



1.3.2 Average Percentage of Courses that include experiential learning through Project Work/ Field Work/ Internship

BCA

UNIVERSITY OF MADRAS	
BACHELOR OF COMPUTER APPLICATIONS (BCA)	
DEGREE PROGRAMME	
SYLLABUS WITH EFFECT FROM 2023-2024	
Year: I	Semester: I
Core-I: Python Programming (Common to B.Sc.-CS, CS with AI, CS with DS, Software Appl.)	120CIA
Credits 5	Lecture Hours:4 per week
Learning Objectives: (for teachers: what they have to do in the class/lab/field) - Describe the core syntax and semantics of Python programming language. - Discover the need for working with the strings and functions. - Illustrate the process of structuring the data using lists, dictionaries, tuples and sets. - Understand the usage of packages and Dictionaries	
Course Outcomes: (for students: To know what they are going to learn) CO1: Develop and execute simple Python programs CO2: Write simple Python programs using conditionals and looping for solving problems CO3: Decompose a Python program into functions CO4: Represent compound data using Python lists, tuples, dictionaries etc. CO5: Read and write data from/to files in Python programs	
UNITS	CONTENTS
I	Introduction: The essence of computational problem solving – Limits of computational problem solving-Computer algorithms-Computer Hardware-Computer Software-The process of computational problem solving-Python programming language - Literals - Variables and Identifiers - Operators - Expressions and Data types, Input / output.
II	Control Structures: Boolean Expressions - Selection Control - If Statement-Indentation in Python- Multi-Way Selection -- Iterative Control- While Statement- Infinite loops- Definite vs. Indefinite Loops- Boolean Flag, String, List and Dictionary, Manipulations Building blocks of python programs, Understanding and using ranges.
III	Functions: Program Routines- Defining Functions- More on Functions: Calling Value-Returning Functions- Calling Non-Value-Returning Functions- Parameter Passing - Keyword Arguments in Python - Default Arguments in Python-Variable Scope: Recursion: Recursive Functions.
IV	Objects and their use: Software Objects - Turtle Graphics – Turtle attributes- Modular Design: Modules - Top-Down Design - Python Modules - Text Files: Opening, reading and writing text files – Exception Handling.
V	Dictionaries and Sets: Dictionary type in Python - Set Data type. Object Oriented Programming using Python: Encapsulation - Inheritance – Polymorphism. Python packages: Simple programs using the built-in functions of packages matplotlib, NumPy, pandas etc.



UNIVERSITY OF MADRAS
BACHELOR OF COMPUTER APPLICATIONS (BCA)
DEGREE PROGRAMME
SYLLABUS WITH EFFECT FROM 2023-2024

Year: I	Semester: I
Foundation Course: Fundamentals of Computers (Common to B.Sc- CS, CS with AI, CS with DS, Software Appl.)	120B1A
Credits 2	Lecture Hours:2 per week
Learning Objectives: (for teachers: what they have to do in the class/lab/field) - to understand fundamentally the general scope of the computer system - to interact effectively with the computer - to know the uses of the basic components of the computer - to manage the system to some extent before involving an expert - to know some basic things about the computer and the world	
Course Outcomes: (for students: To know what they are going to learn) CO1: Fundamental concepts of computer CO2: Fundamental mathematical techniques and how they relate to computer CO3: The architecture of processing and file storage in a computer system CO4: Basic operations of operating systems CO5: A variety of software packages applicable to an academic, software development and business environment	
Units	Contents
I	Understanding the Computer: - Introduction - Evolution of Computers - Generations of Computers - Classification of Computers - Computing Concepts - The Computer System - Applications of Computers. Computer Organisation and Architecture: - Introduction - Central Processing Unit - Internal Communications - Machine Cycle - The Bus - Instruction Set. Memory and Storage Systems: - Introduction - Memory Representation - Random Access Memory - Read Only Memory - Storage Systems - Magnetic Storage Systems - Optical Storage Systems - Magneto Optical Systems - Solid-state Storage Devices - Storage Evaluation Criteria. Input Devices: - Introduction - Keyboard - Pointing Devices - Scanning Devices - Optical Recognition Devices - Digital Camera - Voice Recognition System - Data Acquisition Sensors - Media Input Devices. Output Devices: - Introduction - Display Monitors - Printers - Impact Printers - Non-impact Printers - Plotters - Voice Output - Systems - Projectors - Terminals
II	Computer Codes: - Introduction - Decimal System - Binary System - Hexadecimal System - Octal System - Binary Coded Decimal (BCD) Systems - Unicode. Computer Arithmetic: - Introduction - Binary Addition - Binary Multiplication - Binary Subtraction - Binary Division - Signed/unsigned Numbers - Complements of Binary Numbers - Binary Subtraction Using Complements - Representing Numbers - Integer Arithmetic - Floating-point Arithmetic



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III	Boolean Algebra of Switching Circuits: - Introduction - Elements of Boolean Algebra - Basic Postulates of Boolean Algebra - Boolean Operations - Principle of Duality - Basic Laws of Boolean Algebra - De Morgan's Theorem - Boolean Expressions. Logic Gates and Digital Circuits: - Introduction - Basic Logic Gates - Derived Logic Gates - Conversion of Boolean Functions - Adder Circuits - Flip-flop Circuits - Application of Flip-flops. Computer Software: - Introduction - Types of Computer Software - System Management Programs - System Development Programs - Standard Application Programs - Unique Application Programs - Problem Solving - Structuring the Logic - Using the Computer
IV	Operating Systems: - Introduction - History of Operating Systems - Functions of Operating Systems - Process Management - Memory Management - File Management - Device Management - Security Management - Types of Operating Systems - Providing User Interface - Popular Operating Systems. Programming Languages: - Introduction - History of Programming Languages - Generations of Programming Languages - Characteristics of a Good Programming Language - Categorisation of High-level Languages - Popular High-level Languages - Factors Affecting the Choice of a Language - Developing a Program - Running a Program
V	Data Communications and Networks: - Introduction - Data Communication Using Modem - Computer Network - Network Topologies - Network - Protocols and Software - Applications of Network. The Internet and World Wide Web: - Introduction - History of Internet - Internet Applications - Understanding the World Wide Web - Web Browsers - Browsing the internet - Using a Search Engine - Email Service - Protocols Used for the Internet

Learning Resources:

Recommended Texts

1. E Balagurusamy, Fundamentals Of Computers, Tata McGraw Hill Publishing Company Limited
2. Fundamentals of Computers (Paperback), 2019, Manauliah Abid, Mohammad Amjad, Dreamtech Press



UNIVERSITY OF MADRAS

BACHELOR OF COMPUTER APPLICATIONS (BCA)

DEGREE PROGRAMME

SYLLABUS WITH EFFECT FROM 2023-2024

Year: I

Semester: I

Core-II: Python Programming Practical (Common to B.Sc.-CS, CS with AI, CS with DS, Software Appl.)		120C11						
Credits 5	Lecture Hours: 5 per week							
Learning Objectives: (for teachers: what they have to do in the class/lab/field) • Acquire programming skills in core Python. • Acquire Object-oriented programming skills in Python. • Develop the skill of designing graphical-user interfaces (GUI) in Python. • Develop the ability to write database applications in Python. • Acquire Python programming skills to move into specific branches								
Course Outcomes: (for students: To know what they are going to learn) CO1: To understand the problem solving approaches CO2: To learn the basic programming constructs in Python CO3: To practice various computing strategies for Python-based solutions to real world problems CO4: To use Python data structures - lists, tuples, dictionaries. CO5: To do input/output with files in Python.								
List of Programs								
1. Program to convert the given temperature from Fahrenheit to Celsius and vice versa depending upon user's choice.								
2. Write a Python program to construct the following pattern, using a nested loop <pre> * ** *** **** ***** **** *** ** * </pre>								
3. Program to calculate total marks, percentage and grade of a student. Marks obtained in each of the five subjects are to be input by user. Assign grades according to the following criteria: <table border="0" style="width: 100%;"> <tr> <td>Grade A: Percentage ≥ 80</td> <td>Grade B: Percentage ≥ 70 and < 80</td> </tr> <tr> <td>Grade C: Percentage ≥ 60 and < 70</td> <td>Grade D: Percentage ≥ 40 and < 60</td> </tr> <tr> <td>Grade E: Percentage < 40</td> <td></td> </tr> </table>			Grade A: Percentage ≥ 80	Grade B: Percentage ≥ 70 and < 80	Grade C: Percentage ≥ 60 and < 70	Grade D: Percentage ≥ 40 and < 60	Grade E: Percentage < 40	
Grade A: Percentage ≥ 80	Grade B: Percentage ≥ 70 and < 80							
Grade C: Percentage ≥ 60 and < 70	Grade D: Percentage ≥ 40 and < 60							
Grade E: Percentage < 40								
4. Program, to find the area of rectangle, square, circle and triangle by accepting suitable input parameters from user.								
5. Write a Python script that prints prime numbers less than 20.								



Year : I

Semester: II

Object Oriented Programming using C++ Common for B.C.A., B.Sc.-5A		120C2A
Credits 5	Lecture Hours:4 per week	
Learning Objectives: (for teachers: what they have to do in the class/lab/field)		
• To engender an appreciation for the need and characteristics of Object-orientation. • To impart knowledge of the C++ language grammar in order to design and implement programming solutions to simple problems by applying Object-oriented thinking.		
Course Outcomes: (for students: To know what they are going to learn)		
CO1: Explain the various basic concepts of Object-orientation.		
CO2: Write programs to implement static binding		
CO3: Write programs to implement inheritance and dynamic binding		
CO4: Write programs to implement templates and exception handling and learn how to use STL class library.		
CO5: Write programs implementing File and Stream I/O.		

