



SNDT Women's University, Mumbai

Open Electives Course (OEC)
for
**Students of Faculty of Science &
Technology**
for
Semester - III

As Per NEP – 2020

Syllabus
(W.E.F. Academic Year 2025-26)

Sr. No.	Subject Code	Title
1	30420111	Customer Relationship Management
2	30420112	Introduction to Advertising
3	30420113	Introduction to Export Marketing
4	30420113	Introduction to Export Marketing
5	30420114	Industrial Psychology–Organisational Behaviour
6	30420115	Marketing Management
7	30420116	Industrial Statistics
8	30420117	Basics of Co-operative Management
9	30420118/	Introduction to Treasury & Risk Management
10	30420119	Principles of Economic Systems and Freedom
11	30420161	Financial Accounting Insights
12	30420162	Business Communication
13	30410111	English for Report and Research Paper Writing (for the English medium students)
14	30410112	English for Professional Development (For Non-English Medium Students)
15	30410211	ગુજરાતી પત્રકારત્વ -લેખ,લેખન અને વિવિધ પ્રકાર(Feature writing)
16	30410511	વેદકાલીનઋષિકા: - Rishikas from Vedic Era
17	30410311	યાત્રા વૃત્તાંત
18	30410411	□□□□ □□□
19	30411111	Sociology of Youth
20	30411011	Health Psychology
21	30410911	Women's Movement in India
22	30410811	Women in Indian Society
23	30410812	International Tourism
24	30410711	Geography of Natural Disaster

25	30410611	Economy of Maharashtra
26	30444221	Calligraphy (Pr)
27	30444222	Graphic Design Basic (Pr)
28	30444121	Fashion Categories (Pr)
29	30444122	Yarn Craft (Pr)
30	30444123	Fabric Origami (Pr)
31	30444122	Yarn Craft (Pr)
32	30444123	Fabric Origami (Pr)
33	30444522	Precious and Semi-Precious Stones (Pr)
34	30444523	Traditional Jewelry of India (PR)
35	30444321	Writing Skills (PR)
36	30444322	Metal Studies for Jewellery (PR)
37	30444421	Prints for Textiles PR
38	30444422	Fabric Styling (Pr)
39	30444412	Traditional Textiles of India (Th/Pr)
40	30444821	Fashion Photography (PR)
41	30444822	Computer-Aided Rendering Technique in Fashion (PR)
42	30444823	Mixed Media – Fabric
43	30441221	Batik Art (P)

44	30441121	Film song based on Folk Music
45	30443121	Public Speaking (Pr.)

Course Title	Customer Relationship Management (CRM)
Course Credits	2
Course Outcomes	<p>After going through the course, learners will be able to</p> <ul style="list-style-type: none"> • Understand the fundamentals of Customer Relationship Management (CRM), explaining its concept and recognizing its significance in driving business success. • Analyze CRM systems by differentiating between various types, including Operational, Analytical, and Collaborative, and understanding their applications in business • Build and maintain customer relationships by identifying effective strategies for acquiring and retaining customers while fostering loyalty and trust. • Familiarize with customer needs by analyzing their expectations and delivering personalized and effective CRM solutions. • Evaluate the benefits of effective CRM by assessing the advantages of implementing strong practices that enhance customer satisfaction and drive business growth.
Module 1 (Credit 1):	Introduction to Customer Relationship Management
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Understand the definition and importance of CRM in business. • Learn the different types of CRM systems. • Recognize the benefits of implementing CRM strategies.
Content Outline	<p>1.1 What is Customer Relationship Management (CRM)? 1.2 Importance of CRM in business 1.3 Key concepts in CRM 1.4 Types of CRM systems (Operational, Analytical, Collaborative) 1.5 Benefits of effective CRM</p>
Module 2 (Credit 1):	Building Customer Relationships
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Learn the difference between customer acquisition and retention. • Understand the importance of customer loyalty and trust. • Identify techniques to personalize customer interactions and build lasting relationships.
Content Outline	<p>2.1 Customer acquisition vs. Customer retention 2.2 Customer loyalty and trust 2.3 Understanding customer needs and expectations 2.4 Personalization in CRM 2.5 Techniques for building strong relationships with customers</p>

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Internal – NIL

External – 50-Marks

References:

- Buttle, F. (n.d.). *Customer relationship management: Concepts and tools*. Wiley India.
- Goodman, J. A. (n.d.). *The customer experience 3.0*. Pearson.
- Gupta, R. K. (n.d.). *Customer loyalty: Toward an empirical approach*. Sage Publications.
- Kumar, V., & Reinartz, W. (n.d.). *Customer relationship management*. Pearson Education.
- Nigam, S., & Rajpal, S. (n.d.). *Customer relationship management in the digital age*. Sage Publications.
- Shajahan, S. (n.d.). *Essentials of customer relationship management*. Wiley India.
- Shankar, G., & Lalitha, A. (n.d.). *Relationship marketing and customer relationship management*. Wiley India.
- Sheth, J. N., & Sisodia, R. S. (n.d.). *Customer relationship management: A managerial perspective*. Tata McGraw-Hill Education.
- Soni, S. (n.d.). *Customer relationship management: A strategic approach*. Jaico Publishing House.

Course Title	Introduction to Advertising
Course Credits	2
Course Outcomes	<p>After going through the course, learners will be able to</p> <ul style="list-style-type: none"> • Understand the fundamentals of advertising, including its role and key principles. • Develop strategies for designing and implementing impactful advertising campaigns. • Analyze the process of brand building and learn techniques to create and sustain strong brands. • Explore special-purpose advertising units and their applications in various industries. • Evaluate the effectiveness of advertising initiatives and optimize campaigns for better results.
Module 1 (Credit 1) Introduction to Advertising	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Understand the fundamentals of advertising, including its principles, mediums, and role in influencing consumer behavior and market trends. • Gain foundational knowledge of brand building and learn to create effective, audience-tailored advertisements using various advertising strategies and special-purpose units.
Content Outline	<p>1.1 Advertising: Concept, Features, Evolution of Advertising, Active Participants, Benefits of advertising to Business firms and consumers.</p> <p>1.2 Classification of advertising: Geographic, Media, Target audience and Functions.</p> <p>1.3 Integrated Marketing Communications (IMC)- Concept, Features, Elements, Role of advertising in IMC</p> <p>1.4 Economic Aspect – Effect of advertising on consumer demand, competition and price. Waste in advertising.</p> <p>1.5 Social Aspect – Advertising and Cultural values, Ethical and Social issues in advertising, Advertising and Standard of living.</p>
Module 2 (Credit 1) Advertising Brand Building and Special Purpose Advertising	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Evaluate the principles and techniques of advertising, including its role in brand building and consumer engagement. • Create effective brand-building strategies and create impactful advertisements tailored to specific purposes and audiences.

Content Outline	<p>2.1 Brand Building: The Communication Process, AIDA Model, Role of advertising in developing Brand Image and Brand Equity, and managing Brand Crises.</p> <p>2.2 Special purpose advertising: Rural advertising, Political advertising-, Advocacy advertising, Corporate Image advertising, Green Advertising – Features of all the above special purpose advertising.</p> <p>2.3 Trends in Advertising: Media, Ad spends, Ad Agencies, Execution of advertisements.</p>
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Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Internal – NIL

External – 50-Marks

References:

- Arens, W., Weigold, M., & Arens, C. (2017). *Contemporary advertising* (15th ed.). McGraw-Hill Higher Education.
- Belch, G., & Belch, M. (2015). *Advertising and promotion: An integrated marketing communications perspective* (10th ed.). McGraw-Hill Education.
- Keller, K. L. (2013). *Strategic brand management* (4th ed.). Pearson Education Limited.
- Singh, R., & Sharma, S. (2006). *Advertising: Planning and implementation*. Prentice Hall.

Course Title	Introduction to Export Marketing
Course Credits	2
Course Outcomes	<p>After going through the course, learners will be able to</p> <ul style="list-style-type: none"> • Understand the fundamentals and Importance of Export Marketing. • Acquaint the students with the knowledge of composition and direction of India's Export trade • Gain knowledge of various trade barriers and trading blocs in the International market • Develop understanding about India's Foreign Trade Policy & Export Promotion Organizations. • Equip students about the knowledge of role of logistic in the International trade & Role of technology in emerging export marketing.
Module 1 (Credit 1):	Fundamentals of Export Marketing
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Understand fundamentals of export marketing and its significance. • Acquaint knowledge of composition and direction of India's Export Trade • Learn about trade barriers and trading blocs in the International Market • Evaluate Foreign Market Selection Process
Content Outline	<p>1.1 Concept and Significance of Export Marketing 1.2 Composition and Direction of India's Export trade 1.3 Trade barriers and Trading Blocs in the International Markets 1.4 World Trade Organization and – Objectives & Functions 1.5 Foreign Market Selection Process</p>
Module 2 (Credit 1):	India's Foreign Trade Policy & Export Promotion Organisations
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Understand India's Foreign Trade Policy and Trade Facilitations • Gain knowledge of various export promotions organization and Export marketing organizations • Learn students about knowledge of role of logistic in International trade its challenges and solutions • Understand role of technology in emerging trends

Content Outline	2.1 India's foreign Trade policy 2015-20 -Highlights & Implications 2.2 Objectives of India's foreign trade policy 2.3 Benefits to the status holders 2.4 Export Promotions organizations & Export Marketing organizations 2.5 Role of logistic in International trade its challenges and solutions 2.6 Role of technology in emerging trends
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Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Internal – NIL

External – 50-Marks

References:

- Export management, Balagopal, 2015, T.A.S. (Himalaya publishing house)
- Export Import Procedure & Documentation. N.G. Kale, 2017, (Vipul prakashan)
- Export Marketing. Vaz, Michael.2018, (Manan Prakashan)
- International Trade Policy. Robertson, David,2014, (McMilan publication)
- International Trade theory & practice. P.N. Roy. 2015, (Wiley Eastern Lt.)
- International Trade & export management. Cherunilam Frances,2016, (Himalaya publishing House)
- Export Marketing. Rathar.2018, (Himalaya Publishing House)
- Aarthvyavastha. Ramnaresh Pandey2015, (Atlantic Publisher & Distributors)
- Articles from WTO, UNCTAD, and World Bank Reports

Course Title	Industrial Psychology - Organizational Behaviour
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> Understand the foundations of Organizational Behaviour
	<ul style="list-style-type: none"> Link managerial roles to organizational demands
	<ul style="list-style-type: none"> Map attitudes that influence work behaviour
	<ul style="list-style-type: none"> Outline factors affecting work behaviour
Module 1 (Credit 1) Organisational Behaviour	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Appraise the contributions of various disciplines to Organizational behaviour
	<ul style="list-style-type: none"> Analyse the roles and challenges of managing organizational behaviour
Content Outline	1.1 What is Organisational behaviour. Importance of interpersonal skills 1.2 Disciplines contributing to the field of OB 1.3 Management and Organisational Behaviour 1.4 Challenges and Opportunities in OB
Module 2 (Credit 1) Attitudes at Workplace	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> Infer attitudes underlying patterns of work behaviour
	<ul style="list-style-type: none"> Utilize understanding of job attitudes to increase job satisfaction
Content Outline	2.1 Introduction to the concept of attitudes 2.2 Attitudes and behaviour 2.3 Job Attitudes 2.4 Job Satisfaction

Internal Exam - Nil

External Exam - 50 Marks

References:

1. Robbins, S.P, and Judge, T.A. (2016). Organizational Behavior, 17th Edition. Pearson Prentice Hall, New Delhi. India

Additional Texts:

- Butler, M and Rose, E (2011) Introduction to Organisational Behaviour. Jaico Publishing House, Mumbai.
- Clegg, S., Korberger, M and Pitsis, T (2012) Managing and Organizations: An Introduction to Theory and Practice. Sage Publications, New Delhi.
- Cooper, C.L (2011) Organizational Health and Wellbeing. Vol 1, 2, 3. Sage Publications, New Delhi
- Muchinsky, P. (8th Edition). Psychology Applied to Work.
- Robbins, S., Judge, T. & Sanghi, S. (2009). Organizational Behavior (13th Ed). Pearson Prentice Hall.
- Luthans, F. (2008). Organizational Behavior (11th Ed). Mc Graw Hill International Edition. ISBN: 978-007-125930-9. Singapore.
- Singh, K. (2015). Organizational Behavior. Texts and Cases (3rd Ed). Vikas Publishing House Pvt. Ltd. New Delhi

Course Title	Marketing Management
Course Credits	2
Course Outcomes	<p>After going through the course, learners will be able to</p> <ul style="list-style-type: none"> • Understand and analyze the Concept and Significance of Marketing Management. • Familiarize with Marketing System mechanism and role of International Marketing Management • Prepare Strategic Marketing Management, & Difference between Marketing Management & Strategic Marketing Management. • Know and analyze Changing Marketing Scenario
Module 1 (Credit-1) INTRODUCTION TO MARKETING MANAGEMENT	
Learning Outcomes	<p>After learning the module, learners will be able to:</p> <ul style="list-style-type: none"> • Understand the Nature, Concepts of Marketing • Know the Functions and Importance of Marketing Management • Evaluate the Strategic Marketing Management & difference Between Traditional Marketing Management
Content Outline	<p>1.1 Marketing Management-Meaning and Nature of Marketing Management.</p> <p>1.2 Functions and Importance of Marketing Management,</p> <p>1.3 Concepts of Marketing,</p> <p>1.4 Strategic Marketing Management, Difference between Marketing Management & Strategic Marketing Management</p>
Module 2 (Credit 1) Marketing Planning & Changing Marketing Environment	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Acquaint the students with Marketing Planning & its process. • Understanding Marketing Mix. • Identifying & Analyzing Sales forecasting. • Know the factors Basis of segmentation.
Content Outline	<p>2.1 Marketing Planning-Concept, Significance & Process of Marketing Planning.</p> <p>2.2 Marketing Mix- Meaning and Elements of Marketing Mix.</p> <p>2.3 Sales forecasting-Concept, Methods and Importance.</p> <p>2.4 Market Segmentation-Meaning, features, and Basis of segmentation.</p>

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Internal – NIL

External – 50-Marks

References:

- Philip Kotler, (2015). Marketing Management. Pearson Education Asia, Prentice Hall, 12th edition.
- Philip Kotler & Kevin Keller, (2016). Marketing Management, 4Th edition.
- Rajan Saxena, (2015). Marketing Management, Tata McGraw Hill Education Private Limited New Delhi, 4th Edition.
- Pride William M. & Ferrell O.C. (2015). Marketing Concepts and Strategies, Biztantra, New Delhi, Twelfth edition.
- Peter Drucker, (2014). Management Challenges for the 21St Century, Harper Collins Publishers, New York,
- Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2022). Marketing Management. Pearson.
- Dr. S. L. Gupta & Sumitra Pal, (2020) Consumer Behavior- An Indian Perspective (4nd Edition), Sultan Chand & Sons.
- Philip Kotler, Principles of Marketing Management (19th Edition), Pearson.

