEVEL 2
3. Milady's Standard Text Book Cosmetology
4. Shahnaz Husain- Beauty book
5. The beauty book by Dr.Bharti Taneja
6. Miladys hair removal techniques
7. The world of skin care by Dr John Gray
8. Start hairdressing by Pat Dixon
9. NVQ2 Hair Dressing

Practical

1. Demonstration of removal of superfluous hair and Practice in waxing-hot, cold and warm waxes.
2. Demonstration of Threading, tweezing and bleaching, patch test procedure eyebrows, patch test procedure bleaching, After Care.
3. Trolley setting, and use of tools and equipments, practice of Manicure and Pedicure
4. Practice in different types of nail shapes, practice of Manicure and Pedicure, Nail Art techniques.
5. Practice in facial with help of different equipments, Facials masks according to skin types, Skin treatments Acne treatment, Pigmentation treatment, Anti tanning treatment, under eye dark circles treatment, Anti wrinkles treatment, Case studies.
6. Machine Usage-Ozone, Galvanic, Ultra sonic, Steamers.
7. Procedure for Hair cutting & blow-dry techniques, Thermal hair settings-Pressing, Crimping, Roller setting & tongs, Head massage, Hair Treatments – Dandruff, Hair fall, Dry and Damaged, Basic

techniques of Hair styling.

MN-2C (Sem.VI) : Cosmetic Formulation Science

No. of credits : 4
Full Marks : 100

End Semester Examination (ESE) *: 75 Marks, Time 3:00 Hours*

*There will be two groups of questions **A** and **B**. **Group A is compulsory** which will contain three questions. **Question No. 1 will be very short answer type** consisting of five questions of 1 mark each. **Question No. 2 & 3 will be short answer type** of 5 marks each. **Group B** will contain descriptive type seven questions of fifteen marks each, out of which any four are to be answered. There may be subdivisions in the questions of group B.*

Semester Internal Examination (SIE): *25 Marks, Total time: 3 hours (1+2)*

There will be a theory-modules based written examination of 10 marks and practical-modules/units-based examination of 15 marks under Semester Internal Examination.

Course Learning Outcomes:

1. The course enables the student to understand and appreciate the basic understanding of cosmetic products.

Course Content:

Module 1: Introduction

Definition of cosmetics as per Indian and EU regulations, Principles of cosmetic evaluation, cosmetics for various body parts, provision of drugs and cosmetic act as applicable to cosmetic. Pharmacopoeias: Introduction to IP, Dosage forms: Introduction to dosage forms, classification and their uses

Module 1: **Skincare and Products**

Importance of cleansing, toning, bleaching and batch test.

Principles of formulation and designing of various skin care products: skin colorants (lipsticks), skin creams, Skin lotions, Skin Serum, Skin Gels, sunscreen preparations, face pack, lip balm

Module 3: Hair Cares and Products

Formulation and designing of Hair shampoo, hair tonics, hair oils, hair gel, hair dyes.

Module 4: Nail Cares and Products

Formulation and designing of nail cream, nail polish, nail lacquers andremovers.

Suggested Books:

1. Cosmetic Science and Technology: Theoretical Principles and Applications Mar 2017 by Kazutami Sakamoto (Editor)
2. Textbook of Cosmetics Paperback –2009 by Nema
3. Cosmetic Formulation of Skin Care Products (Cosmetic Science and Technology Series Vol. 30) by Zoe Diana Draelos (Editor), Lauren A. Thaman (Editor)
4. Harry's Cosmeticology, 8TH Edition
5. Cosmetic Science and Technology: Theoretical Principles and Applications Mar 2017 by Kazutami Sakamoto (Editor)
6. Textbook of Cosmetics Paperback –2009 by Nema (Author)
7. Cosmetic Formulation of Skin Care Products (Cosmetic Science and Technology Series Vol. 30) by Zoe Diana Draelos (Editor), Lauren A. Thaman (Editor) Harry's Cosmeticology, 8TH Edition

Practical

1. Preparation of skin care products such as cold cream, vanishing cream, antiaging cream, lip balm, night cream, sunscreen preparation, calamine lotion, gel, skin serum, face pack and lipstick etc.
2. Preparation of hair care products such as shampoo, tonics, gels, hair oil and hair dyes etc.
3. Preparation of nail care products such as nail cream, nail polish nail lacquers and removers etc.

Reference Books:

1. "Harry's Cosmeticology" by Meyer R. Rosen (Editor)
2. "Cosmetic Science and Technology: Theoretical Principles and Applications" by Kazutami Sakamoto, Robert Lochhead, Howard Maibach, Yuji Yamashita
3. "Formulating, Packaging, and Marketing of Natural Cosmetic Products" by Nava Dayan and Lambros Kromidas
4. "Cosmetic Formulation: Principles and Practice" by Heather A.E. Benson and Adam C. Watkinson
5. "Practical Cosmetics: How to Make Skin Care Products" by Karl Lintner

MN-2D (Sem. VIII) : Advanced Beauty Techniques

No. of credits : 4
Full Marks : 100

End Semester Examination (ESE) *: 75 Marks, Time 3:00 Hours*

*There will be two groups of questions **A** and **B**. **Group A is compulsory** which will contain three questions. **Question No. 1 will be very short answer type** consisting of five questions of 1 mark each. **Question No. 2 & 3 will be short answer type** of 5 marks each. **Group B** will contain descriptive type seven questions of fifteen marks each, out of which any four are to be answered. There may be subdivisions in the questions of group B.*

Semester Internal Examination (SIE): *25 Marks, Total time: 3 hours (1+2)*

There will be a theory-modules based written examination of 10 marks and practical-modules/units-based examination of 15 marks under Semester Internal Examination.

Course Learning Objectives:

1. Develop proficiency in advanced beauty techniques, including makeup artistry, hair styling, and skincare treatments.
2. Understand various skin types and conditions to provide customized beauty treatments.
3. Master advanced makeup application techniques, including contouring, highlighting, and special effects makeup.
4. Perform advanced hair styling techniques, including updos, braiding, and the use of professional styling tools and products.

Course Learning Outcomes:

1. Demonstrate proficiency in advanced beauty techniques, including specialized makeup artistry, intricate hair styling, and advanced skincare treatments.
2. Analyze different skin types and conditions to recommend and apply tailored beauty treatments effectively.
3. Execute advanced makeup application techniques such as contouring, highlighting, and creating special effects makeup looks for various occasions.

4. Perform complex hair styling methods, including intricate updos, braiding styles, and the use of professional tools and products to achieve desired results.
5. Administer advanced skincare treatments like chemical peels, microdermabrasion, and facial massages, ensuring client safety and satisfaction.

Course Content:

Module 1: Advanced Skincare

Chemical Peels and Exfoliation Treatments, Anti-aging and Corrective Skincare Advanced Skincare Devices and Technologies

Module 2: Artistry in Makeup

Specialized Makeup Techniques (e.g., Bridal, Editorial, Special Effects) Color Theory and Customization, Makeup for Different Skin Tones and Ages

Module 3: Creative Hairstyling

Advanced Haircutting and Coloring Techniques Updos, Braiding, and Editorial Hairstyling, Hair Extensions and Hairpiece Application

Module 4: Wellness Coaching and Counselling

Holistic Wellness Assessment and Goal Setting, Lifestyle Modification and Behavior Change, Stress Management and Relaxation Techniques

Module 5: Entrepreneurship in Beauty and Wellness

Business Planning and Management, Marketing Strategies and Branding, Legal and Regulatory Considerations

Suggested Books:

1. "Advanced Face Painting Techniques" by Charlotte Verrecas
2. "Professional Beauty Therapy: The Official Guide to Level 3" by Lorraine Nordmann and Andrea Day
3. "The Complete Guide to Make-Up" by Suzanne Le Quesne
4. "The Art and Science of Professional Makeup" by Stanley T. Turecki and Sam Fine
5. "The Hair and Make-Up Artist Handbook: Techniques for Film, Television, Photography, and Theatre" by Beverley Braisdell and Jennifer Lenard
6. "Dermatologic Complications in Facial Plastic Surgery" by M. Peter Catalano
7. "The Science of Beauty Therapy" by Ruth Bennett and Mark Rubin
8. "Hair Styling: The Complete Guide to Professional Techniques" by Tracy Shelton

Practical:

1. Advanced Skincare Treatments Demonstration: Host a session where students observe and learn advanced skincare treatments such as chemical peels, microdermabrasion, or dermaplaning, focusing on technique, safety protocols, and client consultation.
2. Specialized Makeup Techniques Workshop: Conduct hands-on workshops to teach specialized makeup techniques, such as high-fashion editorial looks, special effects makeup for film and television, or airbrush makeup application.
3. Creative Hairstyling Masterclass: Invite professional hairstylists to demonstrate creative hairstyling

techniques, including avant-garde updos, intricate braiding styles, or advanced cutting and colouring methods.

4. Advanced Aesthetics Equipment Training: Provide training on the safe and effective use of advanced aesthetics equipment, such as lasers, microcurrent devices, or radiofrequency machines, emphasizing hands- on practice and safety precautions.
5. Holistic Wellness Integration Session: Integrate holistic wellness practices into beauty treatments by offering sessions on aromatherapy, meditation, or stress-relief techniques to enhance client relaxation and well-being during services.
6. Business and Entrepreneurship Workshop: Host a workshop on business and entrepreneurship skills tailored to the beauty industry, covering topics such as salon/spa management, marketing strategies, branding, and financial planning.
7. Client Case Studies and Consultation Practice: Facilitate group discussions and role-playing exercises where students analyse client case studies, develop treatment plans, and practice conducting comprehensive client consultations.
8. Professional Portfolio Development Session: Guide students in creating professional portfolios showcasing their work, including before-and-after photos, makeup looks, hairstyling designs, skincare treatments, and client testimonials.
9. Industry Trends and Product Knowledge Review: Organize sessions to review current industry trends, product innovations, and ingredient technology in skincare, makeup, and haircare, encouraging students to stay updated with the latest developments in the beauty field.
10. Career Development and Networking Event: Host a networking event where students can connect with industry professionals, potential employers, and alumni, providing opportunities for mentorship, internships, job placements, and career advancement.

Reference Books:

1. "Milady Standard Esthetics: Advanced" by Milady
2. "Advanced Skin Analysis" by Florence Barrett-Hill
3. "The Art and Science of Professional Makeup" by Stanley K. Schoen
4. "Advanced Face and Body Treatments for the Spa" by Pamela Hill
5. "Permanent Makeup: Tips and Techniques" by Pamela Hill
6. These books provide practical, in-depth knowledge of advanced beauty techniques, making them valuable resources for undergraduate vocational students pursuing advanced skills in the beauty industry.