Units	Contents
I	Object Oriented Programming Concepts: Complexity in software - The need for object-orientation – Abstraction – Encapsulation – Modularity – Hierarchy. Basic Elements of C++: Classes – Objects – Data members and member functions – private and public access specifiers - Static members - Constructors – Singleton class - Destructors - Friend Functions and Friend Classes - Array of objects – Pointer to objects - this pointer – References – Dynamic memory allocation - Namespaces.
II	Function Overloading: Overloading a function - Default arguments – Overloading Constructors. Operator Overloading: Overloading an operator as a member function – Overloading an operator as a friend function – Overloading the operators [], (), -> and comma operators – Conversion Functions.
III	Inheritance: Types of inheritance – protected access specifier –Virtual Base Class – Base class and derived class constructors. Run-time Polymorphism: Virtual Functions – Function overriding - Pure virtual function – Abstract base class.
IV	Templates: Function templates – Overloading a function template – Class templates. Standard Template Library (STL): Containers: vector, list – Iterators: forward, backward – Algorithms: removing and replacing elements, sorting, counting, reversing a sequence. Exception Handling: Exceptions – try, catch, throw – Rethrowing an exception – Restricting exceptions - Handling exceptions in derived classes - terminate(), abort(), unexpected(), set_terminate().
V	I/O Streams: Formatted I/O with ios class functions - Manipulators – Creating own manipulator – Overloading << and >> operators. File I/O: fstream class – Opening and closing a file – Reading from and writing to a text file - Unformatted and Binary I/O – Random access I/O.



Year: I		Semester: II
Object Oriented Programming using C++ Practical Common for B.C.A. , B.Sc.-5A		120C21
Credits 5	Lecture Hours:5 per week	
Learning Objectives: (for teachers: what they have to do in the class/lab/field)		
• Design classes for the given problems. • Write programs in C++. • Code, debug and execute a C++ program to solve the given problems using an IDE.		
Course Outcomes: (for students: To know what they are going to learn)		
CO1: Design and create classes. Implement Stream I/O as appropriate.		
CO2: Design appropriate data members and member functions.		
CO3: Implement functions, friend functions, static members, constructors and compile-time polymorphism.		
CO4: Implement inheritance, run-time polymorphism and destructors.		
CO5: Implement templates and exceptions. Use STL class library. Implement File I/O.		
List of Programs		
1. Write a class to represent a complex number which has member functions to do the following		
a. Set and show the value of the complex number b. Add, subtract and multiply two complex numbers c. Multiplying the complex number with a scalar value		
2. Write a Point class that represents a 2-d point in a plane. Write member functions to		
a. Set and show the value of a point b. Find the distance between two points c. Check whether two points are equal or not		
3. Design and implement a class that represents a Harmonic Progression (HP). Implement functions to do the following:		
a. Generate the HP up to a specified number of terms b. Calculate the sum of the HP to n terms and to infinity c. Generate the nth term of the HP d. Generate the corresponding Arithmetic Progression. (Design and implement a class that encapsulates an AP, and allow the HP class to use its facilities by implementing friend functions.)		
4. Design and implement a class to represent a Solid object.		
a. Apart from data members to represent dimensions, use a data member to specify the type of solid. b. Use functions to calculate volume and surface area for different solids.		
5. Design a class representing time in hh:mm:ss. Write functions to		
a. Set and show the time b. Find the difference between two time objects c. Adding a given duration to a time d. Conversion of the time object to seconds		



Year: II		Semester: III
Data Structures Common for B.C.A. , B.Sc.-CSc-wAI , B.Sc.-CSc-wDS		220C3A
Credits 5	Lecture Hours:4 per week	
Learning Objectives: (for teachers: what they have to do in the class/lab/field) - To impart the basic concepts of data structures and algorithms. - To acquaint the student with the basics of the various data structures - This course also gives insight into the various algorithm design techniques		
Course Outcomes: (for students: To know what they are going to learn) CO1: To introduce the concepts of Data structures and to understand simple linear data structures. CO2: Learn the basics of stack data structure, its implementation and application CO3: Use the appropriate data structure in context of solution of given problem and demonstrate a familiarity with major data structures. CO4: To introduce the basic concepts of algorithms CO5: To give clear idea on algorithmic design paradigms like Divide and conquer and Backtracking.		
Units	Contents	
I	INTRODUCTION TO DATA STRUCTURES: Representation of arrays, Applications of arrays, sparse matrix and its representation - Linear list: Singly linked list implementation, insertion, deletion and searching operations on linear list	
II	Circular linked list: implementation, Double linked list implementation, insertion, deletion and searching operations. STACKS and QUEUES: Operations, array and linked representations of stack, stack applications, infix to postfix conversion, postfix expression evaluation	
III	Queues: operations on queues, array and linked representations - Circular Queue: operations, applications of queues. TREES & GRAPHS: Trees: Definitions and Concepts- Representation of binary tree, Binary tree traversals (Inorder, Postorder, preorder), Binary search trees in arrays	
IV	Heaps - AVL Trees – B Trees Graphs: Representation of Graphs- Types of graphs	
V	Graph Applications: Breadth first traversal – Depth first traversal- -Single source shortest path – Minimal spanning trees – prim’s and kruskal’s algorithms	



Year: II		Semester: III	
Web Page Design Practical		220831	
Common for B.C.A. , B.Sc.-SA , B.Sc.-CSc , B.Sc.-CSc-wAI , B.Sc.-CSc-wDS			
Credits 1		Lecture Hours:1 per week	
Learning Objectives: (for teachers: what they have to do in the class/lab/field)			
• To develop the skill & knowledge of Web page design. • Students will understand the knowhow and can function either as an entrepreneur or can take up jobs in the multimedia and Web site development studio and other information technology sectors.			
Course Outcomes: (for students: To know what they are going to learn)			
CO1: Define the principle of Web page design			
CO2: Define the basics in web design			
CO3: Visualize the basic concept of HTML.			
CO4: Recognize the elements of HTML.			
CO5: Introduce basics concept of CSS.			
Units	Contents		
I	What is HTML? - HTML Documents - Basic structure of an HTML document - Creating an HTML document - Mark up Tags - Heading-Paragraphs - Line Breaks - HTML Tags.		
II	Introduction to elements of HTML: Working with Text - Working with Lists, Tables and Frames - Working with Hyperlinks, Images and Multimedia - Working with Forms and controls.		
III	Concept of CSS: Creating Style Sheet - CSS Properties - CSS Styling(Background, Text Format, Controlling Fonts) - Working with block elements and objects - Working with Lists and Tables - CSS Id and Class - Box Model(Introduction, Border properties, Padding - Properties, Margin properties) -		
IV	CSS Advanced (Grouping, Dimension, Display,Positioning, Floating, Align,Pseudo class, Navigation Bar,Image Sprites, Attribute sector)- CSS Color- Creating page Layout and Site Designs		
V	Introduction to Web Graphics: Creating a Web Photo Album - Creating a Button- Creating a Web Page Banner		



Year: II		Semester: III
Data Structures Practical		220C31
Common for B.C.A. , B.Sc.-CSc-wAI , B.Sc.-CSc-wD5		
Credits 5	Lecture Hours:5 per week	
Learning Objectives: (for teachers: what they have to do in the class/lab/field)		
• To understand and implement basic data structures using C++ • To apply linear and non-linear data structures in problem solving. • To learn to implement functions and recursive functions by means of data structures • To implement searching and sorting algorithms		
Course Outcomes: (for students: To know what they are going to learn)		
CO1: Implement data structures using C++		
CO2: Implement various types of linked lists and their applications		
CO3: Implement Tree Traversals		
CO4: Implement various algorithms in C++		
List of Programs		
Implement the following exercises using Java Programming language:		
1. Array implementation of stacks 2. Array implementation of Queues 3. Linked list implementation of stacks 4. Linked list implementation of Queues 5. Covert infix expression to postfix. 6. Binary Tree Traversals (Inorder, Preorder, Postorder) 7. Implementation of Linear search and binary search 8. Implementation of Depth-First Search & Breadth-First Search of Graphs. 9. Finding single source shortest path of a Graph.		
Learning Resources:		
Learning Resources:		
Recommended Texts		
1. Ellis Horowitz , Sartaj Sahni, Susan Anderson Freed, Second Edition , "Fundamentals of Data in C", Universities Press 2. E. Horowitz, S. Sahni and S. Rajasekaran, Second Edition , "Fundamentals of Computer Algorithms " Universities Press		
Reference Books		
1. Seymour Lipschutz , "Data Structures with C", First Edition, Schaum's outline series in computers, Tata McGraw Hill. 2. R.Krishnamoorthy and G.Indirani Kumaravel, Data Structures using C, Tata McGrawHill – 2008. 3. A.K.Sharma, Data Structures using C , Pearson Education India,2011. 4. G. Brassard and P. Bratley, "Fundamentals of Algorithms", PHI, New Delhi, 1997.		