Course Title	Industrial Statistics
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> • Apply concepts of probability and solve the problems • Apply concepts of binomial, Poisson and normal distribution for problems. • Application of decision theory. • Solve the problems using expected monetary value.
Module 1 (Credit 1)	Theory of Probability
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Understand the concept of Probability. • Solve simple Probability Questions
Content Outline	1.1 Approaches to the calculation of probability. 1.2 Calculation of event probabilities. Addition and multiplication laws of probability (Proof not required). 1.3 Conditional probability and Bayes' Theorem (Proof not required). 1.4 Expectation and variance of a random variable.
Module 2 (Credit 1)	Probability Distributions
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Understand different probability distributions and their properties • Solve problems of different probability distributions
Content Outline	2.1 Binomial distribution: Probability distribution function, Constants, Shape, Fitting of binomial distribution 2.2 Poisson distribution: Probability function, (including Poisson approximation to binomial distribution), Constants, Fitting of 2.3 Poisson distribution 2.4 Normal distribution: Probability distribution function, Properties of normal curve, Calculation of probabilities

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Internal – NIL

External – 50-Marks

References:

- Statical techniques by S.P Gupta Sultan and Chand Prakashan.

Course Title	Basics of Co-operative Management
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> • Understand the fundamental concepts and principles of co-operation. • Analyze the types of co-operative institutions and their functions. • Evaluate the significance of agriculture co-operatives and their role in rural development. • Differentiate between various forms of co-operatives and understand relevant legal frameworks.
Module 1 (Credit 1)	Co-operative movement in India
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Define the meaning, definition, and features of co-operation. • Differentiate between the principles of co-operation and other economic principles. • Analyze the role of co-operation in economic development in India. • Evaluate the functions and importance of each type of co-operative institution.
Content Outline	1.1 Introduction to Co-operative movement in India Meaning and definition of co-operation. 1.2 Features of co-operation. 1.3 Historical development and principles of co-operation. 1.4 Contribution of co-operatives to economic growth in India. 1.5 Overview of co-operative institutions
2 Module 2 (Credit 1)	Agricultural Co-operatives.
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Explain the structure and functions of agricultural co-operatives. • Assess challenges faced by co-operatives like NAFED and suggest remedies. • Analyze the significance of co-operative farming and its limitations. • Evaluate the relevance of single-purpose and multi-purpose co-operatives in the modern economy.
Content Outline	2.1 Structure and functions of agricultural co-operatives. 2.2 Co-operative Marketing- Structures, Functions, Problems & remedies 2.3 NAFED: Functions, problems, and remedies. 2.4 Types and issues in co-operative farming. 2.5 Single-purpose vs multi-purpose co-operatives 2.6 Summary of key co-operative laws in India.

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Internal – NIL

External – 50-Marks

References:

- "India's Producer Companies & Small Farmers" Performance & Prospects (2023)
- "Principles of Cooperative Management" by B.S. Mathur. (2015)
- "Principles & Practices of Cooperative Marketing" Dr. B.K.Patil (2023)
- A Handbook of all Cooperatives Exams 2023 Edition (2023)
- Mathur G. R.: Co-operatives In India
- Sharada V.: The Theory of Co-operation (2012)
- New Dimension of Cooperative Management by G.S. Kamat (1978 & 2003)
- Cooperative Management & Administration by V.Kulandaisamy (2000 & 2002)
- Professional Management for the Cooperatives by A.K Shah
- Cooperative Democracy in Action by O.R. Krishnaswamy
- "Cooperative Management" by S Nakkiran (2006)
- Principles & Practices of Cooperative Management by G.S. Kamat
- Management Cooperative Enterprises by S.K.Sinha & R. Sahaya (1981)
- Theory, History & Practices of Cooperation by R.D. Bedi

Course Title	Introduction to Treasury & Risk Management
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> • Demonstrate a thorough understanding of treasury management principles and practices. • Define treasury management, explain its scope, and describe its key functions, including cash management, liquidity management, financing, and risk management • Assess the various types of financial risks (interest rate, currency, and commodity risk) and develop hedging strategies. • Identify financial risks in treasury operations and implement appropriate hedging strategies using derivatives to mitigate interest rate, currency, and commodity risks • Assess the organizational structure of a treasury function, understand the role of Treasury Management Systems (TMS), and apply best practices in corporate governance and strategic financial decision-making.
Module 1 (Credit 1): Introduction to Treasury Management	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Define treasury management, outline its key functions and describe its role in corporate governance and strategy. • Evaluate the organizational structure of a treasury function and understand the role of Treasury Management Systems in enhancing efficiency and control.
Content Outline	1.1 Definition and scope of treasury management. 1.2 Key functions of a treasury department (cash management, liquidity management, financing, and risk management). 1.3 Role of the treasury in corporate governance and strategy. 1.4 Overview of Treasury Management Systems (TMS). 1.5 Organizational structure of a treasury function.
Module 2 (Credit 1): Risk Management in Treasury	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Recognize key financial risks, including interest rate risk, currency risk, and commodity risk, and apply appropriate measurement techniques to evaluate their impact.
	<ul style="list-style-type: none"> • Implement hedging strategies using derivatives and apply effective risk management techniques to mitigate market and operational risks in treasury operations.

Content Outline	2.1 Financial risk identification and measurement (interest rate risk, currency risk, commodity risk). 2.2 Hedging strategies using derivatives (forward contracts, options, and swaps). 2.3 The role of treasury in managing market risk and operational risk. 2.4 Interest rate and currency risk management techniques. 2.5 Case studies on risk management in treasury operations.
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Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Internal – NIL

External – 50-Marks

References:

- Bragg, S. M. (2020). *Treasury management: The practitioner's guide*.
- Brown, A. (2024). *Financial risk management for dummies*. American Broadcast Journal.
- Hong Kong Institute of Bankers (HKIB). (2021). *Corporate treasury management*.
- Myint, S., & Famery, F. (2018). *The handbook of corporate financial risk management*.
- Viswanath, P. V. (2016). *Treasury management: A practitioner's guide*. Macmillan Education, Indian Institute of Banking.

Course Title	Principles of Economic Systems and Freedom
Course Credits	2
Course Outcomes	<p>After going through the course, learners will be able to</p> <ul style="list-style-type: none"> • Understand the evolution and classification of economic systems and their impact on economic activities. • Analyze the role of incentives in various economic systems and their effect on economic decision-making. • Evaluate the efficiency criteria of different economic systems and their importance in economic growth. • Assess the significance of economic freedom and its role in the smooth functioning of an economy. • Develop a comparative understanding of different economic systems concerning social justice and development
Module 1(Credit 1)	: Introduction to Economic System
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Define and explain the concept of an economic system. • Classify different types of economic systems (Capitalism, Socialism, and Mixed Economy). • Understand the functions and importance of economic systems in resource allocation. • Analyze the relationship between economic systems and social justice.
Content Outline	<p>1.1 Economic System- meaning & Definition, Evolution of Economic System</p> <p>1.2 Classification of Economics System</p> <p>1.3 Functions and importance of various economic systems</p> <p>1.4 Economic Systems and Social Justice</p>
Module 2(Credit 1)	: Economic Incentives and Freedom Across Market Structures
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Define incentives and classify them into different types (monetary, non-monetary, moral, etc.). • Examine the role of incentives in motivating economic agents. • Compare how incentives work in different economic systems. • Assess the importance of incentives in driving economic growth and efficiency.
Content Outline	<p>2.1 Incentive-Meaning, Types of Incentives</p> <p>2.2 Important Incentives under Various Economics Systems</p> <p>2.3 Role of incentives in motivating economic agents.</p> <p>2.4 Compare how incentives work in different economic systems.</p> <p>2.5 Meaning, types of Economic freedom under various economic Systems.</p>

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Internal – NIL

External – 50-Marks

References:

- Samuelson, P. A., & Nordhaus, W. D. (2020). Economics (20th ed.). McGraw-Hill Education.
- Mankiw, N. G. (2021). Principles of Economics (9th ed.). Cengage Learning.
- Stiglitz, J. E. (2015). The Price of Inequality: How Today's Divided Society Endangers Our Future. W.W. Norton & Company.
- Friedman, M. (1962). Capitalism and Freedom. University of Chicago Press.
- Sen, A. (1999). Development as Freedom. Oxford University Press.
- North, D. C. (1990). Institutions, Institutional Change, and Economic Performance. Cambridge University Press.
- Keynes, J. M. (1936). The General Theory of Employment, Interest, and Money. Macmillan.
- Schumpeter, J. A. (1942). Capitalism, Socialism, and Democracy. Harper & Brothers.
- Hayek, F. A. (1944). The Road to Serfdom. University of Chicago Press.
- Dornbusch, R., Fischer, S., & Startz, R. (2018). Macroeconomics (13th ed.). McGraw-Hill Education.

Course Title	Financial Accounting Insights
Course Credits	2
Course Outcomes	<p>After going through the course, learners will be able to</p> <ul style="list-style-type: none"> • Understand the various types of Calculating Depreciation and its effects on the business • Familiarize with the basics of foreign exchange transactions and its terminologies.
Module 1 (Credit 1)	Depreciation Accounting
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Understand the basic fundamentals of need and method of providing depreciation. • Correlate the life span of the asset with yearly extinguishment as expenditure.
Content Outline	<p>1.1 Theory:</p> <ul style="list-style-type: none"> • Introduction, Definition, • Identify Factors affecting depreciation, • Explain the purpose of depreciation, • Methods of calculating depreciation. <p>1.2 Problems on:</p> <ul style="list-style-type: none"> • Accounting Treatment, • Calculation of depreciation by Fixed Instalment Method, • Reducing Balance Method, • Change in the Method of Depreciation. • Preparation of Assets Account and Depreciation Account.
Module 2 (Credit 1)	Accounting for Foreign Currency Transactions
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • Understand the basics of foreign exchange transactions • Gain deep knowledge of necessary requisites of foreign exchange markets • Comprehend the terminologies used in FOREX markets • Familiarize with the accounting aspects of the transactions
Content Outline	<p>2.1 Theory:</p> <ul style="list-style-type: none"> • Participants of Foreign Exchange Markets, • Characteristics of Foreign Exchange Market, • Major Foreign Currencies that Trade Worldwide, • Meaning of Important Terms, • Requirements of Accounting Standard 11, • Accounting Procedure for Foreign Currency Transactions <p>2.2 Problems on:</p> <ul style="list-style-type: none"> • Journal Entries for foreign Exchange transactions – Import and Export, • Receipts and payments, • Purchase of fixed assets in foreign currency. • Accounting for year-end adjustments

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

Internal – NIL

External – 50 Marks

References:

- Ainapure. (2023). *Advance accounting*. Manan Prakashan.
- Choudhary. (2023). *Corporate accounting*. Sheth Publishers.
- Gupta, R. L. (2023). *Advance accountancy*. Sultan Chand & Sons.
- Kishnadwala. (2022). *Financial accountancy & management*. Vipul Prakashan.
- Shukla, M. C., & Grewal, T. S. (2023). *Advance accountancy*. S. Chand & Co.

Course Title	Business Communication
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> • Acquire essential skills for effective business communication. • Interpret visual data from verbal data and vice-versa. • Know about the types of meetings, and draft minutes of meetings, circulars, representations, and memos. • Draft Credit and Collection letters.
Module 1 (Credit 1) Essential of Routine Business Communication	
Learning Outcomes	After learning the module, learners will be able to
	<ul style="list-style-type: none"> • Interpret data from visual to verbal and verbal to visual. • Know about various types of meetings, roles and responsibilities of the Chairperson, members and participants. • Draft notices, agenda and minutes of meetings, and draft representations, circulars memos
Content Outline	1.1 Interpreting Data: Visual to Verbal and Verbal to Visual 1.2 Business Meetings: Types of Meetings; Preparing for a Meeting; Role and Responsibilities of Chairperson, Members and Participants, and Etiquettes. 1.3 Notices, agenda and minutes of meetings, and representations, circulars and memos.
Module 2 (Credit 1) Business Letters & Emails- Credit and Collection	
Learning Outcomes	After learning this module, learners will be able to
	<ul style="list-style-type: none"> • Learn the theory of Credit and Collection Letters. • Draft Credit and Collection letters.
Content Outline	2.1 Theory: Credit and Collection Letters 2.2 Writing Credit Letters. 2.3 Writing Collection Letters.

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE) :

Internal – NIL

External –50- Marks

References:

- Bovee, C. L., & Thill, J. V. (2018). *Business communication today* (14th ed.). Pearson.
- Doctor, A., & Doctor, A. (2019). *Business communication*. Sheth Publishers.
- Guffey, M. E., & Loewy, D. (2016). *Essentials of business communication* (10th ed.). Cengage Learning.

- Jain, P., & Sharma, P. (2014). *Behind every good decision: How anyone can use business analytics to turn data into profitable insight*. AMACOM.
- Knaflitz, C. N. (2015). *Storytelling with data: A data visualization guide for business professionals*. Wiley.
- Locker, K. O., & Kaczmarek, S. K. (2013). *Business communication: Building critical skills* (6th ed.). McGraw-Hill Education.
- Locker, K. O., & Kienzler, D. S. (2015). *Business and administrative communication* (11th ed.). McGraw-Hill Education.
- Rai, U. (2014). *Business communication*. Himalaya Publishing House.
- Williams, V. (2020). Chapter 6: Emails, memos and letters. In *Fundamentals of business communication*.
- BC campus (2020) Open Textbooks.

Course Title	English for Report and Research Paper Writing (for the English medium students)
Course Credits	2
Course Outcomes	After going through the course, learners will be able to :
	1. Understand various components and formats of writing reports and research papers.
	2. Prepare concise reports for events and situations.
	3. Apply knowledge of research conventions
Module 1 (Credit 1) - Report Writing	
Learning Outcomes	After learning the module, learners will be able to:
	1. Prepare reports on news, events, situations etc.
	2. Use visual aids like bar graphs, charts, tables etc. to write reports.
	3. Apply appropriate language and tone to suit the purpose and audience of the report.
Content Outline	1.1 Learning how to use visual aids like bars, graphs, flowcharts etc.
	1.2 Reporting events and situations. <i>A Practical Course for Developing Writing Skills in English</i> by J. K. Gangal. PHI Learning, 2011.
Module 2 (Credit 1) - Essential Skills for Writing Effective Research Papers	
Learning Outcomes	After learning this module, learners will be able to
	1. Learn about the essential skills for writing research papers.
	2. Identify and analyse the key elements of academic writing, including thesis statements, arguments, and conclusions.