5. Stress Management and Counselling

MN-2A (Sem. II) : Stress management I

No. of credits : 4

Full Marks : 100

End Semester Examination (ESE) *: 75 Marks, Time 3:00 Hours*

*There will be two groups of questions **A** and **B**. **Group A is compulsory** which will contain three questions. **Question No. 1 will be very short answer type** consisting of five questions of 1 mark each. **Question No. 2 & 3 will be short answer type** of 5 marks each. **Group B** will contain descriptive type seven questions of fifteen marks each, out of which any four are to be answered. There may be subdivisions in the questions of group B.*

Semester Internal Examination (SIE): *25 Marks, Total time: 3 hours (1+2)*

There will be a theory-modules based written examination of 10 marks and practical-modules/units-based examination of 15 marks under Semester Internal Examination.

Course objectives:

a) Preparing students to understand stress and management.
b) Inability students to understand counselling for management stress.

Learning out comes:

a) The students will be able to understand stress, its kind and its management.
b) The students will be able familiar with counselling and type to live a better life in the society.

Course content:

Module 1: Stress

i. Nature and definition of stress.
ii. Types of stress.
iii. Source of stress.

Module 2: Stress and Coping

i. Effects of stress on physical health.
ii. Effects of stress on mental health.
iii. Coping with stress.

Module 3: Counselling

i. Nature and definition.
ii. Stages of counselling.
iii. Types of counselling.

Module 4: Types of Counselling

i. Child stress counselling.
ii. Women stress counselling.
iii. Couple stress counselling.
iv. Family adjustment stress counselling.

Suggested Books:

1. Gibson, R.L., & Mitchell, M.H. (2006). Introduction to counselling and Guidance (6th Ed.). Delhi: Pearson Education, Inc.
2. kinra, A.K. (2008). Guidance and Counselling. Delhi: Pearson Education.
3. Lazarus, R.S. (1980). Patterns of adjustment, New Delhi: Mc Graw-Hill.
4. Lazarus, R.S. & Folk man, S. (1984). Stress, appraisal and coping. New York, Ny: Springer Publishing.
5. Admin, C. M. & Werner, E. E. (2004). Stress, Coping and development: An integrative perspective. New York: Guilford

Practical

Course content:

a) Mullar-Lyer Illusion.
b) Simple Reaction Time.
c) Phenomenon of retroactive inhibition.
d) Phenomenon of proactive inhibition.

Suggested Books:

1. Moshin, S.M. (1982). Experiments of Psychology, Delhi: Motilal Banarsidas.
2. Hussain, A. (2014). Experiments in Psychology Delhi : PHI Learning
3. Singh, A.K. (2021). Monovigyan men Prayog Tatha Parikshan, Noida: Bharti Bhawan, .
4. Suleman, Md. and Tarannum, R. (2019). Experiments and Testing in Psychology, Patna : Motilal Banarsidas.

MN- 2B (Sem. IV) : Stress Management II

No. of credits : 4
Full Marks : 100

End Semester Examination (ESE) *: 75 Marks, Time 3:00 Hours*

*There will be two groups of questions **A** and **B**. **Group A is compulsory** which will contain three questions. **Question No. 1 will be very short answer type** consisting of five questions of 1 mark each. **Question No. 2 & 3 will be short answer type** of 5 marks each. **Group B** will contain descriptive type seven questions of fifteen marks each, out of which any four are to be answered. There may be subdivisions in the questions of group B.*

Semester Internal Examination (SIE): *25 Marks, Total time: 3 hours (1+2)*

There will be a theory-modules based written examination of 10 marks and practical-modules/units-based examination of 15 marks under Semester Internal Examination.

Course objectives:

a) Enabling students to understand symptoms of stress, types of sources of stress.
b) Recognizing negative stress and its symptoms.

Learning outcomes:

a) Utilizing effective relaxation and stress reduction technique.
b) Developing personal action plan for management.

Course content:

Module 1: Stress Management

i. Symptoms of stress.
ii. Different perspective on stress.
iii. Stress as a cause of Mental Tension.

Module 2: Various Source of Stress

i. Environmental stress.
ii. Social stress.
iii. Physiological & Psychological stress.

Module 3: Psychological Moderation of stress

i. Reducing the effect of stress.
ii. Responding to stress.
iii. Factor influencing stress tolerance.

Module 4: Managing stress

i. Methods: Yoga, Meditation, Relaxation technique.
ii. Problem focused approach.
iii. Emotion focused approach.

Suggested Books:

1. Suleman, M. & Tauwab M. (2001). Stress and Adjustment Disorders. Patna: Motilal Banarosidas.
2. Martin L.G.: Osborne, G. (1989).P Psychology: Adjustment and everyday living. N. J.: Prentice-Hall, Englewood Cliffs.
3. Carr, A. (2004). Positive Psychology: The Science of happiness and human Strength. UK: Routledge.
4. Di Mattes, M.R. & Martin, L. R. (2002). Health Psychology. New Delhi: Pearson.
5. Neiten, W. & Lloyd, M. A. (2007). Psychology applied to Modern life. Thomson Detmar Learning.

Practical

Course content:

a) Maze Learning.
b) Serial position effect on verbal learning.
c) Zaigarnik effect.
d) Verification of Weber's Law.

Suggested Books:

1. Moshin, S.M. (1982). Experiments of Psychology, Delhi: Motilal Banarsidas.
2. Hussain, A. (2014). Experiments in Psychology Delhi : PHI Learning,
3. Singh, A.K. (2021). Monovigyan men Prayog Tatha Parikshan, Noida: Bharti Bhawan,
4. Suleman, Md. and Tarannum, R. (2019). Experiments and Testing in Psychology, Patna :Motilal Banarsidas

MN-2C (Sem.VI) : Counceling for Stress management

No. of credits : 4
Full Marks : 100

End Semester Examination (ESE) *: 75 Marks, Time 3:00 Hours*

*There will be two groups of questions **A** and **B**. **Group A is compulsory** which will contain three questions. **Question No. 1 will be very short answer type** consisting of five questions of 1 mark each. **Question No. 2 & 3 will be short answer type** of 5 marks each. **Group B** will contain descriptive type seven questions of fifteen marks each, out of which any four are to be answered. There may be subdivisions in the questions of group B.*

Semester Internal Examination (SIE): *25 Marks, Total time: 3 hours (1+2)*

There will be a theory-modules based written examination of 10 marks and practical-modules/units-based examination of 15 marks under Semester Internal Examination.

Course objectives:

a) Identify appropriates situations and technique counselling.
b) Helping to identify self-awareness, self-regulation for managing stress.

Learning out comes:

a) The students will become able to manage stress.
b) The students will be able speak intervention on emotional problem.

Course content:

Module 1: Stress Management

i. A basic stress Model.

ii. Hazards or Situation.
iii. Types of hazards.

Module 2: Application of Counselling in Stress Management

i. Stress management for health care providers.
ii. Stress management for Parents & adolescents.
iii. Stress management for Women.

Module 3: Intervention for Stress Management

i. Stress management Intervention for mental health issue.
ii. Stress management Intervention for employees.
iii. Stress management Intervention for work related stress.

Module 4: Intervention at work

i. Organization level intervention.
ii. Individual/organization level.
iii. Individual level program.

Suggested Books:

1. https://www. Very well health.com.
2. Palmers, cooper c and Thomas k. A model of work stress. Counselling at work. Winter 2004; 5:25.
3. Giga SI, Cooper CL, Faragher B. The development of a framework for a Comprehensive approach to stress in management interventions at work. International Journal of stress Management- 2003; 10(4): 280
4. Shariff. A Ethnic identity and parenting Stress in South Asian families: Implication for culturally sensitive counselling Canadian Journal of Counselling and Psychotherapy, 2009, 43(1)

Practical

Course content:

a) Bhatia Battery Text
b) Moshin's Test of General Intelligence.
c) Interest Assessment.
d) Aptitude Assessment.

Suggested Books:

1. Anastasi, A. S urbina, S. (1977). Psychological Testing. N. J.: Prentice Hall.
2. Kaplan, R.M. &Saccuzzo, D.P. (2005). Psychological Testing: Principal applications and issues. (6^{th} edition). US: Thomson – Wodsworth, cewage leading India Pvt. Ltd.
3. Moshin, S.M. (1982). Experiments of Psychology, Delhi: Motilal Banarsidas.
4. Hussain, A. (2014). Experiments in Psychology Delhi: PHI Learning.
5. Singh, A.K. (2021). Monovigyan men Prayog Tatha Parikshan, Noida: Bharti Bhawan, .
6. Suleman, Md. and Tarannum, R. (2019). Experiments and Testing in Psychology, Patna :Motilal Banarsidas.

MN-2D (Sem. VIII) : Stress Management Therapy

No. of credits : 4
Full Marks : 100

End Semester Examination (ESE) *: 75 Marks, Time 3:00 Hours*

*There will be two groups of questions **A** and **B**. **Group A is compulsory** which will contain three questions. **Question No. 1 will be very short answer type** consisting of five questions of 1 mark each. **Question No. 2 & 3 will be short answer type** of 5 marks each. **Group B** will contain descriptive type seven questions of fifteen marks each, out of which any four are to be answered. There may be subdivisions in the questions of group B.*

Semester Internal Examination (SIE): *25 Marks, Total time: 3 hours (1+2)*

There will be a theory-modules based written examination of 10 marks and practical-modules/units-based examination of 15 marks under Semester Internal Examination.

Course objectives:

a) Providing knowledge of different types of Therapy.
b) Providing knowledge of neurobiology responsible for stress.

Learning out comes:

a) The students will be able to provide therapy to aliments.
b) The students will be well equipped with knowledge of neurobiology.

Course content:

Module 1: Formulation

i. Formulation Phase.
ii. Model of helping.
iii. Application.

Module 2: Stress therapy

i. Introduction.
ii. Types of therapy for stress.
iii. Stress therapy benefits.

Module 3: Neurobiology of stress Management

i. Neurotransmitters.
ii. (CNS) Central Nervous System.
iii. Neurobiological mechanism.

Module 4: Format for therapy

i. Individual Therapy.
ii. Group Psychotherapy.
iii. Work Shop & Biblio therapy.

Suggested Books:

1. Cotton DH. Stress management: An integrated approach to therapy. Routledge. 2013
2. Esch T, Stefano GB. The neurobiology of stress management. Neurroendo- chrinology letters. 2010; 31(1): 19-39.
3. Cunningham W, Cookson T. Addressing stress-related impairment in doctors.A survey of providers and doctors experience of a funded counselling service. In New Zealand. The New Zealand Medical Journal (online), 2009, 122 (1300).
4. Henderson M, Hotopf M, Wessely S. Workplace Counselling, 2003.

Practical

Course content:

a) Beck Depression Inventory.
b) IPAT Anxiety Scale.
c) PGI Health Questionnaire.
d) Role of Set in thinking.