Year: II	Semester: IV
Java Programming	220C4A
Common for B.C.A. , B.Sc.-SA , B.Sc.-CSc , B.Sc.-CSc-wAI , B.Sc.-CSc-wDS	
Credits 5	Lecture Hours:4 per week
Learning Objectives: (for teachers: what they have to do in the class/lab/field) - To provide fundamental knowledge of object-oriented programming. - To equip the student with programming knowledge in Core Java from the basics up. - To enable the students to use AWT controls, Event Handling and Swing for GUI.	
Course Outcomes: (for students: To know what they are going to learn) CO1: Understand the basic Object-oriented concepts. Implement the basic constructs of Core Java CO2: Implement inheritance, packages, interfaces and exception handling of Core Java. CO3: Implement multi-threading and I/O Streams of Core Java CO4: Implement AWT and Event handling. CO5: Use Swing to create GUI.	

Units	Contents
I	Introduction: Review of Object-Oriented concepts - Java buzzwords (Platform independence, Portability, Threads)- JVM architecture -Java Program structure - Java main method - Java Console output(System.out) - simple java program - Data types - Variables - type conversion and casting- Java Console input: Buffered input - operators - control statements - Static Data - Static Method - String and String Buffer Classes
II	Java user defined Classes and Objects – Arrays – constructors - Inheritance: Basic concepts - Types of inheritance - Member access rules - Usage of this and Super key word - Method Overloading - Method overriding - Abstract classes - Dynamic method dispatch - Usage of final keyword -Packages: Definition - Access Protection - Importing Packages - Interfaces: Definition – Implementation – Extending Interfaces
III	Exception Handling: try – catch - throw - throws – finally – Built-in exceptions - Creating own Exception classes - garbage collection, finalise -Multithreaded Programming: Thread Class - Runnable interface – Synchronization – Using synchronized methods – Using synchronized statement - Interthread Communication – Deadlock.
IV	The AWT class hierarchy - Swing: Introduction to Swing - Hierarchy of swing components. Containers - Top level containers - JFrame - JWindow - JDialog - JPanel - JButton - JToggleButton - JCheckBox - JRadioButton - JLabel, JtextField - JTextArea - JList - JComboBox – JscrollPane - Event Handling: Events - Event sources - Event Listeners - Event Delegation Model (EDM) - Handling Mouse and Keyboard Events
V	Adapter classes - Inner classes -Java Util Package / Collections Framework:Collection & Iterator Interface- Enumeration- List and ArrayList- Vector- Comparator



Year: II		Semester: IV
Java Programming Practical		220C41
Common for B.C.A. , B.Sc.-SA , B.Sc.-CSc , B.Sc.-CSc-wAI , B.Sc.-CSc-wDS		
Credits 5	Lecture Hours:4 per week	
Learning Objectives: (for teachers: what they have to do in the class/lab/field) • To gain practical expertise in coding Core Java programs • To become proficient in the use of AWT, Event Handling and Swing.		
Course Outcomes: (for students: To know what they are going to learn)		
CO1: Code, debug and execute Java programs to solve the given problems		
CO2: Implement multi-threading and exception-handling		
CO3: Implement functionality using String and String Buffer classes		
CO4: Demonstrate Event Handling.		
CO5: Create applications using Swing and AWT		

List of Programs
1. Write a Java program that prompts the user for an integer and then prints out all the prime numbers up to that Integer? 2. Write a Java program to multiply two given matrices. 3. Write a Java program that displays the number of characters, lines and words in a text? 4. Generate random numbers between two given limits using Random class and print messages according to the range of the value generated. 5. Write a program to do String Manipulation using Character Array and perform the following string operations: a) String length b) Finding a character at a particular position c) Concatenating two strings 6. Write a program to perform the following string operations using String class: a) String Concatenation b) Search a substring c) To extract substring from given string 7. Write a program to perform string operations using StringBuffer class: a) Length of a string b) Reverse a string c) Delete a substring from the given string 8. Write a java program that implements a multi-thread application that has three threads. First thread generates random integer every 1 second and if the value is even, second thread computes the square of the number and prints. If the value is odd, the third thread will print the value of cube of the number.



UNIVERSITY OF MADRAS
B.Sc. DEGREE COURSE IN COMPUTER SCIENCE
SYLLABUS WITH EFFECT FROM 2020-2021

BCE-CSC10

CORE-X: OPERATING SYSTEM

(Common paper to B.Sc. Software Applications & B.C.A.)

III YEAR / V SEM

OBJECTIVES:

- To understand the fundamental concepts and role of Operating System.
- To learn the Process Management and Scheduling Algorithms
- To understand the Memory Management policies
- To gain insight on I/O and File management techniques

OUTCOMES:

- Understand the structure and functions of Operating System
- Compare the performance of Scheduling Algorithms
- Analyze resource management techniques

UNIT - I

Introduction: Views - Types of System - OS Structure – Operations - Services – Interface- System Calls- System Structure - System Design and Implementation. Process Management: Process - Process Scheduling - Inter-process Communication. CPU Scheduling: CPU Schedulers - Scheduling Criteria - Scheduling Algorithms.

UNIT - II

Process Synchronization: Critical- Section Problem - Synchronization Hardware Semaphores - Classical Problems of Synchronization - Monitors. Deadlocks: Characterization - Methods for Handling Deadlocks - Deadlock Prevention - Avoidance - Detection - Recovery.

UNIT - III

Memory Management: Hardware - Address Binding – Address Space - Dynamic Loading and Linking – Swapping – Contiguous Allocation - Segmentation - Paging – Structure of the Page Table.

UNIT - IV

Virtual Memory Management: Demand Paging - Page Replacement Algorithms - Thrashing. File System: File Concept -, Access Methods - Directory and Disk Structure - Protection - File System Structures - Allocation Methods - Free Space Management.

UNIT - V

I/O Systems: Overview - I/O Hardware - Application I/O Interface - Kernel I/O Subsystem - Transforming I/O Requests to Hardware Operations - Performance. System Protection: Goals - Domain - Access matrix. System Security: The Security Problem - Threats – Encryption- User Authentication.

TEXT BOOK:

1. Abraham Silberschatz, Peter B Galvin, Greg Gagne, “*Operating System Concepts*”, Wiley India Pvt. Ltd 2018, 9th Edition.

REFERENCES:

1. William Stallings, “*Operating Systems Internals and Design Principles*”, Pearson, 2018, 9th Edition.
2. Andrew S. Tanenbaum, Herbert Bos, “*Modern Operating Systems*”, Pearson 2014, 4th Edition.



UNIVERSITY OF MADRAS
BACHELOR OF COMPUTER APPLICATIONS (B.C.A.)
SYLLABUS WITH EFFECT FROM 2020-2021

BCA-DSC18

CORE-XVIII: WEB DESIGN AND DEVELOPMENT

III YEAR / VI SEM

OBJECTIVES:

- To understand Web based programming and scripting languages.
- To learn the basic web concepts and to create rich internet applications that use most recent client-side programming technologies.
- To learn the basics of HTML, DHTML, XML, CSS, Java Script and AJAX.

OUTCOMES:

- Ability to Develop and publish Web pages using Hypertext Markup Language (HTML).
- Ability to optimize page styles and layout with Cascading Style Sheets (CSS).
- Ability to Understand, analyze and apply the role of languages to create a capstone
- Website using client-side web programming languages like HTML, DHTML, CSS, XML, JavaScript, and AJAX.

UNIT I:

HTML: HTML-Introduction-tag basics- page structure-adding comments working with texts, paragraphs and line break. Emphasizing test- heading and horizontal rules-list-font size, face and color-alignment-links-tables-frames

UNIT II:

Forms & Images Using Html: Graphics: Introduction-How to work efficiently with images in web pages, image maps, GIF animation, adding multimedia, data collection with html forms textbox, password, list box, combo box, text area, tools for building web page front page

UNIT III:

XML & DHTML: Cascading style sheet (CSS)-what is CSS-Why we use CSS-adding CSS to your web pages-Grouping styles-extensible markup language (XML). Dynamic HTML: Document object model (DCOM)-Accessing HTML & CSS through DCOM Dynamic content styles & positioning-Event bubbling-data binding.

UNIT IV:

JavaScript : Client side scripting, What is JavaScript, How to develop JavaScript, simple JavaScript, variables, functions, conditions, loops and repetition, Advance script, JavaScript and objects, JavaScript own objects, the DOM and web browser environments, forms and validations

UNIT V:

Ajax: Introduction, advantages &disadvantages, Purpose of it, ajax based web application, alternatives of ajax

Java Script & AJAX: Introduction to array-operators, making statements-date & time-mathematics-strings-Event handling-form properties. AJAX. Introduction to jQuery and AngularJS.

**ELECTIVE-II(B): IOT AND ITS APPLICATIONS**

(Common paper to B.Sc. Software Applications & B.C.A.)

III YEAR / VI SEM

OBJECTIVES:

- To understand the concepts of Internet of Things and the application of IoT.
- To Determine the Market perspective of IoT.
- To Understand the vision of IoT from a global context

OUTCOMES:

- Use of Devices, Gateways and Data Management in IoT.
- Design IoT applications in different domain and be able to analyze their performance
- Implement basic IoT applications on embedded platform.

UNIT – I

IoT & Web Technology, The Internet of Things Today, Time for Convergence, Towards the IoT Universe, Internet of Things Vision, IoT Strategic Research and Innovation Directions, IoT Applications, Future Internet Technologies, Infrastructure, Networks and Communication, Processes, Data Management, Security, Privacy & Trust, Device Level Energy Issues, IoT Related Standardization, Recommendations on Research Topics.