Content Outline	<p>2.1 Essential skills for writing a research paper:</p> <p>2.2 Commonly used terms related to research: Choose a Topic, Review of Literature, Title, Hypothesis/Research Questions/ Research Design/ Data Collection/ Style sheet pertaining to specialisation, Citation</p> <p>2.3 Reading samples of research papers</p> <p><i>A Practical Course for Developing Writing Skills in English</i> by J. K. Gangal. PHI Learning, 2011.</p>
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Assignments/Activities towards Comprehensive Continuous Evaluation (CCE):

External Evaluation:

1. Report Writing on Events/ Situations - 2 / 4 - 20 marks
2. Interpreting visual information (bar graphs, charts, tables, graphs) in compose a well- structured analytical paragraph - 10 marks paragraph
3. Short Notes on components of a research paper - 4 / 5 -20 marks

Bibliography

Bhattacharya, Arka. *A Handbook of Report Writing*. Books Way, 2015.

Sharma, R.C. and Mohan, Krishna. *Business Correspondence and Report Writing*. McGraw Hill, 2017.

Sorenson, Sharon. *How to Write Research Papers*, Arco Publishers, 2011.

Course Title	English for Professional Communication (For Non-English Medium Students)
Course Credits	2
Course Outcomes	After completing the course, learners will be able to:
	c. Comprehend and analyse workplace narratives.
	d. Apply functional English skills in everyday and professional interactions.
	e. Develop effective writing skills for professional communication.
	f. Interpret and draft texts (advertisements, notices and instructions) that are used in professional settings.
Module 1 (Credit 1) - Reading Comprehension	
Learning Outcomes	After studying this module, learners will be able to:
	1. Read and analyse short stories from Indian literature.
	2. Understand themes, characters, and vocabulary in literary contexts.
	3. Respond to comprehension based questions and short answer type analytical questions based on the text.
Content Outline	Short Stories: <ol style="list-style-type: none"> 1. <i>Million Dollar Seamstress</i> by Ruby Ashraf 2. <i>Tripping Along</i> by Deep Kalra <p>(Selections from the book <i>Stay Hungry Stay Foolish</i> by Rashmi Bansal, Published by IIM Ahmedabad, 2008)</p>
Module 2 (Credit 1) English for Professional Use	
Learning Outcomes	After studying this module, learners will be able to:
	<ol style="list-style-type: none"> 1. Use appropriate formal expressions for various communicative situations. 2. Compose clear and concise formal letters using correct format and tone. 3. Read, interpret and write professional texts correctly and effectively.

Content Outline	2.1 Formal Communication <ol style="list-style-type: none"> 1. Greetings, introducing self and others, starting and ending conversation, inviting and accepting invitations, expressing gratitude, apology, making requests and giving suggestions 2. Telephone etiquette <p>Activities: Dialogue writing, mock calls, Role Play</p>
	2.2 Written Communication: <ul style="list-style-type: none"> ● Letter/E-mail writing- Apology, Appreciation, Permission, Request
	2.3 Reading, Interpreting and Writing Texts: <ol style="list-style-type: none"> 4. Advertisements, Notices, Instructions <p>(Selections from Chapter fifteen, unit III from the book <i>Model Business Letters, E-mails & Other Business Documents</i>-sixth edition by Shirley Taylor, published by Pearson Education Ltd.)</p>

Evaluation Pattern: External examination of 50 marks

Q.1 Comprehension passage- (questions and vocabulary)	15 Marks
Q.2 Short answer questions based on the stories (Five questions)	5 Marks
	(1 out of 2)
Q.3 Letter writing (Apology, Appreciation, Permission, Request)	10 Marks
Q.4 Imaginary telephonic conversation/ dialogue writing	10 Marks
Q.5 Advertisement/ Notice / instructions writing	

Bibliography

Bansal, Rashmi. *Stay Hungry Stay Foolish*. IIM Ahmedabad, 2008.

Dixson, Robert J. *Everyday Dialogues in English - A Revised Edition*. PHI Learning Private Limited, Delhi, 2013.

Gangal, J. K. *A Practical Course in Effective English Speaking Skills*. PHI Learning Private Limited, Delhi, 2014.

Kumar, Sanjay and Lata, Pushp. *Communication Skills*. Oxford University Press, New Delhi, 2024.

Rai, Urmila and Rai, S. M. *Business Communication*. Himalaya Publishing House, Mumbai, 2014.

Raman, Meenakshi and Singh, Prakash. *Business Communication - Second Edition*. Oxford University Press, 2012.

Sasikumar, V. et al. *A Course in Listening & Speaking II*. Foundation Books, New Delhi, 2014. Seely, John. *The Oxford Guide to Effective Writing and Speaking*. Oxford University Press, New Delhi, 2013.

Taylor, Shirley. *Model Business Letters, E-mails and Other Business Documents - Sixth Edition*.

Pearson Education, 2004.

Course Title	ગુજરાતી પત્રકારત્વ -લેખ,લેખન અને વિવિધ પ્રકાર(Feature writing)
Course Credits	2
Course Outcomes	<p>After going through the course, learners will be able to</p> <ul style="list-style-type: none"> • ફિચર લેખનની તત્વોને સમજી શકશે • વિવિધ પ્રકારના ફિચર લેખો માટે યોગ્ય અભિગમ અને શૈલીઓનો ઉપયોગ કરી શકે • ફિચર લેખન માટે સંવાદ , રિસર્ચ અને લેખનશૈલીઓનો પ્રયોગ કરશે. • નૈતિકતા અને યોગ્યતા સાથે ફિચર લેખનની પ્રક્રિયા પર્ચાઇન રીતે અજમાવવી શકે. • પત્રકારત્વમાં ફિચર લેખોની અસરકારકતા અને તેના ઉપયોગના મહત્વને સમજીને લેખ લખી શકશે.
Module 1 (Credit 1)	ફિચર લેખનનો પરિચય અને મહત્વ
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • વિદ્યાર્થીઓ ફિચર લેખન અને ન્યૂઝ રિપોર્ટિંગ વચ્ચેનો તફાવત સમજશે. • ફિચર લેખનના લક્ષ્ય અને મહત્વનો પરિચય પ્રાપ્ત કરશે. • વિવિધ પ્રકારના ફિચર લેખો (પર્સનલ, ઈવેન્ટ, સોસાયટી, ટ્રાવેલ, અને હેલ્થ) વિશે સમજણ પ્રાપ્ત થશે. • દરેક પ્રકારના ફિચર માટે લખવાની પદ્ધતિ અને નિયમો સમજાશે.
Content Outline	<p>1. ફિચર લેખનનો પરિચય:</p> <ul style="list-style-type: none"> ○ ફિચર લેખન શું છે?

	<ul style="list-style-type: none"> ○ ફિચર લેખન અને ન્યૂઝ રિપોર્ટિંગનો તફાવત ○ પત્રકારત્વમાં ફિચર લેખનની ભૂમિકા ○ ફિચર લેખનની વિશિષ્ટતાઓ <p>2. ફિચર લેખનના પ્રકાર:</p> <ul style="list-style-type: none"> ○ પર્સનલ ફિચર ○ ઇવેન્ટ ફિચર ○ ટ્રાવેલ ફિચર ○ હેલ્થ, કલ્ચરલ, અને સોસાયટી ફિચર ○ ઇન્ટરવ્યૂ બેઝડ ફિચર <p>3. ફિચર લેખનની રચના:</p> <ul style="list-style-type: none"> ○ ફિચર લેખનનો ધ્યેય અને સામગ્રી ○ ફિચર લેખ માટેની વાક્ય રચના ○ લીડ, બોડી અને કનક્લુઝન ○ પ્રારંભિક વિગતો અને રસપ્રદ ટર્ન <p>4. ફિચર લેખમાં નૅરેટિવ અને એડિટોરિયલ ટોન:</p> <ul style="list-style-type: none"> ○ સજાવટ અને પ્રસંગની બાબતો ○ કથાવ્યાખ્યા શૈલીનો ઉપયોગ ○ નૈતિક દૃષ્ટિકોણ અને વાચકના રસનું નિર્માણ
Module 2 (Credit 1) ફિચર લેખન માટેના અભિગમ અને નૈતિકતાઓ	
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ul style="list-style-type: none"> • વિદ્યાર્થીઓ ફિચર લેખન માટે યોગ્ય અભિગમ અને શૈલીઓ અપનાવવાનો કૌશલ્ય શીખશે. • કથાવ્યાખ્યા, નૅરેટિવ અને વર્ણનાત્મક શૈલીઓનો ઉપયોગ કરતી વખતે અભિગમ અને પદ્ધતિને સમજશે. • યોગ્ય સ્ત્રોતોથી માહિતી મેળવવાનું અને તેને ફિચર લેખમાં સંકલિત કરવાનું કૌશલ્ય શીખશે. • રિસર્ચ અને માહિતી ચકાસણીના માવજત સાથે ફિચર લેખ માટે માહિતી સંકલિત કરવાની તૈયારી કરશે. <ul style="list-style-type: none"> • વિદ્યાર્થીઓ સંવેદનશીલ વિષયો પર લખતી વખતે સંવેદના અને મૌલિકતા જાળવણીનો અભિગમ વિકસાવશે. • સામાજિક, સાંસ્કૃતિક, અને રાજકીય મુદ્દાઓ પર ન્યાય અને સચોટતા જાળવવા માટે સજાગ રહેશે.

Content Outline	<p>1. ફિચર લેખન માટે રિસર્ચ અને માહિતી સંકલન:</p> <ul style="list-style-type: none"> ○ સંવાદ અને ઈન્ટરવ્યૂ: ફિચર લેખન માટેની મુખ્ય પદ્ધતિઓ ○ સચ્ચાઈ અને માહિતી એકત્રિત કરવાનો સદુપયોગ ○ ફિચર લેખ માટે સંબંધિત અને સત્વર માહિતી સંકલન ○ વિવિધ સ્ત્રોતમાંથી રિસર્ચ અને માહિતી મેળવનાર <p>2. લેખન માટે શૈલીઓ અને પદ્ધતિઓ:</p> <ul style="list-style-type: none"> ○ નૅરેટિવ વાસ્તવિકતા અને વાર્તાવાચકતા ○ સારા શબ્દચયન અને વ્યાકરણ ○ સમજદારી, સાહિત્યિક અભિગમ અને સરળ ભાષાનો ઉપયોગ ○ રસપ્રદ માહિતી અને નવીન વિષયો પર લખવું <p>3. ફિચર લેખન માટેની નૈતિકતાઓ:</p> <ul style="list-style-type: none"> ○ નૈતિક દૃષ્ટિકોણ: સત્યતા, ન્યાય, અને વિશ્વસનીયતા ○ પારદર્શિતા અને ખોટી માહિતી ટાળો ○ એડિટિંગ અને પ્રકાશન માટે દયાળુ અભિગમ ○ લેખન અને સંપ્રેક્ષણમાં વ્યાવસાયિકતા <p>4. લેખ માટે અનુભવ અને અભ્યાસ:</p> <ul style="list-style-type: none"> ○ વિદ્યાર્થીઓ માટે પ્રેક્ટિકલ કાર્ય: ફિચર લેખ લખવો ○ ફિચર લેખ માટેના નાના નમૂનાઓ ○ પીઅર રિવ્યૂ અને ફિચર લેખનું મૂલ્યાંકન ○ નવીન ફિચર લેખો માટે ટિપ્સ અને માર્ગદર્શન
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Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

– વિદ્યાપીઠના પરીક્ષા વિભાગ દ્વારા સુનિશ્ચિત પરીક્ષા, વર્ગખંડ પરીક્ષા, મીખીકી, /પ્રોજેક્ટ /પરિસંવાદ / સિનેમા, નાટક, પુસ્તકાવલોકન /શૈક્ષણિક પ્રવાસનો અહેવાલ લેખન /મુલાકાત –ગ્રંથાલય, ફાર્બસ, વિદ્યાપીઠ વગેરે /મુલાકાત-લેખક, કવિ, વિવેચક, સમીક્ષક, કલાકાર વગેરે /સ્વરૂપ વિશેષ તથા લેખક વિશેષનો વિસ્તૃત પરિચય / રેલ્વે, બેંક, પોસ્ટ ઓફીસ, આકાશવાણી આદિ સરકારી કાર્યાલયોમાં ગુજરાતીમાં કામકાજ /અંગ્રેજી કે પ્રાદેશિક ભાષાથી વાર્તા, કવિતા કે લઘુ કથાઓનો ગુજરાતીમાં અનુવાદ (અંદાજે ૧૫-૨૦ પૃષ્ઠ) જે તે સંબંધિત અધ્યાપકની માર્ગદર્શન અનુસાર /૫ થી ૨૦ કલાક પ્રશિક્ષણ/ INTERNSHIP/ ON JOB TRAINING PROJECT આદિ.