Suggested Books:

1. Moshin, S.M. (1982). Experiments of Psychology, Delhi: Motilal Banarsidas.
2. Hussain, A. (2014). Experiments in Psychology, Delhi : PHI Learning, .
3. Singh, A.K. (2021). Monovigyan men Prayog Tatha Parikshan, Noida: Bharti Bhawan,
4. Suleman, Md. and Tarannum, R. (2019). Experiments and Testing in Psychology, Patna: Motilal Banarsidas

6. Banking and Insurance

MN-2A (Sem. II): Indian Banking System

No. of credits: 4

Full Marks: 100

End Semester Examination (ESE)*: 75 Marks, Time 3:00 Hours*

*There will be two groups of questions **A** and **B**. **Group A is compulsory**, containing three questions. **Question No. 1 will be very short answer type** consisting of five questions of 1 mark each. **Questions No. 2 & 3 will be short answer types** of 5 marks each. **Group B** will contain descriptive type seven questions of fifteen marks each, out of which four are to be answered. There may be subdivisions in the questions of group B.*

Semester Internal Examination (SIE): *25 Marks, Total time: 3 hours (1+2)*

There will be a theory-modules-based written examination of 10 marks and a practical-modules/units-based examination of 15 marks under the Semester Internal Examination.

Course Learning Objectives:

1. Acquaint knowledge about the banking system prevailing in India
2. Learn the functions of SBI
3. Understand the acts related to banking regulations
4. Equip with the functions of cooperative banks
5. Learn the working functions of RBI

Course Learning Outcomes:

1. Explain the structure of the Indian banking system.
2. Outline the History and Functions of the State Bank of India and its challenges
3. Summarize the various acts related to banking regulation
4. Know about the Regional Rural Cooperative Banks in India and its functions
5. Explain RBI functions, working and policy

Course Content:

Module1: Introduction to the Indian Banking System

Indian banking system: structure and organization of bank; Types of Banks- Central bank & Commercial Bank- their functions, Reserve Bank of India, Regional rural banks; Co-Operative

banks; Development banks.

Module 2: State Bank of India & Its Function

State Bank of India: Brief History; objectives; Functions; Structure and organization; Working and progress.

Module 3: Banking Acts

Banking Regulation Act, 1949: History; Social control; Banking Regulation Act as applicable to banking companies and public sector banks; Banking Regulation Act as applicable to Cooperative banks.

Module 4: Regional Rural and Co-Operative Banks

Regional Rural and Co- Co-operative Banks in India: Functions; Role of Regional Rural and co-operative banks in rural India; Progress and Performance.

Module 5: Reserve Bank of India

Reserve Bank of India: Objectives; Organization; Function and working; Monetary policy; Credit control measures and their effectiveness.

Module 6: Contemporary Issues

Expert lectures, - webinars.

Suggested Books:

1. Basu A.K: Fundamentals of Banking- Theory and practice; A Mukerjee and co; Calcutta 2
2. Sayers R.S: Modern Banking; Oxford University Press.
3. Panandikar S.G. and Mithani DM: Banking in India; Orient Longman
4. Prof. Gordon E & Natarajan K: Banking Theory, Law and Practices; Himalaya Publication House, Mumbai
5. Gopinath M.N: Banking Principles and Operations; Snow White Publisher, Mumbai
6. Natrarajan and Parameswaran: Indian Banking; S. Chand Company Ltd, New Delhi

Practical:

Practical Session 1: Understanding and Analyzing Financial Statements of Banks

Objectives:

1. To understand the components of a bank's financial statements.
2. To analyse the financial performance of banks using key financial ratios.

Materials:

1. Annual reports of selected Indian banks (available online).
2. Financial ratio analysis templates.
3. Calculators or financial analysis software.
4. Spreadsheet software (e.g., Microsoft Excel, Google Sheets).

Procedure:

1. **Preparation:**

   Select annual reports from at least three major Indian banks (e.g., State Bank of India, ICICI Bank, HDFC Bank).

2. **Understanding Financial Statements:**
   - Review the components of the banks' financial statements, including the balance sheet, income statement, and cash flow statement.
   - Identify key items such as total assets, liabilities, equity, income, and expenses.
3. **Financial Ratio Analysis:**
   - Calculate key financial ratios for each bank, such as:
   - Return on Assets (ROA)
   - Return on Equity (ROE)
   - Net Interest Margin (NIM)
   - Capital Adequacy Ratio (CAR)
   - Non-Performing Assets (NPA) Ratio
   - Use spreadsheet software to organize and calculate these ratios.
4. **Analysis and Interpretation:**
   - Compare the calculated ratios across the selected banks.
   - Analyze the financial performance and stability of each bank based on the ratios.
   - Discuss the implications of these ratios on the banks' operations and decision-making processes.
5. **Presentation:**
   - Prepare a brief report or presentation summarizing the financial analysis and findings.
   - Present the findings to the class, highlighting key insights and conclusions.

Practical Session 2: Digital Banking and E-Banking Services

Objectives:

- To explore various digital banking services offered by Indian banks.
- To understand the benefits and challenges of digital banking.

Materials:

- Access to the websites and mobile apps of major Indian banks.
- Internet-enabled devices (computers, tablets, smartphones).
- Digital banking service comparison templates.

Procedure:

1. **Preparation:**
   - Identify major Indian banks offering digital banking services (e.g., SBI, ICICI, HDFC, Axis Bank).
2. **Exploring Digital Banking Services:**
   - Visit the websites and mobile apps of the selected banks.
   - Explore various digital banking services such as online account opening, fund transfers, bill payments, mobile banking, and investment services.
3. **Service Comparison:**

- Compare the digital banking services offered by different banks based on criteria such as:
- User interface and ease of use
- Range of services provided
- Security features
- Customer reviews and ratings

4. **Benefits and Challenges:**
   - Identify the benefits of digital banking for customers and banks (e.g., convenience, cost reduction, enhanced customer experience).
   - Discuss potential challenges and risks associated with digital banking (e.g., cybersecurity threats, digital divide).
5. **Case Studies:**
   - Analyze case studies of successful digital banking initiatives by Indian banks.
   - Discuss the impact of these initiatives on customer satisfaction and bank performance.
6. **Report:**
   - Prepare a report summarizing the findings of the digital banking service comparison and analysis.
   - Include recommendations for improving digital banking services based on the analysis.

Practical Session 3: Role-Playing Bank Branch Operations

Objectives:

- To understand the day-to-day operations of a bank branch.
- To simulate customer interactions and banking transactions. Materials:
- Role-play scripts and scenarios.
- Bank forms and documents (account opening forms, loan application forms, deposit slips).
- Props to simulate a bank branch (tables, chairs, name tags). Procedure:

1. **Preparation:**
   - Create role-play scripts and scenarios that cover common bank branch operations (e.g., account opening, loan processing, customer inquiries).
2. **Role Assignment:**
   - Assign roles to students, such as bank tellers, loan officers, branch managers, and customers.
3. **Role-Playing Scenarios:**
   - Conduct role-playing exercises where students simulate various banking transactions and customer interactions.

   Scenarios may include:

   - A customer opening a new savings account
   - A customer applying for a personal loan
   - A customer inquiring about investment options
   - Handling customer complaints and resolving issues
4. **Report:**
   - Prepare a brief report summarizing the role-playing activities and key learnings.
   - Include suggestions for improving bank branch operations and customer service.

MN- 2B (Sem. IV) : Fundamentals of Insurance

No. of credits : 4

Full Marks : 100

End Semester Examination (ESE) *: 75 Marks, Time 3:00 Hours*

*There will be two groups of questions **A** and **B**. **Group A is compulsory** which will contain three questions. **Question No. 1 will be very short answer type** consisting of five questions of 1 mark each. **Questions No. 2 & 3 will be short answer types** of 5 marks each. **Group B** will contain descriptive type seven questions of fifteen marks each, out of which four are to be answered. There may be subdivisions in the questions of group B.*

Semester Internal Examination (SIE): *25 Marks, Total time: 3 hours (1+2)*

There will be a theory-modules-based written examination of 10 marks and a practical-modules/units-based examination of 15 marks under the Semester Internal Examination.

Course Learning Objectives:

1. Impart theoretical base on fundamental principles of the insurance business
2. Learn the procedure to become an insurance agent
3. Learn the functions of insurance agent
4. Equip with the practices of the insurance industry
5. Impart knowledge of the types and principles of insurance

Course Learning Outcomes:

1. Acquire knowledge of the basics of insurance
2. Explain the procedures to be the agent
3. Summarize the various functions of Insurance agent
4. Understand the policies of the insurance company
5. Demonstrate the types of insurance

Course Content:

Module 1: Introduction to Insurance

Introduction to insurance: Purpose and need of insurance: Insurance as a social security tool; insurance and economic development.

Module 2: Insurance Agent – Introduction

Procedures for Becoming an Agent: Pre-requisite for obtaining a license: Duration of license; Cancellation of license; Revocation or suspension/termination of agent appointment; Code of conduct; Unfair practices.

Module 3: Insurance Agent – Functions

Functions of the Agent: Proposal form and other forms for grant of cover; Financial and medical underwriting; Material information; Nomination and assignment; Procedure regarding settlement of policy claims.

Module 4: Strategies of Insurance Company

Company Profile: Organizational set-up of the company; Promotion strategy; Market share; Important activities; Structure; Product; Actuarial profession; Product pricing - actuarial aspects; Distribution channels.

Module 5: Types of Insurance

Fundamental/Principles of life Insurance/Marine/Fire/Medical/General Insurance: Contract of various kinds; Insurance Interest.

Module 6: Contemporary Issues

Expert lectures, - webinars

Suggested Books:

1. Mishra M.N: Insurance Principles and Practice; S. Chand and co, New Delhi.
2. Insurance principles and practice - Moorthy. A, Margham Publications, Chennai.
3. Fundamentals of Insurance- Dr. Periyasamy, Himalaya Publishing Pvt Ltd, Mumbai
4. Insurance Regulatory Development Act 1999
5. Life Insurance Corporation Act 1956.

Practical:

Session 1: Analyzing Insurance Policies

Objectives:

1. To understand the structure and components of different types of insurance policies.
2. To analyze the terms, conditions, and coverage of various insurance policies.

Materials:

a) Sample insurance policies (e.g., life insurance, health insurance, auto insurance, home insurance).
b) Policy analysis templates.
c) Calculators.
d) Access to insurance company websites for policy information.

1. **Preparation:**
   i. Collect sample insurance policies from various insurance companies.
   ii. Prepare policy analysis templates for students to use.
2. **Understanding Policy Components:**
   Review the common components of insurance policies, including declarations, insuring agreements, exclusions, conditions, and endorsements.
3. **Policy Analysis:**
   i. Divide students into groups and assign each group a different type of insurance policy.
   ii. Have each group analyze their assigned policy using the provided templates, focusing on:
      a) Coverage details
      b) Premiums and deductibles
      c) Policy limits
      d) Exclusions and conditions
      e) Claims process
4. **Presentation and Discussion:**
      a) Each group presents their analysis to the class.
      b) Discuss the differences and similarities between various types of insurance policies.
      c) Highlight important aspects to consider when selecting an insurance policy.
5. **Report:**
      a) Prepare a report summarizing the key findings from the policy analysis.
      b) Include recommendations for selecting appropriate insurance coverage based on individual needs.

Practical Session 2: Simulating Insurance Claims

Process

Objectives:

i. To understand the insurance claims process from initiation to settlement.
ii. To simulate the filing and processing of an insurance claim.