UNIT - II

M2M to IoT – A Basic Perspective– Introduction, Some Definitions, M2M Value Chains, IoT Value Chains, An emerging industrial structure for IoT, The international driven global value chain and global information monopolies. M2M to IoT-An Architectural Overview– Building an architecture, Main design principles and needed capabilities, An IoT architecture outline, standards considerations.

UNIT - III

IoT Architecture -State of the Art – Introduction, State of the art, Architecture. Reference Model-Introduction, Reference Model and architecture, IoT reference Model, IoT Reference Architecture-Introduction, Functional View, Information View, Deployment and Operational View, Other Relevant architectural views.

UNIT - IV

IoT Applications for Value Creations Introduction, IoT applications for industry: Future Factory Concepts, Brownfield IoT, Smart Objects, Smart Applications, Four Aspects in your Business to Master IoT, Value Creation from Big Data and Serialization, IoT for Retailing Industry, IoT For Oil and Gas Industry, Opinions on IoT Application and Value for Industry, Home Management, eHealth.

UNIT - V

Internet of Things Privacy, Security and Governance Introduction, Overview of Governance, Privacy and Security Issues, Contribution from FP7 Projects, Security, Privacy and Trust in IoT-Data-Platforms for Smart Cities, First Steps Towards a Secure Platform, Smartie Approach. Data Aggregation for the IoT in Smart Cities, Security

Data Science

**PART – IV - VALUE EDUCATION**

Common for all U.G. & Five Year Integrated Courses
(Effective from the Academic Year 2012 – 2013)

SYLLABUS**CREDITS: 2****III YEAR / V SEM**

Objective: Value are socially accepted norms to evaluate objects, persons and situations that form part and parcel of sociality. A value system is a set of consistent values and measures. Knowledge of the values are inculcated through education. It contributes in forming true human being, who are able to face life and make it meaningful. There are different kinds of values like, ethical or moral values, doctrinal or ideological values, social values and aesthetic values. Values can be defined as broad preferences concerning appropriate courses of action or outcomes. As such, values reflect a person's sense of right and wrong or what "ought" to be. There are representative values like, "Equal rights for all", "Excellence deserves admiration", "People should be treated with respect and dignity". Values tend to influence attitudes and behavior and help to solve common human problems. Values are related to the norms of a culture.

UNIT I: Value education-its purpose and significance in the present world – Value system – The role of culture and civilization – Holistic living – balancing the outer and inner – Body, Mind and Intellectual level – Duties and responsibilities.

UNIT II: Salient values for life – Truth, commitment, honesty and integrity, forgiveness and love, empathy and ability to sacrifice, care, unity, and inclusiveness, Self esteem and self confidence, punctuality – Time, task and resource management – Problem solving and decision making skills – Interpersonal and Intra personal relationship – Team work – Positive and creative thinking.

UNIT III: Human Rights – Universal Declaration of Human Rights – Human Rights violations – National Integration – Peace and non-violence – Dr.A P J Kalam's ten points for enlightened citizenship – Social Values and Welfare of the citizen – The role of media in value building.

UNIT IV: Environment and Ecological balance – interdependence of all beings – living and non-living. The binding of man and nature – Environment conservation and enrichment.

UNIT V: Social Evils – Corruption, Cyber crime, Terrorism – Alcoholism, Drug addiction – Dowry – Domestic violence – untouchability – female infanticide – atrocities against women – How to tackle them.

**ENVIRONMENTAL STUDIES PROGRAMME**

ABILITY ENHANCEMENT COMPULSORY COURSES

(AECC- Environmental Studies)

Syllabus with effect from the academic year 2018-2019

(i.e. for batch of candidates admitted to the course from the academic year 2017-18)

Credits: 2

II Year / III/IV Sem.

Unit 1: Introduction to Environmental Studies

- Multidisciplinary nature of environmental studies;
- Scope and importance; concept of sustainability and sustainable development.

Unit 2 : Ecosystem (2 lectures)

- What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem;
Food chains, food webs and ecological succession, Case studies of the following ecosystem:
 - a) Forest ecosystem
 - b) Grassland ecosystem
 - c) Desert ecosystem
 - d) Aquatic ecosystem (ponds, stream, lakes, rivers, ocean, estuaries)

Unit 3: Natural Resources : Renewable and Non – renewable Resources (6 lectures)

- Land resources and land use change: Land degradation, soil erosion and desertification.
- Deforestation : Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
- Water : Use and over –exploitation of surface and ground water, floods, droughts, conflicts over water (international and inter-state).
- Energy resources : Renewable and non renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

Unit 4: Biodiversity and Conservation (8 lecturers)

- Levels of biological diversity: genetics, species and ecosystem diversity, Biogeographic zones of India: Biodiversity patterns and global biodiversity hot spots
- India as a mega- biodiversity nation, Endangered and endemic species of India.
- Threats to biodiversity: Habitat loss, poaching of wildlife, man- wildlife conflicts, biological invasions; Conservations of biodiversity: In-situ and Ex-situ Conservation of biodiversity.
- Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

Unit 5: Environmental Pollution (8 lecturers)

- Environmental pollution: types, causes, effects and controls: Air, Water, soil and noise Pollution.
- Nuclear hazards and human health risks
- Solid waste management: Control measures of urban and industrial waste
- Pollution case studies



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Unit 6: Environmental Policies & Practices (8 lecturers)

- Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture
- Environment Laws: Environment Protection Act, Air (Prevention & Control of Pollution) Act; Water (Prevention and Control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).
- Nature reserves, tribal populations and rights, and human Wildlife conflicts in Indian context.

Unit 7: Human Communities and the Environment (7 lectures)

- Human population growth, impacts on environment, human health and welfare.
- Resettlement and rehabilitation of projects affected persons; case studies.
- Disaster management: floods, earthquake, cyclone and landslides.
- Environmental movements : Chipko, Silent Valley, Bishnois of Rajasthan.
- Environmental ethics : Role of Indian and other religions and cultures in environmental conservation.
- Environmental communication and public awareness, case studies(e.g. CNG Vehicles in Delhi)

Unit 8 : Field Work (6 lectures)

- Visit to an area to document environmental assets: river / forest/ flora/ fauna etc.
- Visit to a local polluted site – Urban / Rural/ Industrial/ Agricultural.
- Study of common plants, insects, birds and basic principles of identification.
- Study of simple ecosystem- pond, river, Delhi Ridge etc.

(Equal to 5 Lectures)



SYLLABUS WITH EFFECT FROM 2023-2024

Year: I		Semester: I
Skill Enhancement Course: Office Automation (Common to B.Sc.-CS, CS with AI, CS with DS, Software Appl.)		120S1A
Credits 2		Lecture Hours:2 per week
Learning Objectives: (for teachers: what they have to do in the class/lab/field)		
• The major objective in introducing the Computer Skills course is to impart training for students in Microsoft Office which has different components like MS Word, MS Excel and Power point. • The course is highly practice oriented rather than regular class room teaching. • To acquire knowledge on editor, spread sheet and presentation software.		
Course Outcomes: (for students: To know what they are going to learn)		
CO1: Understand the basics of computer systems and its components.		
CO2: Understand and apply the basic concepts of a word processing package.		
CO3: Understand and apply the basic concepts of electronic spreadsheet software.		
CO4: Understand and apply the basic concepts of database management system.		
CO5: Understand and create a presentation using PowerPoint tool.		
UNITS	CONTENTS	
I	Introductory concepts: Hardware and Software - Memory unit – CPU-Input Devices: Key board, Mouse and Scanner. Output devices: Monitor, Printer. Introduction to Operating systems - Introduction to Programming Languages.	
II	Word Processing: File menu operations - Editing text – tools, formatting, bullets and numbering - Spell Checker - Document formatting – Paragraph alignment, indentation, headers and footers, printing – Preview, options, merge.	
III	Spreadsheets: Excel – opening, entering text and data, formatting, navigating; Formulas – entering, handling and copying	
IV	Charts – creating, formatting and printing, analysis tables, preparation of financial statements, introduction to data analytics.	
V	Power point: Introduction to Power point - Features – Understanding slide typecasting & viewing slides – creating slide shows. Applying special object – including objects & pictures – Slide transition – Animation effects, audio inclusion, timers.	



Year: I		Semester: II	
Office Automation Practical		120S21	
Common for B.C.A. , B.Sc.-SA , B.Sc.-CSc-wAI , B.Sc.-CSc-wDS			
Credits 2		Lecture Hours:2 per week	
Learning Objectives: (for teachers: what they have to do in the class/lab/field) • The major objective in introducing the Computer Skills course is to impart training for students in Microsoft Office which has different components like MS Word, MS Excel and Power point. • The course is highly practice oriented rather than regular class room teaching. • To acquire knowledge on editor, spread sheet and presentation software.			
Course Outcomes: (for students: To know what they are going to learn) CO1: Understand the basics of computer systems and its components. CO2: Understand and apply the basic concepts of a word processing package. CO3: Understand and apply the basic concepts of electronic spreadsheet software. CO4: Understand and apply the basic concepts of database management system. CO5: Understand and create a presentation using PowerPoint tool.			