સંદર્ભ ગ્રંથો

૧. જનસંચાર માધ્યમો અને જનસંપર્ક – પ્રા. નાનુભાઈ જોશી, યુનિવર્સિટી ગ્રંથ નિર્માણ બોર્ડ, ગુજરાત રાજ્ય અમદાવાદ.
૨. લેખ લખવાની કળા – યાસીન દલાલ, પ્રવીણ પ્રકાશન, રાજકોટ, ૧૯૨૦.
૩. સંચાર માધ્યમો – સંપાદક: ડૉ.નગીન મોદી, આર.આર. શેઠની કંપની, અમદાવાદ, ૧૯૯૭.
૪. સમૂહ માધ્યમો અને સાહિત્ય – ડૉ. પ્રીતિ શાહ, પાર્શ્વ પ્રકાશન, ૧૯૮૯.
૫. મિડિયા મેસેજ – સુમન શાહ, પાર્શ્વ પ્રકાશન, અમદાવાદ, ૨૦૧૦.
૬. માધ્યમ મીમાંસા – યાસીન દલાલ, પાર્શ્વ પબ્લિકેશન, અમદાવાદ, ૨૦૧૧
૭. સંશોધન – અહેવાલ લેખન – પ્રા. વિમળ પી. શાહ, યુનિવર્સિટી ગ્રંથ નિર્માણ બોર્ડ, ગુજરાત રાજ્ય અમદાવાદ, ૧૯૮૪
૮. ફિલ્માવલોકન – અભિજિત વ્યાસ, પ્રકાશક- લેખક પોતે વિકેતા – આર.આર.શેઠની કંપની, મુંબઈ, ૧૯૯૧.
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Course Title	वेदकालीनऋषिकाः - Rishikas from Vedic Era
Course Credits	2
Course Outcomes	After going through the course, learners will be able to:
	1. Discuss condition of Women in Vedic period.
	2. Describe the hymns composed by prominent women sages.
	3. Assemble their contribution in various fields like- ecological awareness and reverence for nature, military strategy, bravery and leadership in warfare etc.
Module 1 (Credit 1) वैदिककाले नारीणां स्थिति	
Learning Outcomes	After learning the module, learners will be able to:
	1. Describe status of women in the Vedic period, highlighting the respect and recognition given to female scholars.
	2. Critically examine the role of Women in Vedic era women in the transmission of knowledge.
Content Outline	1. वैदिकसाहित्यस्य परिचयः 2. वेदकालीनसमाजे नारीणां स्थितिः 3. वैदिककाले स्त्री-शिक्षा 4. वैदिक ऋषिकापरिचयः
Module 2 (Credit 1) वेदकालीन ऋषिकाणां व्यक्तित्वं कर्तृत्वं च	
Learning Outcomes	After learning the module, learners will be able to:
	1. Define role of Vedic Rishikas as Mantra Drashtas.
	2. Appraise their contribution in various fields to promote social, moral, ethical and spiritual values.
Content Outline	1. मंत्रद्रष्टाः ऋषिकाः (रोमशा, घोषा काक्षीवती, अपाला) 2. दर्शनशास्त्रनिपुणाः ऋषिकाः (गार्गी वाचक्नवी, मैत्रेयी, वागाम्भृणी, उमा हैमवती) 3. नैतिकव्यावहारिकज्ञाननिपुणाः ऋषिकाः (जबाला, यमपत्नीयमी, लोपामुद्रा, सरमा) 4. प्रकृतिज्ञाननिपुणाः ऋषिकाः (नद्यः, रात्रि, लाक्षा) 5. युद्धकलानिपुणाः ऋषिकाः (विष्पला, मुद्रलानी)

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)

External Assessment Total: 50 Marks

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Course Title पाठ्यक्रम शीर्षक	यात्रा वृत्तांत
Course Credits पाठ्यक्रम श्रेयांक	2
Course Outcomes पाठ्यक्रम परिणाम	<p>After going through the course, learners will be able to पाठ्यक्रम सीखने के उपरांत छात्राएँ सक्षम होंगी।</p> <ol style="list-style-type: none"> 1. छात्राएँ यात्रा साहित्य से अवगत होंगी। 2. छात्राएँ लेखिका मनीषा कुलश्रेष्ठ की रचनाधर्मिता से परिचित होंगी। 3. छात्राएँ पर्यावरण संतुलन के प्रति सचेत होंगी। 4. छात्राएँ मनुष्य और प्रकृति के अंतःसंबंध से परिचित होंगी। <p>निर्धारित पाठ्यपुस्तक :- होना अतिथि कैलाश का - मनीषा कुलश्रेष्ठ, राजपाल एंड सन्स प्रकाशन, नई दिल्ली</p>
Module 1 (Credit 1)	
Learning Outcomes पाठ्यक्रम- अध्ययन के परिणाम	<p>After learning the module, learners will be able to इस इकाई के अध्ययन के उपरांत छात्राएँ सक्षम हुईं :</p> <ol style="list-style-type: none"> 1. छात्राएँ यात्रा साहित्य से परिचित हुईं। 2. छात्राएँ कैलाश के प्राकृतिक परिवेश से अवगत हुईं।
Content Outline सामग्री की रूपरेखा	<ul style="list-style-type: none"> ● हिंदी यात्रा साहित्य का संक्षिप्त परिचय ● मनीषा कुलश्रेष्ठ का परिचय ● होना अतिथि कैलाश का: विषय वस्तु, भौगोलिक परिवेश
Module 2 (Credit 1)	
Learning Outcomes पाठ्यक्रम- अध्ययन के परिणाम	<p>After learning the module, learners will be able to इस इकाई के अध्ययन के उपरांत छात्राएँ सक्षम हुईं :</p> <ol style="list-style-type: none"> 1. छात्राओं में यात्राओं के प्रति रुचि जागृत हुई। 2. छात्राएँ पर्यावरण संतुलन के प्रति सचेत हुईं।
Content Outline	<ul style="list-style-type: none"> ● होना अतिथि कैलाश का: प्रकृति के विविध रूप,

सामग्री की रूपरेखा	मनुष्य और प्रकृति के अंतःसंबंध, बाह्य से अंतः की यात्रा, शीर्षक और प्रासंगिकता
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Assignments / Activities towards Comprehensive Continuous Evaluation (CCE)

निर्धारित पाठ्यक्रम के अनुसार : विश्वविद्यालय हिंदी विभाग अथवा महाविद्यालय के परीक्षा विभाग द्वारा सुनिश्चित टेस्ट, ट्यूटोरियल या मौखिकी/ प्रोजेक्ट/ सेमिनार/ शैक्षिक यात्रा और प्रतिवेदन/ यात्रा संबंधी भेट बार्ता/ अंग्रेजी या भारतीय क्षेत्रीय भाषा से किसी यात्रा संबंधी पुस्तक का हिंदी में अनुवाद (लगभग 15 से बीस पृष्ठ में अनुवाद) आदि के संबंध में अध्यापक के निर्देशानुसार सत्रानुरूप कार्य |

अ.क्र.	विवरण	अंक
1	अंतर्गत मूल्यांकन- विभागीय स्तर पर प्रश्नपत्र के अनुसार परीक्षा अथवा प्रत्यक्ष कार्य आधारित गतिविधि ली जाएगी.	15
2	मौखिकी/ प्रोजेक्ट/ सेमिनार/ शैक्षिक यात्रा और प्रतिवेदन/ यात्रा संबंधी भेट बार्ता/ अंग्रेजी या भारतीय क्षेत्रीय भाषा से किसी यात्रा संबंधी पुस्तक का हिंदी में अनुवाद (लगभग 15 से बीस पृष्ठ में अनुवाद) आदि के संबंध में अध्यापक के निर्देशानुसार सत्रानुरूप कार्य (उक्त गतिविधियों में से तीन गतिविधियाँ आवश्यक हैं।)	35
	कुल अंक	50

संदर्भ ग्रंथ –

1. समकालीन हिंदी यात्रा – वृत्तांत विविध आयाम, संपादक हेमंत कुमार, कौटिल्य बुक्स, 309, हरि सदन, 20, अंसारी रोड, दरियागंज, नई दिल्ली-110002

2. साहित्य विविध विधाएँ, शशि सहगल, परमेश्वरी प्रकाशन, बी-109, प्रीत बिहार, दिल्ली-110092 .
3. यात्राओं की यात्रा, विद्यानिवास मिश्र, प्रवीण प्रकाशन, नई दिल्ली - 110030
4. तीरे-तीरे नर्मदा, अमृतलाल बेगड़, भारतीय ज्ञानपीठ, नई दिल्ली – 110030
5. साहित्यिक विधाएं: पुनर्विचार – डॉ. हरिमोहन, बाणी प्रकाशन दरियागंज नई दिल्ली-02
6. जापान में हिन्दी के पहलू – डॉ. श्यामसुंदर पाण्डेय, आर.के. पब्लिकेशन, मुंबई- 400068

Course Title	रूपक कथा
Course Credits	2 श्रेयांक
Course Outcomes	After going through the course, learners will be able to <ol style="list-style-type: none"> 1. रूपक कथा या साहित्यप्रकाराची ओळख, परंपरा अभ्यासणे. 2. रूपक कथांचे स्वरूप अभ्यासणे. 3. रूपक कथांचे वेगळेपण अभ्यासणे. 4. सांज शकुन रूपक कथासंग्रहातील प्रतिनिधिक कथांचे स्वरूप अभ्यासणे.
Module 1 (Credit 1)- रूपक कथेचे स्वरूप	
Learning Outcomes	After learning the module, learners will be able to <ol style="list-style-type: none"> 1 रूपक कथा साहित्य प्रकाराची संकल्पना व स्वरूप जाणून घेतील. 2. मराठीतील रूपक कथांची परंपरा माहिती होईल.
Content Outline	1 रूपक कथा साहित्य प्रकाराची ओळख व परंपरा.
Module 2 (Credit 1)- सांजशकुनमधील रूपक कथा	

Learning Outcomes	After learning the module, learners will be able to 1. सांजशकुन या रूपक कथा संग्रहातील आसरा, भेट, प्रॉमिथ्यूस या रूपक कथांचा आशयसूत्र, भाषा शैली व अभिव्यक्ती समजून घेतील. 2. भाषिक अभिव्यक्ती अभिव्यक्तीचे वेगळेपण माहिती करून घेतील.
Content Outline	सांजशकुन - जी ए कुलकर्णी आसरा, भेट , प्रॉमिथ्यूस (कथा)

1. सांजशकुन मधील रूपक कथांचे अभिवाचन
२. विद्यार्थिनींनी स्वतंत्र रूपक कथेचे लेखन करून त्याचे सादरीकरण

संदर्भ सूची-

1. सांजशकुन - जी ए कुलकर्णी
2. अनंत काणेकर - रूपेरी वाळू
3. मृगजळातील कळया- विष्णू सखाराम खांडेकर
4. वायुलहरी- विष्णू सखाराम खांडेकर
5. प्रदक्षिणा खंड 1 आणि 2, संपा. जयंत वष्ट, कॉटिनेंटल प्रकाशन, पुणे
6. मराठी कथा उद्गम व विकास, इंदुमती शेवडे, सोमैय्या पब्लिकेशन, मुंबई
7. मराठी कथेची स्थितीगती, डॉ. अंजली सोमण, कॉटिनेंटल प्रकाशन, पुणे, १९९५
8. मराठी वाङ्मयाचा इतिहास, संपा. रा. ग. जाधव, म. सा. प., पुणे
9. मराठी साहित्य प्रेरणा व स्वरूप, संपा. हातकलांगणेकर/पवार, पॉप्युलर प्रकाशन, पुणे

Course Title	Sociology of Youth
Course Credits	2
	After going through the course, learners will be able to
Outcomes	1. Define and discuss the youth within a sociological framework.
	2. Acquire the understanding of the theoretical approaches to social construction of youth
	3. Familiarize the impact of social media on youth and issues related to youth in Indian Society
	4. Know about National Youth Policy and role of youth in Nation Building
Module 1(Credit 1) Introduction to Sociology of Youth	
Learning Outcomes	After learning the module, learners will be able to
	1. Identify the meaning, definition and features of Youth
	2. Acquainted with the role of youth in Indian society.
Content Outline	1.1 Meaning, Definition and Features of Youth 1.2 Socialization of Youth in Society 1.3 Role of youth in Indian Society.
Module 2(Credit 1) Contemporary Issues of Youth in India	
Learning Outcomes	After learning the module, learners will be able to
	1. Examines the challenges and social issues of youth on contemporary society.
	2. Evaluate the national policy in the development of youth
Content Outline	2.1 Education, unemployment and marriage 2.2. Social media and its Impact on Indian Youth National Youth Policy

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE):

External Assessment: There will be **No Internal** evaluation for this course

References:

- Allan, France, Julia Coffey, Steven Roberts, Catherine Wait (2020): Youth Sociology, Red Glob Press, London .
- Dr.Oum, Kumari, Prof.Vyas Anil, KImar,Hemant.(2021): Youth and Society, Kaav Publication, Delhi.
- Epstrin,David.(2009): Youth education and Risk: Facing the Challenge of the 21st Century, Routledge Publications,U.K..
- Hall, Stuart and Tony Jeffeson. (1993): The Making of Youth Culture, Routledge Publications, U.K.
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- MohammedTaghisheykhi(2021).“Sociology ofYouth”.B.P.International, Kolkata.
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- Roche,Jeremy,Tucker Stanley ,Thomson Rachel, Flynn, Ronny. (ed), (2004):Youth In Society, SAGE Publication, Delhi

हिंदी संदर्भ:

- डॉ.मुक्ता,कुमार. (२०१४): समाजशास्त्र और युवा, कव्या प्रकाशन, दिल्ली.
- डॉ.सिंग,हरी प्रताप. (२०१०): युवा का समाज:एकसमाजशास्त्रीय अध्ययन, हिंदुस्थानप्रकाशन,मुंबई.
- डॉ.यादव, रामदिन. (२०१६): समाज और युवा: एक समाजशास्त्रीयदृष्टीकोण,श्री. महावीर प्रकाशन, दिल्ली.
- डॉ.यादव, सुरेंद्र कुमार. (२०११): युवा समाजशास्त्र,श्री वर्धमान प्रकाशन,दिल्ली.

मराठीसंदर्भ:

- डॉ. जगताप, श्रीराम. (२०१२): भारतीयसमाजशास्त्रआणियुवा, इंद्रप्रस्थप्रकाशन, दिल्ली.
- डॉ. जाधव, मनीशंकर. (२०१८): समाजआणियुवा: एकसमाजशास्त्रीयदृष्टीकोण, लोकवृद्धीप्रकाशन,
- डॉ. काळे, गणेश. (२०१३): समाजशास्त्रऔरयुवा, राजहंसप्रकाशन, पुणे.
- डॉ. मुळे, भास्कर. (२०१९): युवा आणि आधुनिक समाज, शंकरप्रकाशन, दिल्ली.
- डॉ. पाटील, राजेंद्र. (२०१७): युवकांचा समाजशास्त्र, वेदंगीप्रकाशन.
- डॉ. तळवलकर, पंडरीनाथ. (२०१५): युवा समाजशास्त्र, श्री वर्धमान प्रकाशन, मुंबई.

Course Title	Health Psychology
Course Credits	2 credits Course
Course Outcomes	After going through the course, learners will be able to:
	1. Recognize the Foundations of Health Psychology
	2. Evaluate Psychological and Sociocultural Influences on Health
	3. Apply Health-Promoting Strategies and Behavioral Interventions
	4. Analyze the Role of Health Psychology in Healthcare and Social Change
MODULE 1: An Introduction to Health Psychology	
Learning Outcomes	After learning the module, learners will be able to:
	Define health psychology, its nature, and aims. & Analyze key health behavior models and their applications.
	Identify factors influencing health behaviors. & Apply health psychology concepts in clinical and real-world settings.

<p>Content</p> <p>Outline</p>	<p>1.1 Health Psychology – Definitions, Nature & Aims</p> <p>1.2 Introduction to health behaviour- Factors influencing the practice of health behaviour</p> <p>1.3 Models Of Health Behaviour- Biopsychosocial Model of Health Psychology, Health belief model, Theory of planned behaviour, Cognitive behavioural approaches to change health behaviour, Trans theoretical model of behaviour change</p> <p>1.4 Health psychology today, clinical implications. need, mind- body relationship</p>
<p>Module 2: Primary Prevention & Health Promotion</p>	
<p>Learning Outcomes</p>	<p>After learning the module, learners will be able to:</p> <ol style="list-style-type: none"> 1. Analyze the Concept of Quality of Life and Health Behavior & examine the Role of Development, Gender, and Sociocultural Factors in Health 2. Evaluate Health-Promoting Behaviors & Assess Strategies for Changing Health Behaviors Through Social Engineering
<p>Content</p> <p>Outline</p>	<p>2.1 Quality of life and Health Behaviour</p> <p>2.2 Development and Health, Gender and Health & Sociocultural Factors and Health</p> <p>2.3 Health-promoting behaviours–exercise, healthy diet, sleep, accident prevention, rest, renewal and savouring.</p> <p>2.4 Changing Health through Social Engineering</p>

Assignments: Choose any 2 -

1. Presentation on various health behaviour models
2. Case Study of mind-body relationships
3. Movie or Book Review discussing the role of sociocultural factors in health
4. Submit a report of a successful Health Awareness Campaign

References:

Brannon, L., Feist, J., & Updegraff, J. A. (2018). *Health psychology: An Introduction to Behavior and Health* (9th ed.). Cengage Learning.