Materials:

i. Sample claim forms for different types of insurance (e.g., auto, health, property).

ii. Role-play scenarios and scripts.
iii. Access to digital tools for submitting claims (if available).

1. **Preparation:**
   Create role-play scenarios involving different types of insurance claims (e.g., car accident, health emergency, property damage).
2. **Role Assignment:**
   Assign roles to students, such as policyholder, insurance agent, claims adjuster, and service provider.
3. **Role-Playing Scenarios:**
   Conduct role-playing exercises where students simulate filing and processing insurance claims.
   Scenarios may include:
   A policyholder reporting an auto accident and filing a claim.
   A policyholder submitting a health insurance claim for a medical procedure.
   A policyholder claiming damages for property loss due to a natural disaster.
4. **Claims Process Simulation:**
   Guide students through the steps of the claims process, including:
   Completing and submitting claim forms
   Providing necessary documentation and evidence
   Communication with the insurance agent and claims adjuster
   Evaluation and settlement of the claim

Practical Session 3: Risk Assessment and Premium Calculation

Objectives:

- To understand the factors influencing risk assessment and premium calculation in insurance.
- To simulate the process of assessing risk and calculating insurance premiums.

Materials:

- Case studies involving different risk scenarios (e.g., health, property, auto).
- Risk assessment templates.
- Premium calculation formulas and tools.
- Access to online premium calculators (if available).

1. **Preparation:**

Prepare case studies with varying levels of risk for different types of insurance.

2. **Understanding Risk Assessment**:

- Review the factors that influence risk assessment in insurance, such as age, health status, occupation, location, and asset value.
- Discuss how insurers use these factors to determine the likelihood and potential cost of claims.

3. **Risk Assessment Simulation:**

- Divide students into groups and assign each group a different case study.
- Have each group assess the risk associated with their case study using the provided templates.
- Consider factors such as the probability of an event occurring and the potential financial impact.

4. **Premium Calculation:**

- Introduce the basic formulas and methods used to calculate insurance premiums.
- Guide students in calculating the premium for their assigned case study based on the assessed risk.
- Use online premium calculators for additional practice and comparison.

5. **Report:**

- Prepare a report summarizing the risk assessment and premium calculation for each case study.

- Include reflections on the factors influencing premium rates and the importance of accurate risk assessment.

MN-2C (Sem.VI) : Entrepreneurship

No. of credits : 4
Full Marks : 100

End Semester Examination (ESE) *: 75 Marks, Time 3:00 Hours*

*There will be two groups of questions **A** and **B**. **Group A is compulsory** which will contain three questions. **Question No. 1 will be very short answer type** consisting of five questions of 1 mark each. **Questions No. 2 & 3 will be short answer types** of 5 marks each. **Group B** will contain descriptive type seven questions of fifteen marks each, out of which four are to be answered. There may be subdivisions in the questions of group B.*

Semester Internal Examination (SIE): *25 Marks, Total time: 3 hours (1+2)*

There will be a theory-modules-based written examination of 10 marks and a practical-modules/units-based examination of 15 marks under the Semester Internal Examination.

Course Learning Objectives:

The main objectives of this course are:

1. To learn the competency required for entrepreneurs
2. To have an idea about the role of small-scale industries
3. To learn about the preparation of the project
4. To know the preparation of the business plan
5. To understand the services and functions of financial institutions supporting entrepreneurs

Course Learning Outcomes:

1. On the successful completion of the course, students will be able to:
2. Acquire knowledge on entrepreneurship and the requirements for entrepreneur
3. Explain the role of Small-Scale industries in India and their governing policies
4. Elaborate the steps to be followed to start up a new business venture
5. Design a Business plan and avoid common pitfalls
6. Summarize the various financial and non-financial assistance providers

Course Content:

Module 1: Introduction to Entrepreneurship

Entrepreneurship: Introduction to Entrepreneur, Entrepreneurship, and Enterprise, Importance and Relevance of the Entrepreneur, Factors influencing entrepreneurship, Pros and Cons of being an Entrepreneur, Women Entrepreneurs, problems and Promotion, Types of Entrepreneurs,

Characteristics of a successful entrepreneur, Competency requirement for entrepreneurs, Awareness of self- competency and its development

Module 2: Small Scale Industries

Small Scale Industries, Small scale industries/ Tiny industries/Ancillary industries/ Cottage Industries, definition, meaning, product range, capital investment, ownership patterns, Importance and role played by SSI in the development of the Indian economy, Problems faced by

SSI-s and the steps taken to solve the problems, Policies governing SSI-s.

Module 3: Business venture

Starting a Small Industry. To understand what constitutes a business Opportunity, scanning the environment for opportunities, evaluating alternatives, and selecting based on personal competencies., An overview of the steps involved in starting a business venture, location, clearances, and permits required, formalities, licensing and registration procedures, and Assessment of the market for the proposed project. To understand the importance of the financial, technical, and social feasibility of the project.

Module 4: Preparing the Business Plan

Preparing the Business Plan (BP), Typical BP format- Financial aspects of the BP- Marketing aspects of the BP- Human Resource aspects of the BP- Technical aspects of the BP- Social aspects of the BP, Preparation of BP, Common pitfalls to be avoided in preparation of a BP

Module 5: Implementation of the project

Implementation of the project, Financial assistance through SFC-s, SIDBI, Commercial Banks, KSIDC, KSSIC, IFCI, Non-financial assistance from DIC, SISI, EDI, SIDO, AWAKE, TCO, TECKSOK, KVIC, Financial incentives for SSI-s, and Tax Concessions, Assistance for obtaining raw material, machinery, land and building and technical assistance, Industrial estates, V role and types

Module 6: Contemporary issues

Expert lectures and seminars

Suggested Books:

1. Mark. J. Dollinger, Entrepreneurship -V Strategies and Resources, Pearson Edition.
2. Udai Pareek and T.V. Rao, Developing Entrepreneurship
3. S.V.S. Sharma, Developing Entrepreneurship, Issues and Problems
4. Srivastava, A Practical Guide to Industrial Entrepreneurs
5. Government of India, Report of the Committee on Development of Small and Medium Entrepreneurs, 1975

Practical:

Practical Session 1: Idea Generation and Validation

Objectives:

- To develop skills in generating and evaluating business ideas.
- To understand the process of validating business ideas through market research.

Materials:

- Whiteboard or flip chart.
- Sticky notes and markers.
- Laptops or mobile devices for online research.
- Sample business idea evaluation criteria.

Procedure:

1. **Idea Generation:**
   - Brainstorm a list of potential business ideas as a class or in small groups.
   - Use techniques like mind mapping or SWOT analysis to explore different aspects of each idea.
2. **Idea Evaluation:**

- Discuss criteria for evaluating business ideas, such as market demand, competition, feasibility, and personal interest.
- Have students individually or in groups evaluate each idea against these criteria and select one idea to develop further.

3. **Market Research:**
   - Introduce basic market research methods, including surveys, interviews, and online research.
   - Assign students to conduct market research to validate their chosen business idea.
   - Use the findings to refine and validate the business idea.
4. **Presentation:**
   - Have students present their selected business idea, the evaluation process, and the results of their market research to the class.
   - Facilitate a discussion on the importance of idea validation and the role of market research in entrepreneurship.

Practical Session 2: Business Model Canvas Development

Objectives:

- To understand the components of a business model canvas.
- To develop a business model canvas for a startup idea.

Materials:

- Business model canvas templates.
- Sample business model examples.
- Whiteboard or flip chart.

Procedure:

1. **Introduction to Business Model Canvas:**
   - Explain the nine building blocks of a business model canvas, including customer segments, value proposition, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure.
2. **Group Activity:**
   - Divide students into groups and assign each group a startup idea.
   - Have each group develop a business model canvas for their assigned idea, filling in each of the nine building blocks.
3. **Canvas Presentation:**
   - Ask each group to present their business model canvas to the class, explaining their choices and rationale for each building block.
   - Encourage feedback and discussion on the strengths and weaknesses of each canvas.
4. **Reflection:**
   - Facilitate a reflection session where students discuss what they learned from developing the business model canvas.
   - Discuss how the canvas can help entrepreneurs refine their business ideas and communicate their vision to stakeholders.

Expected Outcomes:

- Ability to create a comprehensive business model canvas for a startup idea.
- Understanding of how a business model canvas can help entrepreneurs visualize and refine their business concepts.

- Enhanced teamwork and collaboration skills through group activities.

Practical Session 3: Pitching and Networking

Objectives:

- To develop skills in pitching business ideas to potential investors or partners.
- To practice networking skills in a professional setting.

Materials:

- Pitch deck templates.
- Timer or stopwatch.
- Name tags for networking.

Procedure:

1. **Pitch Preparation:**
   - Introduce the key elements of a successful pitch, including a compelling story, market analysis, unique value proposition, and financial projections.
   - Provide pitch deck templates and guidelines for students to create their pitch decks.
2. **Pitch Practice:**
   - Organize a pitch competition where students present their business ideas to a panel of judges or the class.
   - Set a time limit for each pitch (e.g., 5-10 minutes) followed by a Q&A session.
3. **Networking Session:**
   - Arrange a networking event where students can practice their networking skills.
   - Provide tips on effective networking, such as introducing oneself, asking open-ended questions, and active listening.
4. **Feedback and Reflection:**
   - After the pitch competition and networking session, facilitate a feedback session where students can receive feedback from peers and instructors.
   - Encourage students to reflect on their pitching and networking experiences and identify areas for improvement.

MN-2D (Sem.VIII) : Banking Law and Practice

No. of credits : 4
Full Marks : 100

End Semester Examination (ESE) *: 75 Marks, Time 3:00 Hours*

*There will be two groups of questions **A** and **B**. **Group A is compulsory** which will contain three questions. **Question No. 1 will be very short answer type** consisting of five questions of 1 mark each. **Questions No. 2 & 3 will be short answer types** of 5 marks each. **Group B** will contain descriptive type seven questions of fifteen marks each, out of which four are to be answered. There may be subdivisions in the questions of group B.*

Semester Internal Examination (SIE): *25 Marks, Total time: 3 hours (1+2)*

There will be a theory-modules-based written examination of 10 marks and a practical-modules/units-based examination of 15 marks under the Semester Internal Examination.

Course Learning Objectives:

1. To familiarize the students with the basic concepts and practice of banking and the principles of the Banking Regulation Act.
2. To learn about the types of customers in a bank
3. To have an idea about the relationship between a banker and a customer
4. To have an understanding of the instruments involved in banks

5. To learn about paying banker

Course Learning Outcomes:

1. On the successful completion of the course, students will be able to:
2. Gain knowledge of Laws related to Banking
3. Acquire knowledge of Types of customers
4. Understand the relationship between a bank and the customer
5. Recall the various instruments and their types dealt with banks
6. Enumerate the Paying bank and its functions.