Contents
WORD 1. Create and save a document using MSWORD Deletion of Character, Word, line and block of text - Undo and redo process - Moving, Copying and renaming 2. Format the Text document Character formatting - Paragraph formatting - Page formatting 3. Spell check the document Finding and Replacing of text - Bookmarks and Searching for a Bookmarks - Checking Spelling and Grammar automatically - Checking Spelling and Grammar using Dictionary 4. Print the document Print Preview - Print Dialog box 5. Mail Merge in Ms-word Create main document and data file for mail merging - Merging the files - From letters using mail merging - Mailing labels using mail merging 6. Table creation in Ms-word Create a table in the document - Add row, column to a table - Changing column width and row height - Merge, split cells of table - Use formulae in tables - Sorting data in a table - Formatting a table. EXCEL 1. Create and save a new work book in Excel 2. Entering Data into Work sheet 3. Editing data of Worksheet 4. Formatting the text in the cells 5. Formatting the numbers in the cells

BSc Comp sci



Year: I		Semester: II	
Introduction to Computer Architecture and Microprocessor Practical		125C21	
Credits 5		Lecture Hours:5 per week	
Learning Objectives: (for teachers: what they have to do in the class/lab/field)			
• To introduce the internal organization of Intel 8085 Microprocessor. • To enable the students to write assembly language programs using 8085. • To interface the peripheral devices to 8085 using Interrupt controller and DMA interface. • To provide real-life applications using microcontroller.			
Course Outcomes: (for students: To know what they are going to learn)			
CO1: Remember the Basic binary codes and their conversions. Binary concepts are used in Microprocessor programming and provide a good understanding of the architecture of 8085.			
CO2: Understanding the 8085-instruction set and their classifications, enables the students to write the programs easily on their own using different logic.			
CO3: Applying different types of instructions to convert binary codes and analysing the outcome. The instruction set is applied to develop programs on multibyte arithmetic operations.			
CO4: Analyse how peripheral devices are connected to 8085 using Interrupts and DMA controller.			

List of Programs
Addition and Subtraction 8 - bit addition 16 - bit addition 8 - bit subtraction - BCD subtraction
Multiplication and Division 8 - bit multiplication - BCD multiplication 8 - bit division
Sorting and Searching - Searching for an element in an array. - Sorting in Ascending and Descending order. - Finding the largest and smallest elements in an array. - Reversing array elements. - Block move.



Year: I		Semester: II
Introduction to Computer Architecture and Microprocessor		125C2A
Credits 5	Lecture Hours:4 per week	
Learning Objectives: (for teachers: what they have to do in the class/lab/field) - To introduce the internal organization of Intel 8085 Microprocessor. - To enable the students to write assembly language programs using 8085. - To interface the peripheral devices to 8085 using Interrupt controller and DMA interface.		
Course Outcomes: (for students: To know what they are going to learn) CO1: Remember the Basic binary codes and their conversions. Binary concepts are used in Microprocessor programming and provide a good understanding of the architecture of 8085. CO2: Understanding the 8085 instruction set and their classifications, enables the students to write the programs easily on their own using different logic.. CO3: Applying different types of instructions to convert binary codes and analysing the outcome. The instruction set is applied to develop programs on multibyte arithmetic operations. CO4: Analyse how peripheral devices are connected to 8085 using Interrupts and DMA controller.		
Units	Contents	
I	Digital Computers - Microcomputer Organization-Computer languages Number Systems: Decimal, Binary, Octal. Hexadecimal. Conversions: Conversion between all four number systems of integer and floating-point values. Data representation: fixed point and floating-point representation - Character codes	
II	Addition, subtraction (9's Complement for decimal, 10's complement for decimal, 1's complement, 2's complement methods), multiplication and division of binary numbers. - Differentiate Binary and BCD representations - BCD to Binary and Binary to BCD conversions, BCD addition and Subtraction. 8085 Microprocessor: Architecture, Pinout and Signals – Functional block diagram -	
III	8085 Instruction Set and addressing modes- 8085 sample programs using data transfer, arithmetic and JMP instructions– function calls in 8085	
IV	The 8085 Interrupts – RIM AND SIM instructions-8259 Programmable Interrupt Controller-Direct Memory Access (DMA) and 8257 DMA controller.	
V	Program control- RISC - Pipelining -Arithmetic instruction- RISC pipeline - Vector processing and Array processors.	

**PRACTICAL V****OPERATING SYSTEM LAB**

III YEAR / V SEM

OBJECTIVES:

- To learn Process management and scheduling.
- To understand the concepts and implementation of memory management policies.
- To understand the various issues in Inter Process Communication.

OUTCOMES:

- Understand the process management policies and scheduling process by CPU.
- Analyze the memory management and its allocation policies.
- To evaluate the requirement for process synchronization.

PROGRAM LIST:

1. Basic I/O programming.
To implement CPU Scheduling Algorithms:
2. Shortest Job First Algorithm.
3. First Come First Served Algorithm.
4. Round Robin and Priority Scheduling Algorithms.
5. To implement reader/writer problem using semaphore.
6. To implement Banker's algorithm for Deadlock avoidance.
Program for page replacement algorithms:
7. First In First Out Algorithm.
8. Least Recently Used Algorithm.
9. To implement first fit, best fit and worst fit algorithm for memory management.
10. Program for Inter-process Communication.

**PRACTICAL - VI****PL/SQL LAB****III YEAR / V SEM****OBJECTIVES:**

- Learn the various DDL and DML commands
- Understand queries in SQL to retrieve information from data base
- Understand PL/SQL statements: Exception Handling, Cursors, and Triggers.
- Develop database applications using front-end and back-end tools.

OUTCOMES:

- Implement the DDL , DML Commands and Constraints
- Create, Update and query on the database.
- Design and Implement simple project with Front End and Back End.

LIST OF EXERCISES

- 1) DDL commands with constraints.
- 2) DML Commands with constraints.
- 3) SQL Queries: Queries, sub queries, Aggregate function
- 4) PL/SQL : Exceptional Handling
- 5) PL/SQL : Cursor
- 6) PL/SQL : Trigger
- 7) PL/SQL : Packages
- 8) Design and Develop Application for Library Management
- 9) Design and Develop Application for Student Mark Sheet Processing
- 10) Design and Develop Application for Pay Roll Processing

**CORE - VIII****SOFTWARE ENGINEERING**

III YEAR / VI SEM

OBJECTIVES:

- To introduce the software development life cycles
- To introduce concepts related to structured and object oriented analysis & design
- To provide an insight into UML and software testing techniques

OUTCOMES:

- The students should be able to specify software requirements, design the software using tools
- To write test cases using different testing techniques.

UNIT- I

Introduction – Evolution – Software Development projects – Emergence of Software Engineering.
Software Life cycle models – Waterfall model – Rapid Application Development – Agile Model – Spiral Model

UNIT- II

Requirement Analysis and Specification – Gathering and Analysis – SRS – Formal System Specification

UNIT- III

Software Design – Overview – Characteristics – Cohesion & Coupling – Layered design – Approaches Function Oriented Design – Structured Analysis – DFD – Structured Design – Detailed design

UNIT- IV

Object Modeling using UML – OO concepts – UML – Diagrams – Use case, Class, Interaction, Activity, State Chart – Postscript

UNIT- V

Coding & Testing – coding – Review – Documentation – Testing – Black-box, White-box, Integration, OO Testing, Smoke testing

TEXT BOOK:

1. Rajib Mall, "Fundamentals of Software Engineering", PHI 2018, 5th Edition.

REFERENCE BOOKS:

1. Roger S. Pressman, "Software Engineering - A Practitioner's Approach", McGraw Hill 2010, 7th Edition.
2. Pankaj Jalote, "An Integrated Approach to Software Engineering", Narosa Publishing House 2011, 3rd Edition.

WEB REFERENCES:

- NPTEL online course – Software Engineering - <https://nptel.ac.in/courses/106105182/>

**CORE IX****INTRODUCTION TO DATA SCIENCE**

III YEAR / VI SEM

OBJECTIVES:

- To introduce the concepts, techniques and tools with respect to the various facets of data science practice, including data collection and integration, exploratory data analysis, predictive modeling, descriptive modeling and effective communication.

OUTCOMES:

- To describe what Data Science is, what Statistical Inference means, identify probability distributions, fit a model to data and use tools for basic analysis and communication

UNIT-I

Introduction to Data Science – Benefits and uses – Facets of data – Data science process – Big data ecosystem and data science

UNIT-II

The Data science process – Overview – research goals - retrieving data - transformation – Exploratory Data Analysis – Model building

UNIT-III

Algorithms - Machine learning algorithms – Modeling process – Types – Supervised – Unsupervised - Semi-supervised

UNIT-IV

Introduction to Hadoop – framework – Spark – replacing MapReduce– NoSQL – ACID – CAP – BASE – types

UNIT-V

Case Study – Prediction of Disease - Setting research goals - Data retrieval – preparation - exploration - Disease profiling - presentation and automation

TEXT BOOK

1. Davy Cielen, Arno D. B. Meysman, Mohamed Ali, *"Introducing Data Science"*, manning publications 2016.

**PRACTICAL - VII****CASE TOOLS AND TESTING**

III YEAR / VI SEM

OBJECTIVES:

- To get familiarized to the usage of UML tool kit.
- To understand the requirements of the software and to map them appropriately to subsequent phases of the software development
- To develop the ability to verify and validate their designs

OUTCOMES:

- Students must be able to analyze and design the problem at hand.
- Students should be able to use UML tools for the designing the software and test the correctness and soundness of their software through testing tools.

LIST OF EXERCISES:

1. Using UML tools produce analysis and design models for
 - a. Library Management System
 - b. Automatic Teller Machine
 - c. Student Information Management
 - d. Matrimony Service
 - e. Stock Management System
2. Study of Open source testing tools (eg. Selenium, WATIS, Apache JMeter, TestNG)

**PRACTICAL – VIII****MINI PROJECT**

III YEAR / VI SEM

OBJECTIVES:

The aim of the mini project is that the student has to understand the real time software development environment. The student should gain a thorough knowledge in the problem, he/she has selected and the language / software, he/she is using.