Dimatteo, M. R., & Martin, L. R. (2018). *Health psychology* (2nd ed.). Pearson.

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Marks, D. F., Murray, M., Evans, B., & Estacio, E. V. (2018). *Health Psychology: Theory, Research and Practice* (5th ed.). SAGE Publication

Ogden, J. (2019). *Health psychology: A textbook* (6th ed.). McGraw-Hill Education.

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Taylor, S. E. (2017). *Health psychology* (10th ed.). McGraw-Hill Education.

गाडेकर, के. (2020). आरोग्याचे मानसशास्त्र. डायमंड पब्लिकेशन.

राजहंस, मानसी (2020). संघटना मानसशास्त्र. उन्मेष प्रकाशन

Course Title	Women's Movement in India
Course Credits	2
Course Outcomes	After going through the course, learners will be able to:
	1.Understand the history and development of women's movement in India.
	2.Examine impact of women's movement in India.
	3.Analyze key issues, debates and strategies of women's movement.
Module 1 - Emergence of Women's Movement in India	
Learning Outcomes	After learning the module, learners will be able:
	Analyze the social, economic, political and cultural contexts of women's movement in India.
	2. Identify the key issues and concerns of women's movement in India.
	3. Critically examine activities of women's movements.
Content Outline	<p>Factors Responsible for the Emergence of the Women's Movement in India – International Conferences and Conventions (CEDAW), Women-Related Reports by the Government of India (e.g., Towards Equality, Sharamshakti), the Rise of Feminist Groups, and the Establishment of Women's Studies and Women's Study Centers.</p> <p>Phases of the Women's Movement – Nature, Key Issues, and Activities.</p> <p>Case Studies and Campaigns – Mathura Rape Case, Rup Kanwar Case, Anti-Dowry Movement, Shah Bano Case, Bhanwari Devi Case, Nirbhaya Case, and the #MeToo Movement.</p>
Module 2 - Contemporary Women's Movement in India	
Learning Outcomes	After learning the module learners will be able:
	1.Comprehend diversity of issues taken up by women's movement in India.
	2.Evaluate strengths and limitations of the women's movements.

	3.Foster open mindedness to engage with diverse ideas.
Content Outline	<p>2.1. Issues and diversity – Violence against women, Reproductive Rights, Women and Technology, LGBTQ, Diversity within women’s movement (caste, class, tribal, rural, disable women etc) Uniform Civil Code (UCC)</p> <p>2.2 Strategies – Advocacy, activism, litigation, role of media and state, Women and law</p> <p>2.3. Achievements and challenges of women’s movement in India</p>

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE):

1. Case studies of campaigns
2. Interviews with women activists
3. Article reviews/film reviews
4. Covering recent court judgements and laws on women issues

Reference:

1. Aarya, Sharddha and Lata Singh (ed.).(2024). Feminist Movements in India:Issues, Debates and Struggles. New Delhi: Aaakar Publications.
2. Basu, A. (2018). Women’s movements in the global era: The Power of Local Feminisms. Routledge.
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5. Gandhi, Nandita and Nandita Shah. (1992) The Issues at Stake:Theory and Practice in the Contemporary Women’s Movement in India. New Delhi: Kali for Women.
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8. Rege, Sahrmila. (2006). Writing Gender/Writing Gender: Narrating Dalit Women’s Testimonials. New Delhi:Zubaan India,

Course Title	Women in Indian Society
Course Credits	2
Course Outcomes	<p>After going through the course, learners will be able to</p> <ol style="list-style-type: none"> 1. discuss the scope of women's studies 2. analyze the status of women in Indian society. 3. the historical background of women's movement 4. describe the changing roles of women in society 5. evaluate the contribution of women saints, educators and politicians
Module 1(Credit 1):	Introduction to Women and Society
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. discuss the nature and scope of women's studies 2. analyze the women's movements in India 3. differentiate the changes in the status of women in Indian society
Content Outline	<ul style="list-style-type: none"> • Definition and scope of Women's studies • Historical background of women's movements • Changing roles of women in society
Module 2(Credit 1):	Women's contribution to society
Learning Outcomes	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. examine the role of women saints in Bhakti movement 2. analyze the contribution of Women as educators 3. evaluate the work of women in politics.

Content Outline	<ul style="list-style-type: none"> • Women saints: Akka Mahadevi, Mirabai • Women as Educators: Savitribai Phule, Begum Rokeya Sakhawat Hossain • Women in Politics: Sarojini Naidu, Indira Gandhi
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Assignments/ Activities towards Comprehensive Continuous Evaluation (CCE)

Activity	Marks
Projects & presentations on women's movements in India	10
Assignments & presentations on changing roles of women in society	10
Video shooting on role play and presentations on case studies of women saints in the Bhakti movement	10
Interactive group discussion and report write-up on women as educators	10
Assignments on case studies of participation of women in politics	10

References:

1. Altekar A. S, 1966. *The Position of Women in Hindu Civilization*, Motilal Banarasidas, Delhi,
2. Chakravati Uma, & Roy, Kumkum, 1998. In search of our past: A review of the limitations and possibilities of Historiography of women in early India, *Economic and Political Weekly*,
3. Chakravarty Uma, *Rewriting History*, Reprint, 2013. The life and time of Pandita Ramabai, Zubaan, Delhi,
4. Chattopadhyay Anjana, *Women Scientist in India*, National Book Trust India, Delhi.
5. Desai Neera, 1977. *Women in Modern India*, Vora and Co., Bombay.
6. Neelam Kumar, 2009. *Women in Science in India; A Reader*, Oxford University Press, New Delhi.
7. Nanda B. R., 1979. Bikes Publishing House, New Delhi,
8. Talim, Meena, 1972. *Women in Early Buddhist Literature*, University of Bombay, Bombay,
9. Thomas P., 1967. *Indian Women through the Ages*, Asia publishing House, New York

Marathi :

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2. कोसंबी दामोदार धर्मानंद, २००६. प्राचीन भारतीय संस्कृति व सभ्यता, डायमंड पब्लिकेशन, पुणे
3. देहाडराय सरीता, २००९. भारतातील स्त्री अभ्यास - संस्था आणि व्यवहाराचा शोध, क्रांतिज्योती सावित्रीबाई फुले स्त्री अभ्यास केंद्र पुणे, विद्यापीठ पुणे,
4. देशमुख शारदा, १९७३. शिवकालीन व पेशवाईतील स्त्रीजीवन, टि.म.वि., प्रकाशन, पुणे,

5. पाटिल पदमजा, जाधव शोभना, २००७. भारतीय इतिहासातील स्त्रियाँ, फडके प्रकाशन, कोल्हापूर,
6. पारधी, आर. एन. २००५. भारतीय स्त्री - जीवन व कर्तव्य, वेद मुद्रा प्रकाशन, अमरावती,
7. भागवत विद्युत, २००९. स्त्रीवादी इतिहास - मीमांसा आणि व्यवहार, क्रांति ज्योती सावित्रीबाई फुले स्त्री अभ्यास केंद्र, पुणे विद्यापीठ,
8. बोर्डे-खडसे सुनिता व खडसे संतोष, २०१०. ऐतिहासिक परीप्रेक्ष्यातील स्त्रिया, शुभम पब्लिकेशन्स, पुणे,
9. मून मीनाक्षी, २००२. फुले आंबेडकरी स्त्री चळवळ, समता प्रकाशन नागपूर
10. मून मीनाक्षी, पवार उर्मिला, आम्हीही इतिहास घडविला, सुगावा प्रकाशन, पुणे
11. कसबे रावसाहेब, डॉ. आंबेडकर आणि भारतीय राज्यघटना, सुमन प्रकाशन , नागपूर

Hindi:

1. कुमार; राधा, अनुवाद एवं संपादन ,सिंह रमाशंकर , २००९. स्त्रीसंघर्ष का इतिहास , वाणी प्रकाशन,नई दिल्ली
2. चतुर्वेदी हेरम्ब, २०१६. दास्तान मुगल महिलाओं की, राजकमल प्रकाशन, नईदिल्ली,
3. प्रकाश, ओम, प्राचीन भारतीय समाज और संस्कृती, मोतीलाल बनारसीदास, दिल्ली
4. मालती के.एम, २०१०. स्त्री विमर्श: भारतीय परिप्रेक्ष्य, वाणी प्रकाशन,नईदिल्ली,
5. सहाय शिवस्वरूप , २००४. प्राचीन भारत का सामाजिक और आर्थिक इतिहास , मोतीलाल बनारसी दास, दिल्ली

Course Title	International Tourism
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	1. identify the fundamental concepts and trends of international tourism
	2. elucidate the major components of the international tourist industry
	3. describe the major tourist destinations in various parts of the world
	4. evaluate the challenges and impact on tourism from contemporary developments

Module 1 (Credit 1): Meaning and scope of international tourism	
Learning Outcomes	After learning the module, learners will be able to
	1. explain the meaning, history and trends of international tourism
	2. demonstrate an understanding of the history and purpose of various international tourist organizations
Content Outline	<ul style="list-style-type: none"> • International tourism: definitions and history • Tourism Organizations: <ul style="list-style-type: none"> • International Air Transport Association (IATA), International Civil Aviation Organization (ICAO), World Tourism Organization (WTO), Universal Federation of Travel Agents Association (UFTAA), Pacific Air Travel Association (PATA) • Major trends and international tourism markets -inbound and outbound tourism statistics, emerging markets
Module 2 (Credit 1): The business of international tourism	
Learning Outcomes	After learning the module, learners will be able to
	1. describe the major tourist destinations in various parts of the world
	2. comprehend the major components of the business and structure of international tourism
Content Outline	<ul style="list-style-type: none"> • World travel geography- the three IATA areas (one destination from each IATA area) • Cruise Lines: Star Cruises, Cruises in Mediterranean Sea and Eurail Packages • Challenges and upheavals faced in the recent past- wars and Covid-19

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE) (suggested)

Try locating a few tour operators and compare the various international destination packages offered by them	10
Gather information and prepare a short video/presentation on the new and emerging travel destinations around the world	20
Interview a few people who have recently travelled abroad and prepare a video documenting their successes and challenges in planning their trip	20

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Course Title	Geography of Natural Disaster
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	1. Summarize the basic Concepts of Natural Disaster
	2. Discuss the Theories regarding of Natural Disaster.
	3. Interpret the Fundamental Concepts of Natural Disaster.
Module 1(Credit 1): Lithological Disasters	
Learning Outcomes	After learning the module, learners will be able to
	1. Clarify the concept, objectives, and significance of understanding Natural disasters.
	2. Identify and categories, types of Natural disasters caused by Earthquake, Volcanoes, land slides
Content Outline	1.1 Definitions, Causes, Effects and Protective and Preventive Measures 1.1.2 Earthquakes 1.1.3 Volcanoes 1.1.4 Land Slides
Module 2(Credit 1): Climatological Disasters	
Learning Outcomes	After learning the module, learners will be able to
	1. Explain the concept of storm, flood, drought
	2. Identify and categories, types, Effects and protective and Preventive Measures of Climatological Natural Disasters
Content Outline	2.1 Definitions, Causes, Effects and protective and Preventive Measures 2.2 Climatological Disasters 2.2.1 Cyclone 2.2.2 Floods 2.2.3 Urban Floods 2.2.4 Heat Waves 2.2.5 Glacial Retreat and Ice Melting

References:

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18. Bhangale, S. (2021). *Aapatti Vyavasthapan*. Prashant Publications.

Course Title	Economy of Maharashtra
Course Credits	2
Course Outcomes	After going through the course, learners will be able to
	<ul style="list-style-type: none"> Describe the economy of Maharashtra: its features and role in Indian economy.
	<ul style="list-style-type: none"> Interpret various issues and challenges facing the economy of Maharashtra.
	<ul style="list-style-type: none"> Analyze the agricultural sector and its contribution and challenges in Maharashtra.
Module 1(Credit 1)	Introduction to Economy of Maharashtra
Learning Outcomes	After learning the module, learners will be able to
	1. Describe the features of the economy of Maharashtra and its role in Indian economy.
	2. Analyze the issues and challenges facing the economy of Maharashtra.
Content Outline	1.1 Features of the economy of Maharashtra. 1.2 Contribution of the economy of Maharashtra in Indian economy. 1.3 Issues and challenges faced by the economy of Maharashtra: Population, Poverty, unemployment and migration. 1.4 Regional imbalance in Maharashtra.
Module 2(Credit 1)	Agricultural Sector of Maharashtra
Learning Outcomes	After learning the module, learners will be able to
	1. Appraise the role of agriculture in the economy of Maharashtra and the study the challenges facing farmers.
	2. Describe the problems of agricultural productivity and marketing in Maharashtra.
Content Outline	2.1 Role and significance of agriculture in the economy of Maharashtra. 2.2 Cropping pattern in Maharashtra. 2.3 Problems of agricultural productivity in Maharashtra and measures to increase productivity. 2.4 Worsening Condition of farmers: Causes and measures. 2.5 Agricultural Marketing: Problems and measures.