Course Content:

Module 1: Banking Laws

Banking Laws - Meaning, Nature, and Scope

Module 2: Bank and Bank Customers

Bank and Bank Customers - Meaning, Types of Customers, Types of Accounts

Module 3: Bank -Customer Relationship

Bank -Customer Relationship: General relationship, Special Relationship concerning Rights and Obligations

Module 4: Negotiable Instruments

Negotiable Instruments - Meaning, Types, Cheque, Bills of Exchange and Promissory Notes, Features of Negotiable Instruments. Crossing and Endorsement - Meaning and types

Module 5: Paying Bank

Paying Bank: Meaning, Payment and Paying Banker, Obligations and Protection to paying banker - Bank Loans and Advances - Principles of loans and advances, charge - Meaning, Nature, and Methods.

Module 6: Contemporary issues

Expert lectures and seminars

Suggested Books:

1. Banking Law and Practice by M.L. Tannan
2. Principles of Banking Law by Ross Cranston
3. Modern Banking: Theory and Practice by Shelagh Heffernan
4. Banking Theory, Law and Practice by Gordon and Natarajan
5. Banking and Financial Services Law by Michael P. Malloy
6. Banking Law: Private Transactions and Regulatory Frameworks by Andreas Kokkinis
7. Principles of Banking by G. Jayaprakash Reddy
8. Law Relating to Banking Services by P.N. Varshney
9. The Law and Practice of International Banking by Charles Proctor
10. Banking Law and Practice in India by H.R. Suneja

Practical:

Practical Session 1: Case Study Analysis of Banking Regulations

Objectives:

- To understand the application of banking laws and regulations in real-world scenarios.
- To analyze and interpret banking regulations through case studies.

Materials:

- Case studies involving banking law violations or regulatory challenges.
- Copies of relevant banking laws and regulations.
- Whiteboard or flip chart for group discussions.

Procedure:

1. **Case Study Selection:**
   - Select case studies that highlight different aspects of banking laws and regulations, such as compliance issues, regulatory breaches, or legal disputes.
2. **Group Analysis:**
   - Divide students into groups and assign each group a different case study.
   - Have students analyze the case study, identify the relevant banking laws and regulations, and discuss the implications of the case.
3. **Discussion and Presentation:**
   - Conduct a group discussion where each group presents their analysis of the case study.
   - Facilitate a debate on the interpretation of banking laws and regulations in each case.
4. **Reflection:**
   - Encourage students to reflect on the complexities of banking regulations and the challenges faced by banks in complying with them.
   - Discuss the role of regulatory bodies in enforcing banking laws and maintaining financial stability. Expected Outcomes:
   - Improved understanding of banking laws and regulations through practical application.
   - Ability to analyze and interpret legal issues in banking using real-world case studies.
   - Enhanced critical thinking and problem-solving skills in the context of banking regulation.

Practical Session 2: Mock Legal Proceedings in Banking

Objectives:

- To simulate legal proceedings related to banking law violations.
- To develop skills in legal research, argumentation, and advocacy.

Materials:

- Mock courtrooms or meeting rooms for the simulation.
- Legal documents related to banking law violations (e.g., complaints, pleadings, evidence).
- Role-play scripts for different stakeholders (e.g., plaintiffs, defendants, lawyers, judges). Procedure:

1. **Case Selection:**
   - Choose a hypothetical case involving a banking law violation or regulatory issue.
   - Prepare legal documents and case materials for the simulation.
2. **Role Assignment:**
   - Assign roles to students, such as plaintiffs, defendants, lawyers, and judges.
   - Provide role-play scripts and guidelines for each role.
3. **Mock Trial:**
   - Conduct the mock trial, following the procedures of a legal proceeding.
   - Allow students to present their arguments, examine witnesses, and cross-examine the opposing party.
4. **Debriefing:**
   - After the mock trial, facilitate a debriefing session where students can reflect on their performance and discuss the legal issues raised in the case.
   - Discuss the challenges and strategies involved in representing clients in legal proceedings

related to banking law.

Practical Session 3: Compliance Audit and Report Writing

Objectives:

- To understand the importance of compliance audits in banking.
- To develop skills in conducting compliance audits and writing audit reports.

Materials:

- Compliance audit checklist for banking institutions.
- Sample compliance audit reports.
- Computers for research and report writing.

Procedure:

1. **Introduction to Compliance Audits:**
   - Explain the purpose and process of compliance audits in banking.
   - Introduce the key areas of focus in a compliance audit, such as anti-money laundering (AML) regulations, consumer protection laws, and risk management practices.
2. **Audit Preparation:**
   - Divide students into groups and assign each group a different aspect of banking compliance to audit.
   - Provide the groups with the compliance audit checklist and relevant banking regulations for their area of focus.
3. **Audit Conduct:**
   - Have students conduct the compliance audit, reviewing the bank's policies, procedures, and practices against the regulatory requirements.
   - Encourage students to document their findings and observations during the audit process.
4. **Report Writing:**
   - Guide students in preparing a compliance audit report based on their findings.
   - Emphasize the importance of clear and concise reporting, including recommendations for addressing any compliance issues identified.
5. **Presentation:**
   - Have each group present their audit findings and recommendations to the class.
   - Facilitate a discussion on the challenges and best practices in compliance auditing in banking.

7. Digital Marketing

MN-2A (Sem. II) : Introduction to Digital Marketing

No. of credits: 4

Full Marks: 100

End Semester Examination (ESE)*: 75 Marks, Time 3:00 Hours*

*There will be two groups of questions **A** and **B**. **Group A is compulsory**, containing three questions. **Question No. 1 will be very short answer type** consisting of five questions of 1 mark each. **Questions No. 2 & 3 will be short answer types** of 5 marks each. **Group B** will contain descriptive type seven questions of fifteen marks each, out of which four are to be answered. There may be subdivisions in the questions of group B.*

Semester Internal Examination (SIE): *25 Marks, Total time: 3 hours (1+2)*

There will be a theory-modules-based written examination of 10 marks and a practical-modules/units-based examination of 15 marks under the Semester Internal Examination.

Course Objectives:

1. To understand the basic concepts of Digital marketing and the road map for successful Digital Marketing Fundamentals, strategies & Tools.

Course Learning Outcomes:

1. Understanding Digital Marketing Fundamentals: Students will gain a comprehensive understanding of digital marketing concepts, including SEO, SEM, social media marketing, email marketing, and content marketing.
2. Developing Digital Marketing Strategies: Students will learn how to develop effective digital marketing strategies tailored to different target audiences and business objectives.
3. Practical Application of Digital Marketing Tools: Students will gain hands-on experience with various digital marketing tools and platforms, such as Google Analytics, Facebook Ads Manager, and email marketing software, to implement and track digital marketing campaigns.

Course Content:

Module 1:

Fundamentals of Marketing, Fundamentals of Digital Marketing & Its Significance, Traditional Marketing vs. Digital Marketing, Evolution of Digital Marketing, Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities, Gen Y & Netizen's expectation & influence w.r.t. Digital Marketing.

Module 2:

The Digital users in India, Digital Marketing Strategy- Consumer Decision journey, POEM Framework, Segmenting & Customizing messages, Digital Advertising Market in India, Skills in Digital Marketing, Digital Marketing Plan.

Module 3:

The terminology used in Digital Marketing, PPC, and online marketing through social media, Social Media Marketing, SEO techniques, Keyword advertising, Google webmaster and analytics overview, Affiliate Marketing, Email Marketing, Mobile Marketing

Module 2:

Display advertising, Buying Models, different types of ad tools, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, and Programmatic Digital Advertising.

Suggested Books:

1. Digital Marketing –Kamat and Kamat-Himalaya
2. Marketing Strategies for Engaging the Digital Generation, D. Ryan,
3. Digital Marketing, V. Ahuja, Oxford University Press
4. Digital Marketing, S. Gupta, McGraw-Hill
5. Quick Win Digital Marketing, H. Annmarie, A. Joanna, Paperback edition

Practical

Practical Session 1: Introduction to Digital Marketing

Objective:

Understand the basic concepts and scope of digital marketing.

Activities:

Discuss the evolution of marketing in the digital age.

Introduce key digital marketing channels (e.g., social media, email, SEO, SEM). Analyze case studies of successful digital marketing campaigns.

Outcome:

Students gain a foundational understanding of digital marketing principles.

Practical Session 2: Website Optimization

Objectives:

Learn how to optimize a website for better visibility and user experience.

Activities:

Conduct a website audit to identify areas for improvement. Discuss strategies for on-page and off-page SEO.

Implement basic SEO techniques (e.g., keyword optimization, meta tags).

Outcomes:

Students understand the importance of website optimization for digital marketing success.

Practical Session 3: Pay-Per-Click (PPC) Advertising

Objective:

Understand the basics of PPC advertising and its role in digital marketing.

Activities:

Set up a Google Ads account and create a sample campaign. Explore keyword research and ad targeting strategies.

Monitor campaign performance and adjust settings based on data.

Outcomes:

Students learn how to create and manage PPC campaigns effectively.

Practical Session 4: Email Marketing

Objective:

Learn how to use email marketing as a tool for customer engagement and conversion.

Activities:

Design and send an email marketing campaign using a platform like MailChimp. Segment the email list based on audience demographics or behavior.

Analyze email performance metrics (e.g., open rate, click-through rate).

Outcomes:

Students understand the principles of effective email marketing and its role in the digital marketing ecosystem.

MN- 2B (Sem. IV) : Social Media Marketing

No. of credits : 4

Full Marks : 100

End Semester Examination (ESE) *: 75 Marks, Time 3:00 Hours*

*There will be two groups of questions **A** and **B**. **Group A is compulsory** which will contain three questions. **Question No. 1 will be very short answer type** consisting of five questions of 1 mark each. **Questions No. 2 & 3 will be short answer types** of 5 marks each. **Group B** will contain descriptive type seven questions of fifteen marks each, out of which four are to be answered. There may be subdivisions in the questions of group B.*

Semester Internal Examination (SIE): *25 Marks, Total time: 3 hours (1+2)*
There will be a theory-modules-based written examination of 10 marks and a practical-modules/units-based examination of 15 marks under the Semester Internal Examination.

Course Learning Objectives:

1. To know the importance of Social Media Platforms importance in Digital Marketing

Course Learning Outcomes:

1. Social Media Strategy Development: Students will be able to develop comprehensive social media marketing strategies, including content planning, audience engagement tactics, and platform selection, to achieve specific marketing goals.
2. Community Management Skills: Students will acquire skills in managing online communities, including responding to comments and messages, handling customer feedback, and building relationships with followers to enhance brand loyalty.
3. Analytical and Reporting Abilities: Students will learn how to analyze social media metrics, such as engagement rates, reach, and conversions, and use this data to evaluate the effectiveness of social media campaigns and make informed decisions for future strategies.

Course Content:

Module 1:

Fundamentals of Social Media Marketing& its significance, Necessity of Social media Marketing, Building a Successful strategy: Goal Setting, Implementation.