Project planning:

B.Sc (Computer Science / Software Application)/BCA Major Project is an involved exercise, which has to be planned well in advance. The topic should be chosen in the beginning of final year itself. Related reading training and discussions of first internal project viva voce should be completed in the first term of final year.

I Selection of the project work

Project work could be of three types.

a) Developing solution for real life problem

In this case a requirement for developing a computer-based solution already exists and the different stages of system development life cycle is to be implemented successfully. Examples are accounting software for particular organization, computerization of administrative function of an organization, web based commerce etc.

b) System Software Project

Projects based on system level implementation. An example is a Tamil language editor with spell checker, compiler design.

b) Research level project

These are projects which involve research and development and may not be as structured and clear cut as in the above case. Examples are Tamil character recognition, neural net based speech recognizer etc. This type of projects provides more challenging opportunities to students.

II Selection of team

To meet the stated objectives, it is imperative that major project is done through a team effort. Though it would be ideal to select the team members at random and this should be strongly recommended, due to practical consideration students may also be given the choice of forming themselves into teams with three members. A team leader shall be selected. Team shall maintain the minutes of meeting of the team members and ensure that tasks have been assigned to every team member in writing. Team meeting minutes shall form a part of the project report. Even if students are doing project as groups, each one must independently take different modules of the work and must submit the report.

III Selection of Tools

No restrictions shall be placed on the students in the choice of platform/tools/languages to be utilized for their project work, though open source is strongly recommended, wherever possible. No value shall be placed on the use of tools in the evaluation of the project.

IV Project management

Head of the Department / Principal of the college should publish the list of student's project topic, internal guide and external organization and teams agreed before the end of July. Changes in this list may be permitted for valid reasons and shall be considered favorably by the Head of the department / Principal of the college any time before commencement of the project. Students should submit a fortnightly report of the progress, which could be indication of percentage of completion of the project work. The students should ideally keep a daily activity book. Team meeting should be documented and same should be submitted at the end of the project work.

V Documentation



CORE PAPER IV - PRINCIPLES OF MANAGEMENT

OBJECTIVES**No. of Credits: 4**

- To make the students to understand the basic concepts of management.
- To prepare the students to know about the significance of the management in Business.

OUTCOME:

- On the completion of syllabus students will understand the basic concepts and significance of management in business.

Unit I: Introduction

Definition – Importance – Nature and Scope of Management – Process of Management - Role and functions of Managers - Levels of Management Scientific Management Contributions to Management by different Schools of thought.

Unit II: Planning

Nature – Importance -Types of Planning - Steps in planning - Objectives of Planning – Policies - Decision making Process-Types of Decisions. HRM- Meaning, -Nature and scope of HRM.

Unit III: Organization

Meaning and Types of organizations - Principles – Formal and Informal organization - Organisation Structure – Span of Control – Departmentalisation – Basis - Meaning and Importance of Departmentalisation. Policies - Meaning and Types – Procedures - Forecasting.

Unit IV: Authority and Responsibility

Authority – Definition – Sources – Limitations – Difference between Authority and Responsibility – Delegation of Authority – Meaning – Principles and importance – Centralisation Vs Decentralisation- Leadership & Communication

Unit V: Direction Co-ordination & Control

Direction – Nature - Purpose. Co-ordination – Need – Types and Techniques – Requisites for

**CORE PAPER II****BUSINESS COMMUNICATION****No. of Credits: 4****OBJECTIVES:**

- To facilitate the students to understand the concept of Communication.
- To Know the basic techniques of the modern forms of communication

OUTCOME:

- Students understand the concept of communication and familiarise with modern form of communication.

UNIT I: Communication

Definition – Methods – Types – Principles of effective Communication – Barriers to Communication – Business Letters – Layout.

UNIT II: Business Letters

Kinds of Business Letters: Interview – Application for a situation – Interview -Appointment – Acknowledgement – Promotion – Enquiries – Reply letter – Orders – Sales letter – Circular letter – Complaint letter.

UNIT III: Correspondence

Bank Correspondence – Insurance Correspondence – Agency Correspondence – Correspondence with Shareholders, Directors.

UNIT IV: Reports and Meetings

Report Writing – Meetings – Agenda - Minutes of Meeting – Memorandum – Office Order – Circular – Notes.

UNIT V: Forms of Communication

Modern Forms of Communication: Fax – E-mail – Video Conferencing – Internet – Websites – uses of the various forms of communication.

**CORE PAPER XVIII HUMAN RESOURCE MANAGEMENT****OBJECTIVES****No. of Credits: 4**

- To facilitate the students to know about the importance of Human Resources.
- To make the students to understand the various aspects of the Human Resources Management.

OUTCOME:

- Understanding of basic concepts, functions and functioning of Human resource department of the organisations

UNIT I: Introduction

Nature and Scope of Human Resources Management – Differences between Personnel Management and HRM – Environment of HRM- HRM Accounting– Human Resource Planning – Recruitment – Selection – Methods of Selection – Uses of various Tests – Interview techniques in Selection and Placement.

UNIT II: Training

Meaning – Induction – Methods – Techniques – Identification of the Training needs – Training and Development – Performance appraisal – Transfer – Promotion and Termination of services –Career Development.

UNIT III: Compensation & Labour Relation

Cost to Company – CTC Fixed and Flexible Pay - Components – Incentives – Benefits – Motivation – Talent Retention- Welfare and Social Security Measures - Opportunities, Challenges, and Recent Trends in Compensation.

Need – Functions of Trade Unions – Forms of Collective bargaining – Workers Participation in management - Types and effectiveness. Industrial Disputes and Settlements (laws excluded)- Social Ethics and Responsibility

UNIT IV: Human Resource Accounting & Audit

Human Resource Accounting- Meaning- Objectives- Need & Limitations.

Human Resource Audit – Nature – Benefits – Scope – Approaches.

UNIT V: Corporate Ethics & Corporate Social Responsibility

Business Ethics – Concept, Characteristics, Importance and Need for ethics- Sources of Ethics, Concept of Corporate Ethics, code of Ethics- Guidelines for developing code of ethics, Ethics in Human Resource Management

Corporate Social Responsibility: Concept, Scope & Relevance and Importance of CSR in Contemporary Society. CSR towards employees and workers- CSR and environmental concerns- Role of HR professionals in CSR.

TEXT BOOK

- i. Rao, VSP, Human Resource Management, Excel Books

**BUSINESS ECONOMICS (Allied Subject)****OBJECTIVES:**

- To facilitate the students to understand the concept of Communication.
- To Know the basic techniques of the modern forms of communication

OUTCOME:

- Students understand the concept of communication and familiarise with modern form of communication.

UNIT I

Introduction to Economics – Wealth, Welfare and Scarcity Views on Economics - Positive and Normative Economics - Definition – Scope and Importance of Business Economics - Concepts: Production Possibility frontiers – Opportunity Cost – Accounting Profit and Economic Profit – Incremental and Marginal Concepts – Time and Discounting Principles – Concept of Efficiency- **Business Cycle:- Inflation, Depression, Recession, Recovery, Reflation and Deflation.**

UNIT II

Demand and Supply Functions: - Meaning of Demand – Determinants and Distinctions of demand – Law of Demand – Elasticity of Demand – Demand Forecasting – Supply concept and Equilibrium

UNIT III

Consumer Behaviour : Law of Diminishing Marginal utility – Equimarginal Utility – Indifference Curve – Definition, Properties and equilibrium.

UNIT IV

Production: Law of Variable Proportion – Laws of Returns to Scale – Producer's equilibrium – Economies of Scale - Cost Classification – Break Even Analysis

UNIT V

Product Pricing: Price and Output Determination under Perfect Competition, Monopoly – Discriminating monopoly – Monopolistic Competition – Oligopoly – Pricing objectives and Methods-

**2. BASICS OF RETAIL MARKETING**

Course Objectives

1. To enable the students to understand the concepts of retail marketing
2. To teach the students on aspects branding and labeling in retail trade

OUTCOME:

Equip the students to get the knowledge of retail marketing and its segmentation,

UNIT – I

Retailing – Definition – Retail Marketing – Growth of organized retailing in India – Importance of retailing

UNIT – II

Functions of Retailing – characteristics of Retailing – Types of Retailing – store retailing – Non-store retailing

UNIT – III

Retail location factors – Branding in retailing – private labeling – Franchising concept.

UNIT – IV

Communication tools used in Retailing – Sales promotion, e-tailing- window display

UNIT - V

Supply chain management – definition – importance – Role of information Technology in retailing.

TEXT BOOKS

- 1.P.K Madhavan – Introduction to Retailing –Vijay Nicole Imprints Private Limited ,Chennai.
2. John J.Coyle , C. John Langley JR., Robert A. Novack , Brian J.Gibson – Supply Chain Management A Logisticss Perspective – CENGAGE , New Delhi
- 3.Joel D.Wisner , Keah – Choon Tan , G.Keong Leong – Principles of Supply Chain Management A Balanced Approach– CENGAGE, New Delhi



UNIVERSITY OF MADRAS
B.Com. (GENERAL) DEGREE COURSE
SYLLABUS WITH EFFECT FROM 2020-2021

BGE-CSC08

CORE-VIII: MARKETING

Common to BCom(A&F) & BCom(CS)-V Sem. as Elective

Inst.Hrs : 5

Credits : Core 4 / Elective 5

YEAR: II

SEMESTER: III

Objectives:

- To facilitate the students to understand the importance and the relevance of marketing in to-day's Business world
- To enable the students to understand the features of the Indian Marketing

Out Come:

- The Students will understand the basic concepts of Marketing, Market Segmentation, Marketing Mix and Recent trends in Marketing.