Assignments/Activities towards Comprehensive Continuous

Evaluation (CCE) (No Internal Marks this paper)

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Reference Books in Hindi

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Code 30444221	Course Name Calligraphy (Practical)		Crs 02
Course Outcome	After going through the course, learners will be able to <ol style="list-style-type: none"> 1. Demonstrate proficiency in basic and intermediate calligraphy techniques. 2. Identify and apply different calligraphy styles and tools. 3. Design visually appealing compositions using calligraphic forms. 4. Create creative artworks integrating calligraphy in design applications. 		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Fabric Styling & its different techniques		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ol style="list-style-type: none"> 1) Understand the history and evolution of calligraphy. 2) Learn about calligraphy tools, materials, and basic techniques. 3) Develop control over strokes, angles, and spacing. 	<ul style="list-style-type: none"> • Introduction to Calligraphy – History, Importance, and Evolution • Tools and Materials – Nib pens, brushes, ink, paper types • Basic Strokes Practice – Pressure control, thin and thick lines • Lowercase Alphabet Forms – Basic Roman or Italic script • Practice Drills – Rhythm, spacing, and alignment • Introduction to composition layout and spacing 	
Module 2	Brand Analysis & Project Documentation		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ol style="list-style-type: none"> 1) Apply advanced techniques in decorative letterforms. 2) Design creative projects integrating calligraphy with other visual elements. 3) Experiment with modern and mixed media calligraphy. 	<ul style="list-style-type: none"> • Uppercase Letterforms – Traditional and Decorative styles • Composition Techniques – Word arrangement, balance, spacing • Decorative Styles – Flourishes, borders, color exploration • Introduction to Modern Calligraphy – Brush pens and freestyle scripts • Application of Calligraphy in Design – Posters, greeting cards, logos • Portfolio Preparation and Presentation Techniques 	

Assignments/ Activities towards CCE
<p>Assignments-1 Title: "Lowercase Calligraphy Script Practice Sheet" Task: Create a calligraphy sheet showing the lowercase alphabet in Roman or Italic style, with consistent rhythm, spacing, and alignment. Objective: Evaluate understanding of basic strokes, letterforms, and control.</p> <p>Assignments-2 Title: "Calligraphy-Based Poster Design" Task: Design an A3 size poster for an event or quote using both uppercase and lowercase calligraphy with appropriate composition. Objective: Assess creative application, layout skills, and exploration of advanced calligraphy techniques.</p>

References

1. **"Modern Calligraphy: Everything You Need to Know to Get Started in Script Calligraphy"**

Author: Molly Suber Thorpe

Publisher: St. Martin's Griffin

Publication Year: 2013

2. **"The Art of Calligraphy: A Practical Guide to the Skills and Techniques"**

Author: David Harris

Publisher: DK Publishing

Publication Year: 1995

3. **"Mastering Calligraphy: The Complete Guide to Hand Lettering"**

Author: Gaye Godfrey-Nicholls

Publisher: Chronicle Books

Publication Year: 2013

4. **"Calligraphy and Hand Lettering for Beginners"**

Author: June & Lucy

Publisher: Independently Published

Publication Year: 2019

Code 30444222	Course Name Graphic Design Basic (Practical)		Crs 02
Course Outcome	After going through the course, learners will be able to <ol style="list-style-type: none"> 1. Apply the foundational elements and principles of graphic design. 2. Apply visual grammar to create compelling communication pieces for fashion-related concepts. 3. Use typography, layout, and digital tools effectively in the design process. 4. Conceptualize and execute fashion communication materials such as mood boards and posters. 		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Elements and Principles of Graphic Design		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ol style="list-style-type: none"> 1) Identify and apply the fundamental elements and principles of design. 2) Understand visual grammar for fashion-oriented design. 3) Develop aesthetic compositions through manual and digital methods. 	<ul style="list-style-type: none"> • Introduction to Graphic Design in Fashion Communication • Elements of Design – Line, Shape, Color, Texture, Space, Form, Value • Principles of Design – Balance, Contrast, Alignment, Hierarchy, Proximity, Repetition, Unity • Color Theory – Color Wheel, Harmony, Psychology of Color in Fashion • Composition Techniques – Grid systems, Rule of thirds, Visual balance • Visual Mapping – Translating fashion inspiration into design 	
Module 2	Typography, Layout, and Digital Composition		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ol style="list-style-type: none"> 1) Understand type anatomy and classifications. 2) Design visual compositions using layout, grids, and typography. 3) Apply basic digital tools in creating communication materials for fashion. 	<ul style="list-style-type: none"> • Introduction to Typography – Anatomy, Classifications, Fonts & Styles • Type Hierarchy – Headings, Subheadings, Body Text • Layout and Composition – Alignment, White Space, Visual Flow • Introduction to Graphic Design Software (e.g., Adobe Illustrator/Photoshop/Canva) • Visual Storytelling – Poster, Brochure, Social Media Visuals • Output Formats – File Types, Print vs Digital, Export Settings 	

Assignments/ Activities towards CCE
<p>Assignments-1</p> <p><i>Moodboard Composition Using Design Principles</i></p> <p>Task: Create a thematic moodboard (A3 size) based on a selected fashion trend or concept, integrating elements and principles of design manually or digitally.</p> <p>Objective: Assess conceptual thinking, visual arrangement, and application of design theory.</p> <p>Assignments-2</p> <p>Title: <i>Fashion Event Poster Design</i></p> <p>Task: Design a digital poster (A3 size) for a fictional or real fashion event using effective typography, layout, and visual storytelling techniques.</p> <p>Objective: Evaluate creative communication, typographic skills, and technical execution using design software.</p>

References

1. **"Graphic Design School: The Principles and Practice of Graphic Design"**

Authors: David Dabner, Sandra Stewart, Eric Zempel, *Publisher:* Wiley

Publication Year: 2017

2. **"Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students"**

Author: Ellen Lupton, *Publisher:* Princeton Architectural Press, *Publication Year:* 2010

3. **"The Elements of Graphic Design"**

Author: Alex W. White, *Publisher:* Allworth Press, *Publication Year:* 2011

4. **"Meggs' History of Graphic Design"**

Authors: Philip B. Meggs, Alston W. Purvis, *Publisher:* Wiley, *Publication Year:* 2016

30444121 OEC	Fashion Categories (Pr)		Crs
Course Outcome	After going through the course, learners will be able to <ol style="list-style-type: none"> 1. Discover the reasonability, need and importance of clothing categories in Fashion. 2. Apprehend clothing categories for various segments such as Men's, Women's and Kid's. 3. Identify factors that influence the clothing preferences. 4. Recognize the specific design features that incorporate a certain category by developing a visual reference. 5. Provide a structured approach to understanding the diverse categories of clothing within the fashion industry, preparing further to develop design collections for various segments. 		2
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Introduction to categories in Fashion		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ol style="list-style-type: none"> 1. Discovering the reasonability and importance of clothing categories in Fashion 2. Apprehend the various clothing categories of clothing for various segments 3. Identify factors that influence the clothing choices 	<ul style="list-style-type: none"> • Definition and Importance of Clothing categories in Fashion • The need of clothing categories • Overview of Major Market segments such as Men's, Women's and Kid's • Factors influencing clothing categories 	
Module 2	Clothing categories & their role in Fashion		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ol style="list-style-type: none"> 1. Identify specific clothing categories for Men's Wear 2. Recognize specific design features for the various categories for Men's wear 	<ul style="list-style-type: none"> • Clothing categories for Men's wear • Formal wear • Casual wear • Sports wear • Active Sports wear • Essentials • Club wear • Ethnic wear • Wedding wear • Resort wear • Adventure wear • Lounge Wear • Winter wear • Accessories 	

Assignments/ Activities towards CCE
<ol style="list-style-type: none">1. Identifying and observing various retail brands and the respective clothing categories for Men's, Women's and Kid's wear based on websites, advertisements and store visits. Identifying the lifestyle changes of the niche market to identify the influential factors that affect clothing preferences.2. Prepare a document researching various materials (e.g., leather, metal, plastic, textiles etc) available in the market which can be used in accessory designing.

References

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Fashionary International Limited. (2016). *Fashionpedia: The visual dictionary of fashion design*. Fashionary International Limited.

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Keiser, S., & Torora, P. (2021). *The Fairchild Books dictionary of fashion*. Bloomsbury Publication.

30444122 OEC	Yarn Craft (Pr)		Crs
Course Outcome	After going through the course, learners will be able to 1. Recognize advance yarn craft techniques in the design industry 2. Acquire the knowledge regarding various tools and materials used in the craft work 3. Create a theme based products range by incorporating various craft techniques 4. Examine multiple entrepreneurial pathways applying the skills and knowledge gained from the craft		2
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Advanced Yarn Craft techniques		1
	Learning Outcomes After learning the module, learners will be able to 1. Inherit the knowledge of various advance techniques in yarn craft 2. Recognize the textures and aesthetic appeal of various techniques 3. Explore different techniques of yarn craft for product development	Module Content <ul style="list-style-type: none"> • Nail weaving • Tatting • Needle felting • Smocking • Ribbon work • Yarn wrapping and Coiling • Yarn craft embellishments- beads, sequins, etc. 	
Module 2	Application of the advanced yarn craft		1
	Learning Outcomes After learning the module, learners will be able to 1. Proficiency in combining techniques for innovation in designs 2. Gain the knowledge regarding CAD for yarn craft 3. Incorporating various techniques in developing products	Module Content <ul style="list-style-type: none"> • Yarn craft combining techniques- knit-crochet, crochet-weaving, etc • CAD for yarn crafts • Developing a range of products via any of the techniques and documentation as per the design process. 	
Assignments/ Activities towards CCE			
1. Students have to develop one product by incorporating any of the learned techniques. 2. Prepare a project report on the compilation of all the techniques.			

References

Chandler, R., Kettle, L., Thomas, H., Vlcek, L., & Simon, J. (2016). *Fabric embellishing: The basics & beyond*. Design Originals.

Dace, R., & Balchin, J. (2020). *Needle felting for beginners*. Search Press.

Linden, R. F. (2000). *Easy tatting*. Dover Publications Inc.

Mathew, A. (1989). *Vogue dictionary of crochet stitches*. David and Charles.

Rea, L. (2020). *Needle felting*. Lorian Rea.
Rough, L. (2022). *DIY needle tatting*.

30444123 OEC	Fabric Origami (Pr)		Crs
Course Outcome	After going through the course, learners will be able to <ol style="list-style-type: none"> 1. Define and describe the principles and techniques of fabric origami 2. Identify different types of fabrics suitable for origami projects. 3. Demonstrate basic and advanced fabric origami folds and designs 4. Examine and differentiate between traditional paper origami and fabric origami. 5. Curate and design unique fabric origami pieces for various applications. 		2
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Introduction to Fabric Origami		1
	Learning Outcomes After learning the module, learners will be able to <ol style="list-style-type: none"> 1. Define and name various basic folds and techniques in fabric origami. Describe the history and evolution of fabric origami 2. Identify and categorize different types of fabrics suitable for origami. Demonstrate basic fabric origami folds and techniques 	Module Content <ul style="list-style-type: none"> • Introduction to Fabric Origami • History and Evolution of Fabric Origami • Types of Fabrics for Origami • Basic Folds and Techniques • Practical Exercises: Basic Fabric Origami Projects 	
Module 2	Advanced Fabric Origami Techniques and Applications		1
	Learning Outcomes After learning the module, learners will be able to <ol style="list-style-type: none"> 1. Examine the complex fabric origami patterns and structures. Apply advanced fabric origami techniques in creating detailed designs 2. Design and create original fabric origami pieces. Illustrate the application of fabric origami in fashion and interior design. 	Module Content <ul style="list-style-type: none"> • Advanced Folding Techniques • Structural Analysis of Fabric Origami • Designing Original Fabric Origami Patterns • Applications in Fashion and Home decor Products • Practical Exercises: Advanced Fabric Origami Projects 	

Assignments/ Activities towards CCE
<ol style="list-style-type: none">1. Create a patterns of basic fabric origami designs & present a report on the structural elements of a chosen fabric origami piece2. Develop an original fabric origami design for a fashion or home decor products

References

Betts, L. (2018). Fabric folding: Basics and beyond. C&T Publishing.

Jackson, P. (2011). Folding techniques for designers: From sheet to form. Laurence King Publishing.

Takahama, T. (2001). The complete book of origami: Step-by-step instructions in over 1000 diagrams. Dover Publications.

30444122	Yarn Craft (Pr)		Crs
Course Outcome	After going through the course, learners will be able to 5. Recognize advance yarn craft techniques in the design industry 6. Demonstrate the knowledge regarding various tools and materials used in the craft work 7. Create a theme based products range by incorporating various craft techniques 8. Examine multiple entrepreneurial pathways applying the skills and knowledge gained from the craft		2
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Advanced Yarn Craft techniques		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 4. Inherit the knowledge of various advance techniques in yarn craft 5. Recognize the textures and aesthetic appeal of various techniques 6. Analyze different techniques of yarn craft for product development	<ul style="list-style-type: none"> • Nail weaving • Tatting • Needle felting • Smocking • Ribbon work • Yarn wrapping and Coiling • Yarn craft embellishments- beads, sequins, etc. 	
Module 2	Application of the advanced yarn craft		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 4. Proficiency in combining techniques for innovation in designs 5. Gain the knowledge regarding CAD for yarn craft 6. Incorporating various techniques in developing products	<ul style="list-style-type: none"> • Yarn craft combining techniques- knit-crochet, crochet-weaving, etc • CAD for yarn crafts • Developing a range of products via any of the techniques and documentation as per the design process. 	
Assignments/ Activities towards CCE			
3. Students have to develop one product by incorporating any of the learned techniques. 4. Prepare a project report on the compilation of all the techniques.			

References

Chandler, R., Kettle, L., Thomas, H., Vlcek, L., & Simon, J. (2016). *Fabric embellishing: The basics & beyond*. Design Originals.

Dace, R., & Balchin, J. (2020). *Needle felting for beginners*. Search Press.

Linden, R. F. (2000). *Easy tatting*. Dover Publications Inc.

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Rea, L. (2020). *Needle felting*. Lorian Rea.

Rough, L. (2022). *DIY needle tatting*.

30444123	Fabric Origami (Pr)		Crs
Course Outcome	After going through the course, learners will be able to 6. Define and describe the principles and techniques of fabric origami 7. Identify different types of fabrics suitable for origami projects. 8. Demonstrate basic and advanced fabric origami folds and designs 9. Examine and differentiate between traditional paper origami and fabric origami. 10. Curate and design unique fabric origami pieces for various applications.		2
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Introduction to Fabric Origami		1
	Learning Outcomes After learning the module, learners will be able to 3. Define and name various basic folds and techniques in fabric origami. Describe the history and evolution of fabric origami 4. Identify and categorize different types of fabrics suitable for origami. Demonstrate basic fabric origami folds and techniques	Module Content <ul style="list-style-type: none"> • Introduction to Fabric Origami • History and Evolution of Fabric Origami • Types of Fabrics for Origami • Basic Folds and Techniques • Practical Exercises: Basic Fabric Origami Projects 	
Module 2	Advanced Fabric Origami Techniques and Applications		1
	Learning Outcomes After learning the module, learners will be able to 3. Examine the complex fabric origami patterns and structures. Apply advanced fabric origami techniques in creating detailed designs 4. Design and create original fabric origami pieces. Illustrate the application of fabric origami in fashion and interior design.	Module Content <ul style="list-style-type: none"> • Advanced Folding Techniques • Structural Analysis of Fabric Origami • Designing Original Fabric Origami Patterns • Applications in Fashion and Home decor Products • Practical Exercises: Advanced Fabric Origami Projects 	

Assignments/ Activities towards CCE
<ol style="list-style-type: none">3. Create a patterns of basic fabric origami designs & present a report on the structural elements of a chosen fabric origami piece4. Develop an original fabric origami design for a fashion or home decor products

References

Betts, L. (2018). *Fabric folding: Basics and beyond*. C&T Publishing.