Module 2:

Facebook Marketing: Facebook for Business, Facebook Insight, Different types of Ad formats, setting up Facebook Advertising Accounts, Facebook audience & types, Designing Facebook Advertising campaigns, Facebook Avatar, Apps, Live, Hashtags

Module 3:

LinkedIn Marketing: Importance of LinkedIn presence, LinkedIn Strategy, Content Strategy, LinkedIn analysis, Targeting, Ad Campaign

Module 4:

Twitter Marketing: Basics, Building a content strategy, Twitter usage, Twitter Ads, Twitter ad campaigns, Twitter Analytics, Twitter Tools and tips for managers. Instagram & Snapchat basics.

Suggested Books:

1. Digital Marketing –Kamat and Kamat-Himalaya
2. Marketing Strategies for Engaging the Digital Generation, D. Ryan,
3. Digital Marketing, V. Ahuja, Oxford University Press
4. Digital Marketing, S. Gupta, McGraw-Hill
5. Quick Win Digital Marketing, H. Annmarie, A. Joanna, Paperback edition

Practical

Practical Session 1: Social Media Strategy Development

Objective:

Understand the fundamentals of creating a social media marketing strategy.

Activities:

Analyze case studies of successful social media campaigns. Identify target audience demographics and psychographics.

Develop a social media strategy for a fictional business, including goals, content strategy, and platform selection.

Outcome:

Students gain insight into the strategic aspects of social media marketing.

Practical Session 2: Content Creation and Curation

Objective:

Learn how to create engaging content for social media platforms.

Activities:

Brainstorm content ideas based on audience interests and trends.

Create visual and written content for different platforms (e.g., Facebook, Instagram, LinkedIn).

Curate content from other sources and analyze its effectiveness.

Outcome:

Students develop skills in content creation and curation for social media.

Practical Session 3: Social Media Advertising

Objective:

Explore the different types of social media advertising and how to use them effectively.

Activities:

Set up and run a paid advertising campaign on a social media platform (e.g., Facebook Ads, Instagram Ads). Target specific audience segments and monitor campaign performance.

Analyze advertising metrics (e.g., CPC, CTR) to optimize campaign effectiveness. **Outcome:**

Students gain practical experience in social media advertising.

Practical Session 4: Community Management and Engagement

Objective:

Learn how to manage and engage with online communities on social media.

Activities:

Monitor and respond to comments, messages, and reviews on social media platforms. Plan and execute a social media takeover or live event.

Measure the impact of community management efforts on brand reputation and customer loyalty.

Outcome:

Students understand the importance of community management in social media marketing.

Practical Session 5: Social Media Analytics and Reporting

Objectives: Understand how to measure and analyze social media performance metrics.

Activities:

Use social media analytics tools to track key metrics (e.g., reach, engagement,

conversions). Create a social media report summarizing campaign performance and key insights.

Make recommendations for improving future social media campaigns based on data analysis.

Outcomes:

Students learn how to use data to evaluate the effectiveness of social media marketing efforts.

MN-2C (Sem.VI) : Search Engine Optimisation

No. of credits : 4

Full Marks : 100

End Semester Examination (ESE) *: 75 Marks, Time 3:00 Hours*

*There will be two groups of questions **A** and **B**. **Group A is compulsory** which will contain three questions. **Question No. 1 will be very short answer type** consisting of five questions of 1 mark each. **Questions No. 2 & 3 will be short answer types** of 5 marks each. **Group B** will contain descriptive type seven questions of fifteen marks each, out of which four are to be answered. There may be subdivisions in the questions of group B.*

Semester Internal Examination (SIE): *25 Marks, Total time: 3 hours (1+2)*

There will be a theory-modules-based written examination of 10 marks and a practical-modules/units-based examination of 15 marks under the Semester Internal Examination.

Course Learning Objectives:

1. To understand the technological importance of SEO Total

Course Learning Outcomes:

1. Understanding of SEO Principles: Students will gain a thorough understanding of the principles and techniques of search engine optimization, including keyword research, on-page optimization, and off-page optimization.
2. Ability to Implement SEO Strategies: Students will develop the skills to implement effective SEO strategies for websites, including optimizing website content, improving website structure, and building high-quality backlinks.
3. Monitoring and Analyzing SEO Performance: Students will learn how to monitor and analyze the performance of SEO campaigns using tools like Google Analytics and Search Console, and use data-driven insights to improve SEO strategies.

Course Content:

Module 1:

Introduction to SEO, How Search engine works, SEO Phases, History Of SEO, How SEO Works, what is Googlebot (Google Crawler), Types Of SEO technique, Keywords, Keyword Planner tools

Module 2:

On page Optimization, Technical Elements, HTML tags, Schema.org, RSS Feeds, Microsites, Yoast SEO Plug-in

Module 3:

Off-page Optimization- About Off-page optimization, Authority & hubs, Backlink, Blog Posts, Press Release, Forums, Unnatural links.

Module 4:

Social media Reach- Video Creation & Submission, Maintenance- SEO tactics, Google Search Engine, Other Suggested tools

Suggested Books:

1. Digital Marketing –Kamat and Kamat-Himalaya
2. Marketing Strategies for Engaging the Digital Generation, D. Ryan,
3. Digital Marketing, V. Ahuja, Oxford University Press
4. Digital Marketing, S. Gupta, McGraw-Hill
5. Quick Win Digital Marketing, H. Annmarie, A. Joanna, Paperback edition

Practical:

Practical Session 1: SEO Fundamentals

Objective:

Understand the basic principles and terminology of SEO.

Activities:

Discuss the importance of SEO in digital marketing.

Identify key elements of SEO, such as keywords, on-page optimization, and off-page optimization.

Analyze case studies of websites that have effectively implemented SEO strategies.

Outcome:

Students gain a foundational understanding of SEO concepts.

Practical Session 2: Keyword Research and Analysis

Objective:

Learn how to conduct keyword research for SEO purposes.

Activities:

Use keyword research tools (e.g., Google Keyword Planner, SEMrush) to identify relevant keywords for a specific niche.

Analyze keyword metrics such as search volume, competition, and relevance.

Develop a list of target keywords for a fictional website based on research findings.

Outcome:

Students acquire skills in keyword research and selection.

Practical Session 3: On-Page Optimization

Objective:

Understand how to optimize website content for better search engine visibility.

Activities:

Optimize a web page for a target keyword, including title tags, meta descriptions, headings, and body content. Implement best practices for URL structure, internal linking, and image optimization.

Use SEO tools to analyze on-page optimization and make improvements based on recommendations.

Outcome:

Students learn how to effectively optimize web pages for search engines.

Practical Session 4: Off-Page Optimization and Link Building

Objective:

Explore strategies for building backlinks and improving off-page SEO.

Activities:

Identify high-quality websites for potential link-building opportunities.

Develop a link-building strategy, including outreach and relationship-building with other websites. Monitor backlink performance and analyze the impact on search engine rankings.

Outcome:

Students understand the importance of off-page optimization and gain practical experience in link building.

MN-2D (Sem. VIII) : Optimising tools and their optimisation

No. of credits : 4

Full Marks : 100

End Semester Examination (ESE) *: 75 Marks, Time 3:00 Hours*

*There will be two groups of questions **A** and **B**. **Group A is compulsory** which will contain three questions. **Question No. 1 will be very short answer type** consisting of five questions of 1 mark each. **Questions No. 2 & 3 will be short answer type** of 5 marks each. **Group B** will contain descriptive type seven questions of fifteen marks each, out of which four are to be answered. There may be subdivisions in the questions of group B.*

Semester Internal Examination (SIE): *25 Marks, Total time: 3 hours (1+2)*

There will be a theory-modules-based written examination of 10 marks and a practical-modules/units-based examination of 15 marks under the Semester Internal Examination.

Course Learning Objectives:

1. How to create effective Ad Words campaigns & Advertising Positioning with respect to Digital Marketing

Course Learning Outcomes:

1. Understanding of Advertising Tools: Students will gain knowledge about various advertising tools and platforms available for digital marketing, including Google Ads, Facebook Ads, and Instagram Ads.
2. Optimizing Advertising Campaigns: Students will learn how to optimize advertising campaigns for better performance, including targeting the right audience, creating compelling ad copies, and managing budgets effectively.
3. Analyzing Advertising Performance: Students will develop skills in analyzing advertising performance metrics, such as click-through rates, conversion rates, and return on ad spend, and using this data to improve advertising strategies and achieve better results.

Course Content:

Module 1:

Advertising & its importance, Digital Advertising, Different Digital Advertisement, Performance of Digital Advertising: Process & players, Display Advertising Media, Digital metrics

Module 2:

Buying Models- CPC, CPM, CPL, CPA, fixed Cost/Sponsorship, targeting: - Contextual targeting, remarking, Demographics, Geographic & Language Targeting.

Module 3:

Display advertising, different types of ad tools, Display advertising terminology, types of display ads, different ad formats, Ad placement techniques, Important ad terminology, ROI measurement techniques, AdWords & AdSense.

Module 4:

YouTube Advertising: YouTube Channels, YouTube Ads, Type of Videos, Buying Models, Targeting & Optimization, Designing & monitoring Video Campaigns, and Display Campaigns.

Suggested Books:

1. Digital Marketing –Kamat and Kamat-Himalaya
2. Marketing Strategies for Engaging the Digital Generation, D. Ryan,
3. Digital Marketing, V. Ahuja, Oxford University Press
4. Digital Marketing, S. Gupta, McGraw-Hill
5. Quick Win Digital Marketing, H. Annmarie, A. Joanna, Paperback edition **Practical**

Practical

Session 1: Introduction to Advertising Tools

Objective:

Understand the various digital advertising tools available for online campaigns.

Activities:

Introduce popular advertising platforms such as Google Ads, Facebook Ads, and LinkedIn Ads. Demonstrate how to set up an advertising account on each platform.

Discuss the different types of campaigns and ad formats supported by each platform.

Outcome:

Students gain a basic understanding of digital advertising tools and their functionalities.

Practical Session 2: Campaign Planning and Targeting

Objective:

Learn how to plan and target an advertising campaign effectively.

Activities:

Define campaign objectives and key performance indicators (KPIs).

Identify target audience segments based on demographics, interests, and behaviors.

Create a campaign plan that includes budget allocation, ad scheduling, and targeting criteria.

Outcome:

Students develop skills in campaign planning and audience targeting.

Practical Session 3: Ad Creation and Optimization

Objective:

Understand how to create compelling ads and optimize them for better performance.

Activities:

Develop ad creatives (e.g., text, images, videos) that align with campaign objectives and target audience preferences.

A/B test different ad variations to determine the most effective messaging and design.

Monitor ad performance metrics (e.g., CTR, conversion rate) and make adjustments to improve campaign performance.

Outcome:

Students learn how to create and optimize ads for maximum impact.

Practical Session 4: Campaign Monitoring and Analysis

Objective:

Learn how to monitor and analyze advertising campaign performance.

Activities:

1. Use advertising analytics tools to track campaign metrics and performance trends. Generate reports that summarize campaign performance and key insights.
2. Identify areas for optimization and develop recommendations for improving future campaigns.

Outcome: Students gain skills in campaign monitoring, analysis, and optimization.