UNIT I

Introduction to Marketing –Meaning – Definition and Functions of Marketing – Marketing Orientation – Role and Importance of Marketing – Classification of Markets

UNIT II

Market Segmentation – Concept – Benefits – Basis and Levels, Introduction to Consumer Behaviour – Need for study – Consumer buying decision process – Buying motives.

UNIT III

Marketing mix. Product – Meaning – Introduction to Stages of New Product Development – Types – Introduction to PLC – Product Mix – Price – Pricing Policies and Methods.

UNIT IV

Channels of Distribution (Levels) – Channel Members – Promotion – Communication Mix – Basics of Advertising, Sales promotion and personal selling.

UNIT V

Recent Trends in Marketing. A Basic understanding of E – Marketing, Consumerism, Market Research, MIS and Marketing Regulations.



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SYLLABUS WITH EFFECT FROM 2020-2021

BGE-CSC12

CORE-XII: INDIRECT TAXATION
Common to BCom(A&F), BCom(CS) & BCom(BM)

Inst.Hrs : 5
Credits : 4

YEAR: II
SEMESTER: IV

OBJECTIVES:

- To facilitate the students to gain knowledge of the principles of Indirect Taxation.
- To enable the students to gain knowledge of Goods and Services (GST)
- To highlight the students about customs duty.

OUTCOME:

- The students will be able to understand the concepts of Indirect taxation, types and Assessment procedures.

UNIT – I Introduction

History and Objectives of Taxation – Tax System in India- Direct & Indirect Taxes – Meaning and Types – Powers of Union and State to levy taxes. Constitutional Amendments leading to introduction of GST and their importance

UNIT – II GST – Overview & Concepts

Background behind implementing GST- The need for GST- objectives of GST- Business impact- Benefits of GST-SGST- CGST and IGST- Taxes covered by GST- Definitions - Scope and Coverage Scope of supply- Levy of tax- Rate Structure- Taxable Events. Types of Supplies – Composite and Mixed Supplies –Composition Levy.

UNIT – II GST Taxation/ Assessment proceedings

Return- Refunds- Input Tax Credit- Reverse charge Mechanism, Transitional Provisions composition under GST- Administrative structure of GST-Officers as per CGST Act- Officers as per SGST Act-Jurisdiction- Appointment Powers. Relevance of Cross Empowerments

UNIT-IV GST Audit

Assessment and Audit under GST- Demands and Recovery- Appeals and revision- Advance ruling Offences and Penalties. National Anti-Profitteering Authority – GST Practitioners – eligibility and Practice and Career avenues

UNIT-V Customs duty

The custom duty- Levy and collection of customs duty- Organisations of custom departments- Officers of customs- powers- Appellate Machinery- Infringement of the Law-Offences and Penalties- Exemptions from duty customs duty draw back- duties free Zones. Export incentive schemes



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B.Com. (GENERAL) DEGREE COURSE
SYLLABUS WITH EFFECT FROM 2020-2021

BGE-CSC15

CORE-XV: LOGISTICS AND SUPPLY CHAIN MANAGEMENT
Common to BCom(MM) & BCom(ISM)

Inst.Hrs : 6

YEAR: III

Credits : Core 4 / Elective 5

SEMESTER: V

Learning Objectives:

1. The students to gain deeper insights into logistics and supply chain management.
2. To highlight the integrated nature of working in logistics and supply chain industry.
3. To prepare students to work in logistics and allied industries.

OUTCOME

- On completion of syllabus student will understand the basic concepts of logistics and supply chain management and student prepare them self to work in logistics and allied industries

UNIT I: Concepts of Logistics – Evolution – Nature and Importance – Components of Logistics Management- Competitive advantages of Logistics – Functions of Logistics management – Principles – Logistics Network- Integrated Logistics system, Supply chain management – Nature and Concepts – Value chain- Functions – Supply chain effectiveness – Outsourcing – 3PLs and 4PLs – Supply chain relationships – Customer services.

UNIT II: Elements of Logistics and Supply chain management – Inventory carrying – Ware housing, Technology in the ware house: Computerisation, Barcoding, RFID and WMS – Material handling , Concepts and Equipments: Automated Storage and Retrieval Systems – Order Processing – Transportation – Demand Forecasting – Impact of Forecasts on Logistics and Supply chain Management- Performance measurements.

UNIT III: Transportation – Position of Transportation in Logistics and Supply chain management-Road, Rail, Ocean Transport - Ships- Types- Measurement capacity of ships – shipping information, Air, Transport Multi modal transport – containerization – CFS – ICDS- Cross Docking- Selection of transportation mode – Transportation Network and Decision – Insurance aspects of logistics.

UNIT IV: Logistical Information System (LIS) - Operations – Integrated IT solution for Logistics and supply chain management- Emerging technologies in Logistics and Supply chain management. Components of a logistic system-transportation-inventory carrying-warehousing-order processing –Distribution channels- Difference between warehouse and distribution centre.



413E1A	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT		6	-	-	-	4	6	25	75	100
Learning Objectives											
1.	To become familiar with various Investment avenues and Portfolio Construction										
2.	To understand the Equity Shares, Preference Shares and Bonds valuation models										
3.	To learn about long-term and short-term investment analysis tools.										
4.	To analyse with Portfolio theories.										
5.	To gain knowledge in Portfolio performance methods.										

Course Units

UNIT I (18 hrs)

Investment and Portfolio Management

Investment – Meaning – Nature and scope of Investment – Investment vs Speculation – Type of Investors – Investment Avenues – Factors influencing the investment choice – Portfolio Management: Meaning and significance, Active Vs. Passive portfolio management - Strategic Vs. Tactical asset allocation - Factors Affecting Investment Decisions in Portfolio Management.

UNIT II (18 hrs)

Valuation of Securities

Bond: Introduction – Reasons for issuing Bonds –Features of Bond – Types of Bonds – Determinants of bond safety –Bond Prices, Yields and Interest Rates –Measuring Price Volatility of Bonds–Macaulay Duration and Modified Duration - Preference Shares: Introduction – Features of Preference Shares – Preference Shares Yield – Holding Period Return – Yield to Call –Concept of Present Value – Equity Share Valuation Models.

UNIT III (18 hrs)

Fundamental Analysis and Technical Analysis

Fundamental Analysis: Objectives – Economic Analysis, Industry Analysis, Company Analysis –Technical Analysis: Meaning– Assumptions – Pros and cons of technical analysis–Differences between fundamental analysis and technical analysis – Dow Theory – Types of Charts – Chart Patterns – Trend Analysis – Support Line and Resistance Line – Volume Analysis – Indicators and Oscillators – Simple Moving Average – Exponential Moving Average – Relative Strength Index – Bollinger Band – Elliott Wave Theory.

UNIT IV (18 hrs)

Efficient Market Hypothesis

Efficient Market Hypothesis – Markowitz Model, Arbitrage Pricing Theory – Sharpe's Single index portfolio selection method – Capital Asset Pricing Model (CAPM).

UNIT V (18 hrs)

Portfolio Performance Evaluation

Portfolio Performance Evaluation – Meaning - Need for Evaluation - Methods of calculating Portfolio return - Sharpe's Ratio - Treynor's Ratio - Jensen's Differential Returns - Portfolio Revision - Need for Portfolio Revision - Formula Plans.



413E1D	STRATEGIC HUMAN RESOURCE MANAGEMENT		6	-	-	-	4	6	25	75	100
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Learning Objectives	
1	To appreciate the importance of HRM as a field of study and as a central management function
2	To understand the implication of HRM on Government regulations and corporate decisions
3	To analyse the key elements of the HR functions
4	To gain knowledge about the elements, key concepts and terminology of HRM
5	To apply the principles and techniques of HRM to the discussion of major personnel issues in case studies.

Course Units

UNIT I	(18 hrs)
Introduction to SHRM	
SHRM- Meaning, Features, Evolution, Objectives, Advantages, Barriers to SHRM, SHRM v/s Traditional HRM, Steps in SHRM, Roles in SHRM: Top Management, Front-line Management, HR - Changing Role of HR Professionals.	
UNIT II	(18 hrs)
Models of SHRM	
Models of SHRM – High Performance Working Model, High Commitment Management	


UNIT III (18 hrs)
Strategic Planning and Compensation

Resourcing Strategy: Meaning and Objectives - Strategic HR Planning: Meaning, Advantages, Interaction between Strategic Planning and HRP, Managing HR Surplus and Shortages, Strategic Recruitment and Selection: Meaning and Need - Strategic Human Resource Development: Meaning, Advantages and Process - Strategic Compensation as a Competitive Advantage - Rewards Strategies: Meaning, Importance - Employee Relations Strategy, Retention Strategies, Strategies for Enhancing Employee Work Performance.

UNIT IV (18 hrs)
Human Resource Policies

Human Resource Policies – Meaning, Features, Purpose of HR Policies, Process of Developing HR Policies, Factors affecting HR Policies, Areas of HR Policies in Organisation, Requisites of Sound HR Policies – Recruitment, Selection, Training and Development, Performance Appraisal, Compensation, Promotion, Outsourcing, Retrenchment, Barriers to Effective Implementation of HR Policies and Ways to Overcome these Barriers.