Jackson, P. (2011). *Folding techniques for designers: From sheet to form*. Laurence King Publishing.

Takahama, T. (2001). *The complete book of origami: Step-by-step instructions in over 1000 diagrams*. Dover Publications.

Course code 30444511	Course Name Precious and Semi-Precious Stones (Pr)		Crs 2
Course Outcome	After going through the course, learners will be able to <ol style="list-style-type: none"> 1. Identify various types of gemstones and their characteristics 2. Learn basic terminology related to gemology, such as cut, color, clarity, and carat weight. 3. Demonstrate gemological tools and techniques to accurately assess and evaluate gemstones 4. Describe the different types of gem treatments and enhancements and their effects on gemstones. 		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Introduction to Gemology & Instruments and their applications.		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ol style="list-style-type: none"> 1. Apply knowledge of gemstone properties to assess quality and authenticity 2. Learn basic terminology related to gemology, such as cut, color, clarity, and carat weight. 3. Explain the formation and geological processes that create different types of gemstones 4. Summarize the classification systems used in gemology 5. Differentiate between natural and synthetic gemstones based on their physical and optical properties. 6. Demonstrate how to use gemological tools 7. Conduct basic gemological tests to identify gemstones 	<ul style="list-style-type: none"> • Introduction of Gemology • Introduction to type of cuts & shapes • Types Of Rocks, Minerals and Gem Minerals • Properties of Mineral/Gemstones • Beauty, Durability and Rarity Of Gemstones Instruments to use in gemology <ul style="list-style-type: none"> • Dichroscope • Principle • Construction and working Isotropic and Anisotropic stones • Dichroism and trichrome • Polaris cope • Principle • Construction and working S.R., D.R., A.G.G. & A.D.R stone • Optic character of gemstone Uniaxial and Biaxial optic signs Use of konoscope • Refractometer • Spectroscope • Visual Identification 	

Module 2	Types of Gemstones and their structure		1
	Learning Outcomes	Module Content	
	<p>After learning the module, learners will be able to</p> <ol style="list-style-type: none"> 1. classification of gemstones into inorganic, organic, and gem rocks 2. crystalline and cryptocrystalline quartz, garnet, feldspar, tourmaline, and other gemstones. 3. Explain the difference between inorganic and organic gemstones. 4. Identify and classify various gemstones based on their physical characteristics and origin. 5. Explain the differences between natural, synthetic, and imitation gemstones. 6. Demonstrate the ability to distinguish between different synthesis methods based on inclusions and growth patterns. 7. techniques of synthetic diamonds and colored stones. 8. Differentiate synthetic gemstones from natural ones through microscopic observation. 	<ul style="list-style-type: none"> • Various Types Of Gems: Inorganic Gems Like Crystalline And Cryptocrystalline Quartz, Garnet, Feldspar, Tourmaline, Topaz, Peridot, Chrysoberyl's Cat's Eye, Alexandrite, Spinel, Zircon, Turquoise, Malachite, Diopside, Iolite, Tanzanite, Apatite And Other Rare Stones. • Organic Gemstone Like Pearl, Ivory, Amber, Coral, Jet Gem Rock Like Lapis Lazuli • Synthesis Of Diamonds and Color stones • Identification Of Synthetic • Synthetics, Treated & Imitations • Certification Practice 	
Assignments/ Activities towards CCE			
<ol style="list-style-type: none"> 1. Lab assessment of identification of gemstone 2. Navratna chart of gemstones. 3. PPT presentation of natural and synthetic gemstones. 			

References

- Hughes, R. W. (2018). **The book of gems**.
 Hughes, R. W. (2017). **Gem identification made easy: A hands-on guide to more confident buying and selling**.
 Liddicoat, R. W. (2005). *Gemology* (6th ed.). Gemological Institute of America (GIA).
 Read, P. G. (2020). *Gemology*.
 Read, P. (2005). **Gemology**. Butterworth-Heinemann.
 Read, P. G. (2005). *Gems and gemology: A comprehensive guide to the nature, identification, and evaluation of gemstones*. Springer.
 Schumann, W. (2009). **Gemstones of the world**. Sterling Publishing.
 Webster, R. (2004). **Introduction to gemology**. Robert Webster.
 Webster, R. (2008). *Gemology* (3rd ed.). Wiley.

Course code 30444512	Course Name Traditional Indian Jewelry		Crs 2
Course Outcome	After going through the course, learners will be able to 1. Understand traditional Indian jewelry 2. Explain the cultural and historical significance of traditional Indian jewelry. 3. Demonstrate basic techniques used in traditional Indian jewelry making. 4. Compare different regional styles of traditional Indian jewelry. 5. Design a piece of jewelry inspired by traditional Indian styles.		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Fundamentals of Jewelry		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Identify various types of traditional Indian jewelry 2. List the techniques used in manufacturing jewelery. 3. Examine the role of traditional jewelry in contemporary fashion.	Introduction to Traditional Indian Jewelry <ul style="list-style-type: none"> • Historical evolution and cultural significance • Materials and techniques used like Metals (gold, silver, etc.) Gemstones and their meanings. Explore regional Styles <ul style="list-style-type: none"> • North Indian jewelry • South Indian jewelry • East and West Indian jewelry Iconography and Symbolism <ul style="list-style-type: none"> • Common motifs and their meanings • Religious and cultural symbols • Visit to a local jewelry museum or workshop • Interview with a traditional jeweler 	
Module 2	Advanced Techniques and Contemporary Practices		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. List advanced techniques used in traditional Indian jewelry making 2. Describe the impact of modern influences on traditional Indian jewelry. 3. Utilize advanced techniques in creating traditional Indian jewelry.	Advanced traditional techniques from various parts of India <ul style="list-style-type: none"> • Filigree work • Enameling • Tarakashi • Theva jewellery • Bidari work • Inlay work Modern Influences <ul style="list-style-type: none"> • Fusion styles • Global trends • Technological advancements 	

	4. Critique the integration of traditional and modern elements in jewelry design. 5. Develop a contemporary jewelry piece inspired by traditional designs.	Contemporary Applications <ul style="list-style-type: none"> Traditional jewelry in modern fashion Celebrity and bridal jewelry trends Ethical Practices <ul style="list-style-type: none"> Sustainable sourcing Fair trade practices 	
Assignments/ Activities towards CCE			
1. Design a contemporary jewelry piece incorporating traditional techniques. 2. Analyze the work of a contemporary jewelry designer who uses traditional Indian elements. 3. Discuss the ethical implications of sourcing materials for traditional jewelry. 4. Make a project report on the traditional techniques explored 5. Make a presentation and present the same			

References

Bernadette van Gelder. (2018). Traditional Indian Jewellery: The Golden Smile of India. Covers legends behind traditional Indian jewelry, exploring its significance and spiritual importance. ACC Art Books Publications.

Oppi Untracht. (2008). Traditional Jewelry of India: culmination of over 30 years of research on personal adornment significance in India. Thames & Hudson publications

3044321 (OEC)	Writing Skills (Pr)		02
Course Outcome	After going through the course, learners will be able to <ol style="list-style-type: none"> 1. Challenging preconceived assumptions and biases in writing and ideate creatively 2. Demonstrate their language skills for an enhanced reading experience 		
Sr. No.	Module Outcomes	Course Contents	01
Module 1	Writing Introduction & Ideation Development		
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ol style="list-style-type: none"> 1. Classify the key components of introductory, body and concluding paragraphs. 2. Examine narrative, descriptive, and expository content types using critical reading skills and evaluates and simplify them 	<ul style="list-style-type: none"> • The concept of ideas – from fire to fashion the evolution of ideas – from mundane everyday ideas • Elements of writing • Importance of Title / Heading (The hook) • Opening Lines and introduction • Writing dialogues, poetry styles • Writing the main body and the endgame • Writing short stories, developing plot and characters 	
Module 2	Specialized and Promotional Writing		01
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to <ol style="list-style-type: none"> 1. Structure paragraphs using different patterns of development to facilitate a clear flow of ideas 2. Define basic skills of CAD tools for developing basic elements of fashion. 	<ul style="list-style-type: none"> • Power of themes and their influence on readers • Framework study and analysis • Selecting simple scenes – • Descriptive scenes, Fantasy scenes, Humorous scenes, Horror scenes, • Romantic scenes, Sad / Emotional scenes • Designing and creating leaflets / mastheads / tabloid promotional page, Fashion and lifestyle product description writing • Developing content and elaborate writing with keywords 	

Assignments/ Activities towards CCE
<ol style="list-style-type: none">1. A manifest, about your first fashion memory, was it a photograph, a video, a sound or a fashion show (400 words required)2. Describing 5 -10 images in different writing styles3. Writing in 250 words about 10 different topics from day today life and experiences.

References

Pat Francis (2009). Inspiring Writing in Art and Design: Taking a Line for a Write. Intellect Books.

M. Clarke (2007). Verbalising the Visual: Translating art and design into words. Ava Publishing.

Marsh C, Guth D and Short B., (2008), "Strategic Writing: Multimedia Writing for Public Relations, Advertising and More (2nd Edition)", Pearson.

3044322 (OEC)	Metal Studies for Jewelry - (PR)		Crs
Course Outcome	After going through the course, learners will be able to <ol style="list-style-type: none"> 1. Examine the basic principles of metalworking as applied to jewellery design. 2. Identify and work with different types of precious metals and alloys. 3. Create simple jewellery designs using gold, silver, and other metals. 4. Develop an understanding of metal properties and their influence on jewellery design. 		2
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Introduction to Metals & Alloys in Jewelry Design		1
	Learning Outcomes	Module Content	
	<ol style="list-style-type: none"> 1. Explore the properties of various metals used in jewellery. 2. Learn how alloys are created and their importance in designing jewellery. 3. Discover the role of metal density and karat levels in jewellery creation. 4. Gain an overview of heat treatment techniques and their impact on jewellery design. 5. Recognize common defects in jewellery and ways to address them. 	<ul style="list-style-type: none"> • Introduction to Precious Metals in Jewelry Design • What is Metal and What is an Alloy? • Crystalline Structures in Metals • Raising and Lowering the Karat in Gold Alloys • Gold Alloys: Composition and Density • Master Alloys for Different Colors and Carats • Heat Treatment: Quenching, Annealing, Hardening, and Tempering • Common Jewelry Defects: Soldering, Setting, Polishing • Importance of Quality Control in Jewelry Design 	
Module 2	Jewelry Manufacturing and Crafting Techniques		1
	Learning Outcomes	Module Content	
	<ol style="list-style-type: none"> 1. Learn about various casting methods used in jewellery making. 2. Learn how to plan and interpret the steps involved in jewellery manufacturing. 3. Develop skills in basic metalworking techniques like shaping, cutting, and polishing. 4. Gain hands-on experience in refining 	<ul style="list-style-type: none"> • Overview of Casting Methods: Investment, Sand Casting • Jewelry Manufacturing Flowchart and Process Planning • Shaping, Drawing, Cutting, and Polishing Jewelry • Recovery, Refining, and Recycling Gold • Dust Collection and Workshop Hygiene • Assaying and Hallmarking in Jewelry 	

	and recycling precious metals.	<ul style="list-style-type: none"> • Role of BIS in Hallmarking • Sustainability Practices 	
Assignments/ Activities towards CCE			
<ol style="list-style-type: none"> 1. Practice the formulas for raising and lowering karat levels in alloys. 2. Prepare a presentation on a jewellery topic of choice. 3. Complete a multiple-choice question (MCQ) quiz on jewellery metal properties and techniques. 			

References

Callister, W. D. (2007). Materials Science and Engineering: An Introduction (7th ed.). Wiley.

Davis, J. R. (Ed.). (1993). Heat Treatment of Metals. ASM International.

McCreight, T. (1991). The Complete Metalsmith: An Illustrated Handbook. Davis Publications.

Van M L." Masters Gold: Major Works by Leading Artists" Lark Books 2006

Mann S." Design and Make ColoredAluminum Jewellery" A & C Black 2010.

0444421 OEC	Prints for Textiles (Pr)		Crs
Course Outcomes	<i>After going through the course, learners will be able to</i> <ol style="list-style-type: none"> 1. Identify the different types of traditional block printing techniques and develop a range of prints from concept to product application. 2. Identify the different types of contemporary printing techniques, their applications and develop a range of prints from concept to product application. 		2
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Types of Prints		1
	Learning Outcomes	Module Content	
	<i>After learning the module, learners will be able to</i> <ol style="list-style-type: none"> 1. Differentiate and define the different types of print designs and layouts 	Define and identify the different types of print designs and layouts <ul style="list-style-type: none"> • Floral • Geometric • Checks/Spots/Stripes • Graphic/Abstract • Animal/Skin • Conversational (status) • Scenic/Pictorial • Photographic • Classical (Paisley) • Tribal/Ethnic Creating theme based design variations for each	
Module 2	Printing Techniques and their application		1
	Learning Outcomes	Module Content	
	<i>After learning the module, learners will be able to</i>		

	<ol style="list-style-type: none"> 1. Define and analyze various printing techniques/technologies and identify the most suitable printing technique based on design and application. 2. Conceptualize and design a range of prints with product application, using a combination of contemporary techniques. 	<ul style="list-style-type: none"> ▪ Identify contemporary printing technology and their visual effects ▪ Block Printing (Ajrakh, Dabu, Sanganeri, Bagh, etc.) ▪ Stencil/Stamp printing ▪ Screen printing (flat/rotary/roller) ▪ Water Based Printing ▪ Plastisol Printing, High Density Printing, Puff Printing ▪ Metallic Gold/Silver Process ▪ Flocking Printing, Emboss Printing ▪ Laser printing ▪ Duplex printing ▪ Digital printing ▪ Discharge printing ▪ Heat Transfer printing ▪ Direct to Fabric (DTG/DTF) Printing 	
Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)			
<ol style="list-style-type: none"> 1.Surface Pattern Designs (A4 size) for each type of print: <ul style="list-style-type: none"> o Floral o Geometric o Checks/Spots/Stripes o Graphic/Abstract o Animal/Skin o Conversational (status) o Scenic/Pictorial o Photographic o Classical (Paisley) o Tribal/Ethnic 2.Design Project – Choose an inspiration <ul style="list-style-type: none"> o Create a mood board o Create color board o Motif development o Pattern Development o Pattern Rendering o Product Development o Print Application to create product mock-ups o Note on suitable printing technique with applicable technical sheet o Portfolio Presentation 			

References

Barrons. (2012). *Textile Printing*. Barrons Educational Series.
Beigeleisen. (1958). *Silk Screen Techniques*. Dover Publications.
Bowles, M., & Isaac, C. (2012). *Digital Textile Design*. Laurence King Publishing.
Drudi. (2008). *Fashion Prints*. Pepin Press BV.