8. Cyber defense

MN-2A (Sem. II) : Introduction to Cyber Security

No. of credits : 4

Full Marks : 100

End Semester Examination (ESE) *: 75 Marks, Time 3:00 Hours*

*There will be two groups of questions **A** and **B**. **Group A is compulsory** which will contain three questions. **Question No. 1 will be very short answer type** consisting of five questions of 1 mark each. **Question No. 2 & 3 will be short answer type** of 5 marks each. **Group B** will contain descriptive type seven questions of fifteen marks each, out of which any four are to be answered. There may be subdivisions in the questions of group B.*

Semester Internal Examination (SIE): *25 Marks, Total time: 3 hours (1+2)*

There will be a theory-modules based written examination of 10 marks and practical-modules/units-based examination of 15 marks under Semester Internal Examination.

Course objectives:

1. To understand basics of Information Security
2. To learn threats and risks within context of the cyber security
3. To have an overview of the Cyber Security Initiatives in India

Course Content:

Module 1:

History of Internet, Cyber Crime, Information Security,
Computer Ethics and Security Policies, Guidelines to choose web browsers, Securing web browser, Antivirus, Email security

Module 2:

Guidelines for setting up a Secure password, Two-steps authentication, Password Manager, Wi-Fi Security, Guidelines for social media security, Tips and best practices for safer Social Networking, Basic Security for Windows, User Account Password

Module 3:

Introduction to mobile phones, Smartphone Security, Android Security, IOS Security

Module 4:

Counter Cyber Security Initiatives in India, Cyber Security Incident Handling, Cyber Security Assurance.

Module 5:

Social Engineering, Types of Social Engineering, How Cyber Criminal Works, how to prevent for being a victim of Cyber Crime, Cyber Security Threat Landscape, Emerging Cyber Security Threats, Cyber Security Techniques, Firewall, IT Act

Practical

1. Applying guidelines to choose and secure web browser
2. Applying guidelines for setting up a secure password
3. Knowing about mobile phone security
4. Knowing about Hashing

Suggested books:

1. Nina Godbole and Sunit Belapure, Cyber Security Understanding Cyber Crimes, Computer Forensics and Legal Perspectives, Wiley
2. B.B. Gupta, D.P.Agrawal, Haoxiang Wang, Computer and Cybersecurity :Principles, Algorithm, Applications, and Perspectives, CRC Press, ISBN 9780815371335,2018.
3. Cyber Security Essentials, James Graham, Rick Howard and Ryan Otson, CRCPress.
4. Introduction to Computer Network &Cyber Security, Chwan-Hwa(John) Wu, J. David Irwin, CRC Press T & F Group.
5. https://uou.ac.in/sites/default/files/slm/Introduction-cyber-security.pdf

MN- 2B (Sem. IV) : Computer system and Networking

No. of credits : 4
Full Marks : 100

End Semester Examination (ESE) *: 75 Marks, Time 3:00 Hours*

*There will be two groups of questions **A** and **B**. **Group A is compulsory** which will contain three questions. **Question No. 1 will be very short answer type** consisting of five questions of 1 mark each. **Question No. 2 & 3 will be short answer type** of 5 marks each. **Group B** will contain descriptive type seven questions of fifteen marks each, out of which any four are to be answered. There may be subdivisions in the questions of group B.*

Semester Internal Examination (SIE): *25 Marks, Total time: 3 hours (1+2)*

There will be a theory-modules based written examination of 10 marks and practical-modules/units-based examination of 15 marks under Semester Internal Examination.

Course objectives:

1. To learn the foundations of Cyber Security and threat landscape
2. To understand different types Operating System
3. To have an overview of the Cloud Computing

Course Content:

Module 1: Fundamentals of Cyber Security

Defining Cyberspace, Overview of Computer and Web Technology, Networking Terminologies, Architecture of Cyberspace, Concept of Cyber Security, Importance and Goals of Cyber Security, Common Types of attack, Issues and Challenges of Cyber Security

Module 2: Operating Systems

Introduction to Operating System (OS) and its characteristics, Types of OS, Functions of OS, Security in OS, System configuration.

Module 3: Overview of Network

Computer Network, Types of Network, Components of a network, Hubs, Bridge, Switches, Routers, Firewall, Basic networking Concepts and Terminologies

Module 4: Network Security

Introduction to Network Security, Security Vulnerabilities, Threat, Procedures and its best practices, Overview of Intrusion Detection and response, Securing Web Access, Protecting Data and Protection against Malicious Software, Cyber warfare and network attacks, Mitigating Cyber Attacks,

Module 5: Overview of Cloud Computing

Introduction, Architecture of Cloud Computing, Characteristics of Cloud Computing, Benefits and challenges of could computing, Infrastructure for Cloud Computing, Real world applications of Cloud Computing

Practical

1. Introduction to Local Area Network with its cables, connectors and topologies
2. To know about installation of Switch, hub their cascading and network mapping
3. Installation and working of Net meeting and Remote Desktop

Suggested books:

1. Operating System Concepts, Abraham Silberschatz, Greg Gagne, and Peter Baer Galvin, Wiley
2. Cybersecurity for Beginners, Raef Meeuwisse, Cyber Simplicity Ltd
   Data Communications and Networking, Behrouz A. Forouzan, McGraw Hill Education
3. Computer Networks, Tannenbaum, Pearson Education
4. The Basics of Cloud Computing: Understanding the Fundamentals of Cloud Computing in Theory and Practice, Derrick Rountree and Ileana Castrillo, Syngress
5. Cyber Security Essentials, James Graham, Rick Howard and Ryan Otson, CRCPress. a
6. Introduction to Computer Network &Cyber Security, Chwan-Hwa(John) Wu,J. David Irwin, CRC Press T&F Group.

MN-2C (Sem.VI) : Cyber Security and Privacy

No. of credits : 4
Full Marks : 100

End Semester Examination (ESE) *: 75 Marks, Time 3:00 Hours*

*There will be two groups of questions **A** and **B**. **Group A is compulsory** which will contain three questions. **Question No. 1 will be very short answer type** consisting of five questions of 1 mark each. **Question No. 2 & 3 will be short answer type** of 5 marks each. **Group B** will contain descriptive type seven questions of fifteen marks each, out of which any four are to be answered. There may be subdivisions in the questions of group B.*

Semester Internal Examination (SIE): *25 Marks, Total time: 3 hours (1+2)*

There will be a theory-modules based written examination of 10 marks and practical-modules/units-based examination of 15 marks under Semester Internal Examination.

Course Objectives:

1. To understand concepts, technologies, practices and challenges associated with cybersecurity as applied in organizations

2. To explore cyber security along with information privacy with a managerial focus

Course Content:

Module 1:

Introduction to cyber security, Confidentiality, integrity, and availability, Fundamental concepts, CIA, CIA triangle, data breach at target

Module 2:

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

Module 3:

Cyber security policy - ESSP, ISSP, SYSSP, Risk Management - Cyber Risk Identification, Assessment, and Control, Cyber security: Industry perspective - Defense Technologies, Attack, Exploits

Module 4:

Cyber security technologies - Access control, Encryption, Standards. Foundations of privacy - Information privacy, Measurement, Theories. Privacy regulation - Privacy, Anonymity, Regulation, Data Breach. Privacy regulation in Europe, Privacy: The Indian Way - Data Protection, GDPR, DPDP, Aadhar.

Module 5:

Information privacy: Economics and strategy, Economic value of privacy, privacy valuation, WTA and WTC, Business strategy and privacy, espionage, Privacy vs safety.

Practical

1. Case studies for security breach.
2. Use of Hash calculator
3. Finding Security Vulnerabilities.

Suggested books:

1. Michael E. Whitman, Herbert J. Mattord, (2018). Principles of Information Security, 6th edition, Cenage Learning, N. Delhi.
2. Darktrace, “Technology” https://www.darktrace.com/en/technology/#machine-learning, accessed November 2018.
3. Van Kessel, P. Is cyber security about more than protection? EY Global Information Security Survey 2018-2019.
4. Johnston, A.C. and Warkentin, M. Fear appeals and information security behaviors: An empirical study. MIS Quarterly, 2010.
5. Arce I. et al. Avoiding the top 10 software security design flaws. IEEE Computer Society Center for Secure Design (CSD), 2014.
6. Smith, H. J., Dinev, T., & Xu, H. Information privacy research: an interdisciplinary review. MIS Quarterly, 2011.
7. Subramanian R. Security, privacy and politics in India: a historical review. Journal of Information Systems Security (JISSec), 2010.
8. Acquisti, A., John, L. K., & Loewenstein, G. What is privacy worth? The Journal of Legal Studies, 2013
9. Xu H., Luo X.R., Carroll J.M., Rosson M.B. The personalization privacy paradox: An exploratory study of decision-making process for location-aware marketing. Decision Support Systems, 2011.

MN-2D (Sem. VIII) : Cyber Security using Python

No. of credits : 4
Full Marks : 100

End Semester Examination (ESE) *: 75 Marks, Time 3:00 Hours*

*There will be two groups of questions **A** and **B**. **Group A is compulsory** which will contain three questions. **Question No. 1 will be very short answer type** consisting of five questions of 1 mark each. **Question No. 2 & 3 will be short answer type** of 5 marks each. **Group B** will contain descriptive type seven questions of fifteen marks each, out of which any four are to be answered. There may be subdivisions in the questions of group B.*

Semester Internal Examination (SIE): *25 Marks, Total time: 3 hours (1+2)*

There will be a theory-modules based written examination of 10 marks and practical-modules/units-based examination of 15 marks under Semester Internal Examination.

Course Objectives:

1. To know about Python Programming
2. To explore potential of Python in the realm of Cyber Security
3. To understand security in Web Applications

Course Content:

Module 1:

Ubuntu for Python Programming, Introduction to Python, Programming Skills for Python, Setups and Interfaces of Python

Module 2:

Purpose and Benefit of Python for Cyber Security, Python Libraries for Cyber Security, Cryptography and Data Security Techniques, Manage Operating System using Python

Module 3:

Network Connectivity with Python, Scrapy and Other Libraries with Python, Packet Sniffing with Python, Network Log Analysis

Module 4:

Web Vulnerabilities, Information Gathering using Social Network Sites, Information Gathering and Web Scraping,

Practical

1. Program for basic data types available in Python.
2. Program for conditional statements in Python.
3. Program to display classes and objects in Python.
4. Program for file handling in Python.
5. Program to display functions of Python OS Module.
6. Program for Log Analysis.

Suggested Books:

1. https://phoenixnap.com/kb/how-to-install-python-3-ubuntu
2. https://linuxhint.com/python_ide_ubuntu/
3. https://www.digitalocean.com/community/tutorials/initial-server-setup-with-ubuntu-20-04
4. Limited, S., (2022). Cybersecurity And Website Security Reports.

https://www.sitelock.com/resources/security-report/, Accessed 27 May 2022.
5. Owasp.org. (2022). OWASP Foundation, Open Source Foundation for Application Security. https://owasp.org, Accessed 27 May 2022.
6. Owasp.org. 2022. Code Injection Software Attack, OWASP Foundation. https://owasp.org/www-community/attacks/Code_Injection, Accessed 2 June 2022.
7. W3schools.com. (2022). SQL Injection. https://www.w3schools.com/sql/sql_injection.asp, Accessed 2 June 2022.
10. PYTHON FOR CYBERSECURITY: USING PYTHON FOR CYBER OFFENSE AND DEFENSE H Poston, Wiley.