Fogg, M. (2006). *Print in Fashion*. Page One Publishing Pvt. Ltd.
Russell, A. (2011). *The Fundamentals of Printed Textile Design*. AVA Publishing.
Stallabrass, P. (1992). *The Creative Guide to Fabric Screen Printing*. New Holland Ltd.
Wilson, J. (2000). *Textiles – A Handbook for Designers*. Woodhead Publications.

30444422 OEC	Fabric Styling (Pr)		Crs
Course Outcomes	<i>After going through the course, learners will be able to</i> <ol style="list-style-type: none"> 1. Integrate various surface ornamentation techniques into cohesive design projects 2. Experiment with different methods to develop unique and original fabric styles. 3. Implement layering techniques to create depth and interest in fabric styling 4. Skillfully combine different fabrics to achieve desired aesthetic and functional outcomes 		2
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Fabric Styling & its different techniques		1
	Learning Outcomes	Module Content	
	<i>After learning the module, learners will be able to</i> <ol style="list-style-type: none"> 1. Execute complex designs with precision and attention to detail. 2. Demonstrate originality and innovation in applying these techniques to various design projects 	<ul style="list-style-type: none"> • Introduction to fabric styling & its different techniques • Develop creative Surface Ornamentation Techniques to develop the look of the fabric- • Creative Quilling • Creative Origami • Creative Appliqué • Creative Quilting • Creative Cutwork • Creative Patchwork • Creative Weaving • Creative Smocking 	
Module 2	Brand Analysis & Project Documentation		1
	Learning Outcomes	Module Content	
	<i>After learning the module, learners will be able to</i> <ol style="list-style-type: none"> 1. Adapt fabric styling techniques to align with the specific needs and aesthetics of different brands. 2. Identify key design elements and aesthetic principles that define various brands. 	<ul style="list-style-type: none"> • Explore national, international, and couture brands to create fabric styles that match their unique requirements and aesthetics. • Project documentation on Surface Ornamentation Techniques & fabric styling based on a design concept of International & national brands. 	

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)
<ol style="list-style-type: none">1. Study and documentation of detailed study on Surface Ornamentation Techniques & fabric styling based on a design concept of International & national brands.2. Prepare any 5 samples of Creative Surface Ornamentation Techniques mentioned in the course outline.

References

Brackett, K. (2010). *Scrap quilting, strip by strip*. That Patchwork Place.

Crabtree, C., & Shaw, C. (Eds.). (2006). *Quilting patchwork and appliqué: A world guide*. M. T. Publishing.

Fischer, A. (2016). *The fashion designer's textile directory*. Laurence King Publishing.

Rayment, J. (2010). *Creative tucks and textures for quilts and embroidery*. Search Press.

Singer, R. (2010). *Fabric manipulation: Creating textile designs with a sewing machine*. Crowood Press.

Van Niekerk, D. (2011). *Ribbon embroidery and stumpwork*. New Holland Publishers.

Wright, E. (2009). *Twist-and-turn Bargello quilts*. That Patchwork Place.

304441 OEC	Traditional textiles of India (Th/Pr)		Crs
Course Outcomes	<i>After going through the course, learners will be able to</i> <ol style="list-style-type: none"> 1. Identify the characteristics, historical significance of various traditional textiles from different regions of India. 2. Understand and evaluate the traditional techniques and processes involved in the creation of these textiles, including weaving, dyeing, and printing. 3. Demonstrate practical skills in creating or replicating traditional textile designs through hands-on projects, integrating traditional methods with modern interpretations. 		2
Sr. No.	Module Outcomes	Course Contents	Cr
Module 1	Introduction to Traditional Indian Textiles		1
	Learning Outcomes	Module Content	
	<i>After learning the module, learners will be able to</i> <ol style="list-style-type: none"> 1. Define the various types of traditional Indian textiles. 2. Differentiate between the textiles of different regions based on their techniques, materials, and motifs. 	<ul style="list-style-type: none"> • Introduction to Traditional Indian Textiles: Overview of the textiles of regions as woven, printed, painted, or embroidered. • Regional Textiles: Study of textiles from east, west, north, south & central India and its significance. • Materials and Techniques: Examination of the materials (e.g., silk, cotton, wool) and techniques (e.g., weaving, dyeing,) used. 	
Module 2	Traditional Techniques in Textile Creation		1
	Learning Outcomes	Module Content	
	<i>After learning the module, learners will be able to</i> <ol style="list-style-type: none"> 1. Adapt the traditional techniques used in the 	<ul style="list-style-type: none"> • Weaving Techniques: Detailed study of various weaving 	

	<p>creation of these textiles, including weaving, dyeing, and printing.</p> <p>2. Evaluate the influence of these techniques on contemporary design.</p>	<p>methods (e.g., ikat, brocade, jacquard).</p> <ul style="list-style-type: none"> • Dyeing and Printing: Exploration of traditional dyeing (e.g., natural dyes, indigo) and printing techniques (e.g., block printing, tie-dye). • Embroidery Styles: Examination of different Indian embroidery styles (e.g., Chikankari, Zardozi, Kantha). • Contemporary Applications: Exploration of how traditional textiles can be adapted for modern uses in fashion, interior design, and visual arts. 	
Assignments/Activities towards Comprehensive Continuous Evaluation (CCE)			
<ol style="list-style-type: none"> 1. Research and presentation on a specific traditional textile of regions of India and its significance to the region. 2. Comparative analysis of two different techniques of regions in India. 3. Motif development of various traditional Textile Techniques 4. Visit or a tour for practical exposure or experience of learning the process and techniques of weaving, printing & dyeing. 			

References

Gillow J. (2014)-"Indian Textiles: Past and Present" -Thames & Hudson
Gillow J. & Barnard N. (1993) "Traditional Indian Textiles" -Thames & Hudson
Karolia A. (2019) "Traditional Indian Handcrafted Textiles" -Niyogi Books
Singh M. (2009) "The Woven Textiles of India" -Lustre

Course code	Course Name Fashion Photography (PR)		Crs 2
Course Outcome	After going through the course, learners will be able to 1. Explain the principles of fashion photography, including lighting, composition, and styling. 2. Interpret fashion photographs that demonstrate technical skill and creativity. 3. Analyze fashion photographs and identify key elements that contribute to their success.		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	Introduction, Lighting and Composition		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Identify the basics of fashion photography. 2. Select appropriate gear for shoots. 3. Analyze lighting and composition techniques.	<ul style="list-style-type: none"> • - Overview of fashion photography and its applications • - History of fashion photography • Key photographers and trends. • Equipment overview (DSLR, mirrorless, lenses). • Lighting techniques for fashion photography • Composition principles for fashion photography 	
Module 2	Styling, Fashion Photography Studio Practice		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Analyze styling and model direction. 2. Explore studio practices.	<ul style="list-style-type: none"> • Fashion styling techniques • Model direction and posing • Studio lighting and equipment • Fashion photography, shoots, planning, and execution 	
Assignments/ Activities towards CCE			
1. Fashion photography shoot 2. Lighting and composition exercise 3. Styling and model direction project 4. Final fashion photography portfolio			

References

Fashion Photography" by Mario Testino

The Fashion Photographer" by Peter Lehmann

Fashion Photography 101" by Barry Huggins

Course code	Course Name Computer Aided Rendering Technique in Fashion		Crs 2
Course Outcome	After going through the course, learners will be able to 1. Demonstrate various types of textile weaves with the use of computer software. 2. Skillfully use CAD tools to utilize and apply them in rendering garments digitally. 3. Use fashion software that is specifically used in digital garment development by the industry. 4. Experiment with different CAD tools to efficiently use them for drawing technical sketches.		
Sr. No.	Module Outcomes	Course Contents	Cr.
Module 1	2D Pattern Making & Textile Design		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1. Skillfully used CAD tools that can be efficiently used in creating weaves and fabric rendering. 2. Design 2D patterns digitally.	<ul style="list-style-type: none"> • Creation of different weaves. (10 weaves) • Digital fabric Rendering. (10 Fabrics) • Creating digital patterns (blocks, drapes). • - Textile design tools (repeat patterns, brushes). • - Exporting files for production. 	
Module 2	3D Garment Rendering & Simulation		1
	Learning Outcomes	Module Content	
	After learning the module, learners will be able to 1-Visualize garments in 3D. 2. Simulate fabric behavior digitally.	<ul style="list-style-type: none"> • 3D garment construction (stitching, fitting). • Fabric simulation (draping, physics). • Creation of 10 digital garments • Development of Technical Drawings for different garments 	
Assignments/ Activities towards CCE			
1. Development of 10 digital fabrics with the help of the mentioned weaves. -Plain weave - Rib weave -Mat weave - Basket weave -Twill weave -Herringbone weave -Weft twill weave - Warp twill weave -Diamond weave Satin weave -Sateen Weave 2. Development of 5 digitalized garments with the implementation of motifs and prints. -2 men's -2 women's -1 kids 3. Development of 5 garment flats with details of construction.			

References

Anvil Graphic Design. (2005). Pattern + palette. Rockport Publishers Inc.

Bridgs, A. (2013). Printed textiles design. Lauren Kis.

Cole, D. (2007). Patterns. Laurence King Publishing.

Colussy, M. K., & Berg, S. G. (2005). *Rendering fashion, fabrics and prints*. Pearson Prentice Hall.

Kondabathini, R. (2009). *Top weave creations Vol. 1*. Top Weave Creations.

Lazear, S. M. (2008). *Adobe illustrator for fashion design*. Pearson Prentice Hall.

Tallon, K. (2006). *Creative fashion design with Illustrator*. Batsford UK.

Advance Design Software Manual. (Richpeace, Lectra, Wonderweaves, Netgraphics etc.) or equivalent.

Course Title	Batik Art (Practical)
Course Credits	02
Course Outcomes	<p>After going through the course, learners will be able to:</p> <ul style="list-style-type: none"> • Study the history, techniques, and processes of Batik art. • Develop technical skills in Batik, including wax application, dyeing, and fabric manipulation. • Gain hands-on experience in creating Batik artworks using both traditional and contemporary methods. • Identify the market and platform of Batik Art.
Module 1 (Credit 1) Introduction to Batik Art & Its Techniques	
Learning Outcomes	<p>After learning the module, learners will be able to:</p> <ul style="list-style-type: none"> • Experiment with Batik Art. • Draw forms and shapes of Human figures, animals, birds and nature in Batik Art.
Content Outline	<ul style="list-style-type: none"> • History and cultural significance of Batik art • Introduction to materials, tools, and techniques • Traditional Batik techniques e.g., canting, tainting, and brush application. • Exploring different wax-resist techniques e.g., crackling, spattering, and stamping.
Module 2 (Credit 1) Contemporary Approaches to Batik Art	
Learning Outcomes	<p>After learning the module, learners will be able to:</p> <ul style="list-style-type: none"> • Explore contemporary trends and innovations in Batik art. • Combine Batik with other art forms and techniques.
Content Outline	<ul style="list-style-type: none"> • Batik on cloth: techniques and considerations • Development of individual Batik projects

Assignments/Activities towards Open Elective Courses [OEC]

- Weekly assignments (sketches, studies, sample swatches)
- Midterm Batik project (exploration of basic techniques and design principles)
- Final Batik project (individual Batik artwork demonstrating technical skill and creative expression)

Internal Assessment: There will be no internal assessment.

External Assessment: External assessment at the end of the semester, which carries a weightage of **50 marks**. During the assessment, students will create their batik own artwork

Bibliography:

Drury, G. (2002). *Batik: The Art and Craft*.

Dover Publications.

Tirtawirya, P. (2007). *The Ancient Art of Batik: Modern Applications*.

Periplus Editions.

Van Zanten, W. (2013). *The World of Indonesian Textiles*.

Thames & Hudson.

Subject Code	Courses, Modules and Outcomes	Course Contents	Cr
	SEMESTER III		
3.5	Film Songs Based on Folk Music (Practical) OEC		2
	Course Outcomes: Learners will be able to: <ul style="list-style-type: none"> • Get knowledge of folk music. • Analyze the influence of folk music on film songs. • Identify the musical characteristics of film songs based on folk music. • Recognize folk instruments and their role in folk song. • Relate the social and cultural values through Folk Music. 		
Module 1	Forms of Folk Music Across India		1
	LOs: Learners will be able to <ul style="list-style-type: none"> • Identify various folk music forms from different regions of India. • Analyze the musical characteristics of different folk song styles. • Enhance the skill to folk instruments used in different folk traditions 	Module Contents: Forms of Folk music - 1) Maharashtra - Gawalan, Bharud 2) Uttar Pradesh - Kajri, 3) Punjab -, Bhangra, 4) Rajasthan - Ghoomar, 5) Gujarat - Garba, Dandiya, Study of Raags used in Folk music (Dhun ugam Raag)	
Module 2	Influence of Folk Music on Film Songs		1
	LOs: Learners will be able to <ul style="list-style-type: none"> • Identify film songs based on folk music. • Recognize traditional folk instruments used in film music. • Understand how rhythmic patterns and musical styles of folk music are adapted into film songs. 	Module Contents: <ul style="list-style-type: none"> • various Film songs based on Folk Music of various states Maharashtra Uttar Pradesh Punjab Rajasthan Gujarat 	
Assignments/ Activities towards CCE			
	<ul style="list-style-type: none"> • Group presentation of Folk songs of Indian • Participation in Folk song competition. 		

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OEC 3.5	Public speaking (Practical)		2
Course Outcomes:	Learners will be able to: <ul style="list-style-type: none"> • Develop effective communication skills for public speaking. • Create effective presentation and engaging the audience. • Inculcate proper body language and non-verbal communication. • Adapt their presentation style to different audiences and environments. 		
Module 1	Introduction Public Speaking		1
	LOs: Learners will be able to <ul style="list-style-type: none"> • Examine the basic elements and importance of Public Speaking. • Acquire the skills required for Public speaking. 	Module Contents: <ul style="list-style-type: none"> • Introduction to Public Speaking • Body Language and Non-Verbal Communication • Advanced Public Speaking Techniques • Presentation Skills 	
Module 2	Presentation		1
	LOs: Learners will be able to <ul style="list-style-type: none"> • Explore the basic elements and Importance of Presentation • Acquire the skills of required for Presentation 	Module Contents: <ul style="list-style-type: none"> • Introduction to Presentation Skills • Planning and Structuring Your Presentation • Creating Effective Visual Aids • Handling Q&A and Audience Interactions 	
Assignments/ Activities towards CCE Following assignments can be submitted by the students. <ul style="list-style-type: none"> • Prepare and deliver a 3- Minute speech on any topic of their own choice. • Design and deliver Presentation 			

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