9. Office Management and Secretarial Practice

MN- 2A (Sem. IV) : Anuvad Vigyan

No. of credits: 4
Full Marks: 100

End Semester Examination (ESE)*: 75 Marks, Time 3:00 Hours*

*There will be two groups of questions **A** and **B**. **Group A is compulsory**, containing three questions. **Question No. 1 will be very short answer type** consisting of five questions of 1 mark each. **Questions No. 2 & 3 will be short answer types** of 5 marks each. **Group B** will contain descriptive type seven questions of fifteen marks each, out of which four are to be answered. There may be subdivisions in the questions of group B.*

Semester Internal Examination (SIE): *25 Marks, Total time: 3 hours (1+2)*

There will be a theory-modules based written examination of 10 marks and practical based examination of 15 marks under Semester Internal Examination.

इकाई 1 :

अनुवाद की परिभाषा, स्वरूप, क्षेत्र एवं सीमाएँ, अनुवाद की प्रक्रिया, अनुवाद के उपकरण, अनुवादक के गुण।

इकाई 2 :

अनुवाद के प्रकार – साहित्यिक अनुवाद, वैज्ञानिक एवं तकनीकी अनुवाद, विधि में अनुवाद, वाणिज्य में अनुवाद, जनसंचार में अनुवाद, कार्यालयीन अनुवाद।

इकाई 3 :

अनुवाद की प्रकृति – शब्दानुवाद, भावानुवाद, छायानुवाद, वार्तानुवाद,आदर्ष अनुवाद, काव्यानुवाद।

इकाई 4 :

(क) हिंदी से अंग्रेजी एवं अग्रेजी से हिंदी में अनुवाद।
(ख) हिंदी से संस्कृत एवं संस्कृत से हिंदी में अनुवाद।

सहायक ग्रंथ :

1. अनुवाद विज्ञान : सिद्धांत और सिद्धि – अवधेश मोहन गुप्त, राष्ट्रभाषा प्रकाशन, दिल्ली।
2. प्रारंभिक अनुवाद विज्ञान : सिद्धांत और प्रयोग – अवधेश मोहन गुप्त, सन्मार्ग प्रकाशन, दिल्ली।
3. वैज्ञानिक साहित्य के अनुवाद की समस्याएँ – डॉ0 भोलानाथ तिवारी।
4. अनुवाद कला – डॉ0 भोलानाथ तिवारी।
5. हिंदी में व्यावहारिक अनुवाद – डॉ0 आलोक कुमार रस्तोगी।
6. अनुवाद कला – डॉ0 एन0 ई0 विश्वनाथ अय्यर।
7. काव्यानुवाद की समस्याएँ – तिवारी एवं चतुर्वेदी।
8. अनुवाद : सिद्धांत और प्रयोग – डॉ0 जी0 गोपीनाथन, लोकभारती प्रकाशन, इलाहाबाद।
9. अनुवाद : सिद्धांत एवं स्वरूप – डॉ0 मनोहर सर्राफ एवं डॉ0 शिवकांत गोस्वामी।
10. अनुवाद विज्ञान – डॉ0 बालेन्दु शेखर तिवारी।

MN- 2B (Sem. IV) : Hindi and English Typing Skill

Module 1: Introduction to Hindi and English Typing

a. Understanding Devanagari Script: Familiarization with the Hindi alphabet, consonants, vowels, and their combinations, Importance of typing skills in academic and professional settings.
b. Hindi Typing Software: Introduction to popular Hindi typing software (e.g., Kruti Dev, In script, Remington).
c. English Typing Software: Introduction to popular typing software (e.g., Typing Master, Mavis Beacon).

Module 2: Keyboard Layouts and Basics

a. Hindi Keyboard Layouts: Understanding and practicing Inscript and Remington layouts.
b. QWERTY Keyboard Layout: Understanding the standard QWERTY layout.
c. Finger Placement: Basic finger placement on the keyboard for efficient typing.
d. Basic Typing Drills: Simple exercises to practice typing individual letters and common letter combinations.

Module 3: Intermediate Typing Skills

a. Word and Sentence Typing: Typing common Hindi and English words and simple sentences.
b. Typing Speed and Accuracy: Exercises to improve speed and accuracy, including timed tests.
c. Common Punctuation: Usage and typing of common punctuation marks in Hindi and English.

Module 4: Advanced Typing Skills

a. Complex Words and Sentences: Typing complex words, sentences, and paragraphs.
b. Formatting: Basic document formatting, including font styles, sizes, and paragraph alignment.

Module 5: Practical Applications

a. Document Creation: Creating and formatting documents in Hindi and English using word processing software.
b. Email and Online Communication: Typing emails and messages in Hindi and English.
c. Typing Practice Tools: Using online tools for continued practice and improvement.

Module 6: Assessment and Certification

a. Typing Tests: Regular speed and accuracy tests to assess progress.
b. Final Assessment: Comprehensive typing test covering all aspects learned.
c. Certification: Providing certification based on performance in the final assessment.

MN-2C (Sem.VI) : Comprehensive Computer Skills

No. of credits : 4
Full Marks : 100

End Semester Examination (ESE) *: 75 Marks, Time 3:00 Hours*

*There will be two groups of questions **A** and **B**. **Group A is compulsory** which will contain three questions. **Question No. 1 will be very short answer type** consisting of five questions of 1 mark each. **Questions No. 2 & 3 will be short answer types** of 5 marks each. **Group B** will contain descriptive type seven questions of fifteen marks each, out of which four are to be answered. There may be subdivisions in the questions of group B.*

Semester Internal Examination (SIE): *25 Marks, Total time: 3 hours (1+2)*

There will be a theory-modules-based written examination of 10 marks and a practical-based examination of 15 marks under the Semester Internal Examination.

Module 1: Introduction to Computers

a. Overview of Computers: History, types, and components of computers (hardware and software).
b. Operating Systems: Understanding different operating systems (Windows, macOS, Linux).
c. Basic Operations: Booting, shutdown, and basic navigation.

Module 2: Computer Hardware

a. Hardware Components: CPU, memory, storage devices, input/output devices.
b. Peripheral Devices: Printers, scanners, external drives.
c. Basic Troubleshooting: Identifying and solving common hardware issues.

Module 3: Operating Systems

a. Windows: File management, system settings, and basic troubleshooting.
b. macOS: Navigating the interface, using Finder, and system preferences.
c. Linux: Basic commands, file systems, and user management.

Module 4: **Office Productivity Software**

a. Word Processing: Using Microsoft Word or Google Docs; formatting, templates, and collaboration.
b. Spreadsheets: Using Microsoft Excel or Google Sheets; formulas, functions, charts, and data analysis.
c. Presentations: Using Microsoft PowerPoint or Google Slides; creating slides, animations, and presentation techniques.
d. Databases: Basics of Microsoft Access or similar; creating and managing databases.

Module 5: Internet and Networking

a. Internet Basics: Browsers, search engines, and effective searching techniques.
b. Email: Setting up accounts, email etiquette, attachments, and security.
c. Networking Fundamentals: Understanding LAN, WAN, Wi-Fi, and basic networking concepts.

Module 6: Data Management and Analysis

a. Data Handling: Collecting, storing, and managing data.
b. Data Analysis Tools: Using software like SPSS, R, or Python for data analysis.
c. Big Data Basics: Introduction to big data concepts and tools.

Module 7: Cybersecurity

a. Cybersecurity Basics: Understanding threats, malware, and security principles.
b. Safe Internet Practices: Recognizing phishing, using strong passwords, and securing

personal information.

Module 8: **Cloud Computing**

a. Cloud Basics: Understanding cloud computing and its benefits.
b. Cloud Services: Introduction to services like AWS, Google Cloud, and Microsoft Azure.
c. Cloud Applications: Using cloud-based applications for productivity and storage.

Module 9: Assessment and Certification

a. Regular Assessments: Quizzes, assignments, and practical tests to assess understanding.
b. Final Assessment: Comprehensive exam and project presentation.
c. Certification: Providing certification based on performance in assessments and projects.

MN-2D (Sem. VIII) : Accounting Software (CCAS)- Tally ERP-9

No. of credits: 4
Full Marks: 100

End Semester Examination (ESE)*: 75 Marks, Time 3:00 Hours*

*There will be two groups of questions **A** and **B**. **Group A is compulsory**, containing three questions. **Question No. 1 will be very short answer type** consisting of five questions of 1 mark each. **Questions No. 2 & 3 will be short answer types** of 5 marks each. **Group B** will contain descriptive type seven questions of fifteen marks each, out of which four are to be answered. There may be subdivisions in the questions of group B.*

Semester Internal Examination (SIE): *25 Marks, Total time: 3 hours (1+2)*

There will be a theory-modules-based written examination of 10 marks and a practical-based examination of 15 marks under the Semester Internal Examination.

Course Objectives

1. To impart knowledge regarding concepts of Financial Accounting. Tally is an accounting package that is used for learning to maintain accounts.
2. This course helps students to work with well-known accounting software i.e. Tally ERP.9.
3. To make students capable of creating a company, enter accounting voucher entries including advance voucher entries, reconciling bank statements, doing accrual adjustments, printing financial statements, etc. in Tally ERP.9 software.

Learning Outcomes

1. After successfully qualifying practical examination, students will be awarded the certificate to work with well-known accounting software i.e. Tally ERP.9

2. Students on their own will create the company, enter accounting voucher entries including advance voucher entries, reconcile bank statements, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software.
3. Students will possess the required skills and can also be employed as Tally data entry operators.

   Accounting with Tally certificate course is not just a theoretical program but also includes continuous practice to prepare students with the required employability skills in the job market

Module 1: Financial Accounting

Basic Accounting, Fundamental of TALLY ERP 9,
Company creation, gateway of tally,
Account Master & voucher, Report,
cashbook, journal book, banking, Balance sheet, Profit and loss account

Module2: Invoicing and inventory

Inventory master, inventory voucher,
invoicing, inventory report, order,

Module 3: Tax Accounting Model

Tax deducted at source, The introduction of GST,
TALLY with GST, VAT, Excise Duty, TCS

Module 04: Payroll Accounting

Payroll Master,
Payroll voucher Pay Reports,

Module 05: Appendices

Shortcut key,
Installation of Tally, Download

Suggested Books:

1. Tally. ERP 9 with GST: DT Editorial service, Dream Lech Press
2. Omdex Tally. Erp 9 Course Kit with GST and MS Excel; Dream Lech Press
3. Financial Accounting with Tally. ERP 9 (In Hindi) / टैली के साथ वित्तीय लेखांकन (हिन्दी में). Dr Abhishek Srivastava