UNIT V (18 hrs)
Latest trends in Strategic HRM

Mentoring - Employee Engagement – Meaning, Factors Influencing Employee Engagement, Strategies for Enhancing Employee Engagement - Competency based HRM: Meaning, Types of Competencies and Benefits of Competencies for Effective Execution of HRM Functions -Human Capital Management: Meaning and Role - New Approaches to Recruitment – Employer Branding.

413C1B	DIGITAL MARKETING		6	-	-	4	6	25	75	100
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	Learning Objectives
1	To assess the evolution of digital marketing
2	To appraise the dimensions of online marketing mix
3	To infer the techniques of digital marketing
4	To analyse online consumer behaviour
5	To interpret data from social media and to evaluate game based marketing

Course Units
UNIT I (18 hrs)
Introduction to Digital Marketing

Digital Marketing – Transition from traditional to digital marketing – Rise of internet – Growth of e-concepts – Growth of e-business to advanced e-commerce – Emergence of digital marketing as a tool – Digital marketing channels – Digital marketing applications, benefits and challenges – Factors for success of digital marketing – Emerging trends and concepts, Big Data and IOT, Segments based digital marketing, Hyperlocal marketing - Opportunities for digital marketing professionals.

**UNIT II (18 hrs)****Online marketing mix**

Online marketing mix – E-product – E-promotion – E-price – E-place – Consumer segmentation – Targeting – Positioning – Consumers and online shopping issues – Website characteristics affecting online purchase decisions – Distribution and implication on online marketing mix decisions – Digitization and implication on online marketing mix decisions.

UNIT III (18 hrs)**Digital media channels**

Digital media channels – Search engine marketing – ePR – Affiliate marketing – Interactive display advertising – Opt-in email marketing and mobile text messaging, Social media and viral marketing – Online campaign management using – Facebook, Twitter, Instagram, Snapchat, Pinterest – Metaverse marketing – Advantages and disadvantages of digital media channels – Metaverse marketing.

UNIT IV (18 hrs)**Online consumer behavior**

Online consumer behavior – Cultural implications of key website characteristics – Dynamics of online consumer visit – Models of website visits – Web and consumer decision making process – Data base marketing – Electronic consumer relationship management – Goals – Process – Benefits – Role – Next generation CRM.

UNIT V**(18 hrs)****Analytics and Gamification**

Digital Analytics – Concept – Measurement framework – Demystifying web data – Owned social metrics – Measurement metrics for Facebook, Twitter, YouTube, Slide Share, Pinterest, Instagram, Snapchat and LinkedIn – Earned social media metrics –



413E2A	BUSINESS ETHICS AND CORPORATE SUSTAINABILITY		4	-	-	-	3	4	25	75	100
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	Learning Objectives
1.	To understand the concept and importance of business ethics
2.	To enable ethical decision making based on various theories
3.	To gain knowledge on moral issues relating to business, marketing, advertising, finance, HR and environmental protection
4.	To understand the concepts of corporate sustainability
5.	To analyse sustainability information and prepare reports

Course Units

UNIT I	(12 hrs)
Introduction to Business Ethics	
Business Ethics- Meaning and Definition of Business Ethics - Nature of Business Ethics - Role and importance of Business Ethics and values in Business - Causes of unethical behaviour - Ethical issues.	
UNIT II	(12 hrs)
Ethical Theories	
Ethical Decision Making -Decision Making (Normal Dilemmas and problems) - Application of Ethical Theories in Business - Traditional Ethical Theories - Utilitarianism, - Ethical Egoism - Ethics of Duties - Normative Theories of Business Ethics - Stakeholder Theory - Stockholder Theory - Lawrence Kohlberg's Theory Model Development.	



Unit III Moral Issues in Business Moral Issues in Business - Importance of moral issues and reasoning - Whistle Blowing- Kinds of Whistle Blowing - Ethical issues in functional areas of business. Marketing and Advertising - Truth in Advertising- Manipulation – Coercion-Trade Secrets- Corporate disclosure-Insider trading. Finance -Fairness' and efficiency in Financial Market – Greenmail-Golden Parachute. HR: Workers Rights and Duties - Work place Safety - Sexual Harassment-Equal Employment Opportunity- Preferential hiring. Environmental Protection - Safety and acceptable risk- Environmental Harm, Pollution and its Control– Product Safety and Corporate Liability.	(12 hrs)
UNIT IV Corporate Sustainability Corporate Sustainability - Concepts of sustainability - Social, Environmental and Economic dimensions -Sustainability in a business context. Principles of Sustainable Development: History and emergence of the concept of Sustainable Development - Definitions, Environmental issues and crisis, Resource degradation, Greenhouse gases, Desertification, Social insecurity, Industrialization, Globalization and Environment.	(12 hrs)
UNIT V Sustainability Reporting Sustainability Reporting - Investors, customers, government and media- Disclosing sustainability information – report and website - Transparency and Accountability - One Report movement – Financial and non-financial together - Triple bottom line concept for Sustainable Business - Sustainability Reporting: Flavour of GRI, BRR, BRSR.	(12 hrs)

Management

BBA



250C3A	ORGANIZATIONAL BEHAVIOUR	Core	Y	-	-	-	5	5	25	75	100
Learning Objectives											
CLO1	To have extensive knowledge on OB and the scope of OB.										
CLO2	To create awareness of Individual Behaviour.										
CLO3	To enhance the understanding of Group Behaviour										
CLO4	To know the basics of Organisational Culture and Organisational Structure										
CLO5	To understand Organisational Change, Conflict and Power										
UNIT	Details	No. of Hours		Learning Objectives							
I	INTRODUCTION : Concept of Organizational Behavior (OB): Nature, Scope and Role of OB: Disciplines that contribute to OB; Opportunities for OB (Globalization, Indian workforce diversity, customer service, innovation and change, networked organizations, work-life balance, people skills, positive work environment, ethics)	10		CLO1							
II	INDIVIDUAL BEHAVIOUR: 1. Learning, attitude and Job satisfaction: Concept of learning, conditioning, shaping and reinforcement. Concept of attitude, components, behavior and attitude. Job satisfaction: causation; impact of satisfied employees on workplace. 2. Motivation : Concept; Theories (Hierarchy of needs, X and Y, Two factor, McClelland, Goal setting, Self-efficacy, Equity theory); Job characteristics model; Redesigning jobs, 3. Personality and Values : Concept of personality; Myers-Briggs Type Indicator (MBTI); Big Five model. Relevance of values; Linking personality and values to the workplace (person-job fit, person-organization fit) 4. Perception, Decision Making : Perception and Judgements; Factors; Linking perception to individual decision making:	18		CLO2							
III	GROUP BEHAVIOUR : 1. Groups and Work Teams : Concept : Five Stage model of group development; Group norms, cohesiveness ; Group think and shift ; Teams; types of teams; Creating team players from individuals and team based work(TBW) 2. Leadership : Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories (Fiedler, Hersey and Blanchard, Path-Goal):	17		CLO3							

UNIVERSITY OF MADRAS

B.B.A. DEGREE PROGRAMME IN BUSINESS ADMINISTRATION SYLLABUS WITH EFFECT FROM 2023-2024

IV	ORGANISATIONAL CULTURE AND STRUCTURE : Concept of culture; Impact (functions and liability); Creating and sustaining culture: Concept of structure, Prevalent organizational designs: New design options	15	CLO4
V	ORGANISATIONAL CHANGE, CONFLICT AND POWER: Forces of change; Planned change; Resistance; Approaches (Lewin's model, Organisational development);. Concept of conflict, Conflict process; Types, Functional/ Dysfunctional. Introduction to power	15	CLO5



BCom CS

BGE-CSE2A

ELECTIVE-II(A): INCOMETAX LAW AND PRACTICE-II

Common to BCom(A&F) as Core, BCom(CS) as Core,
BCom(BM), BCom(CA) & BCom(ISM)

Inst.Hrs : 6

Credits : Elective 5 / Core 4

YEAR: III

SEMESTER: VI

OBJECTIVES

To help the students to understand the relevance and significance of Tax.

- To facilitate the students in understanding the various Provisions I.T. Act.

OUTCOME:

- The students will understand the procedure for computing taxable income from different heads, clubbing of income, Setoff and carry forward of losses and Deductions applicable to an individual.

UNIT I: Income from Capital Gain

Capital Gain – Meaning – Short term and Long term Capital Gains – Certain Transactions not included as transfer – Cost of Acquisition – Cost of Improvement – Indexation – Capital Gain under different circumstances – Exempted Capital Gains – Computation of Capital Gains.

UNIT II: Income from other sources

Computation – Grossing up – Deductions in Computing Income under the head and other related provisions.

UNIT III: Clubbing of Incomes and Set off / Carry forward and Set – Off of losses

Clubbing of Incomes under various situations – Deemed Incomes – Simple Problems on clubbing of incomes – Setoff – Carry forward and set off of losses.

UNIT IV: Deductions from Gross Income

Permissible Deductions from Gross Total Income Sec.80C, 80CCC, 80CCCD, 80D, 80DD, 80DDB, 80E, 80G, 80GG, 80GGA, 80QQB, 80RRB, 80U. Assessment of Individual – Computation of Tax.

UNIT V: Income Tax Authorities and Procedure of Assessment

Income Tax Authorities – Powers of the Central Board of Direct Taxes (CBDT), Commissioners of Income Tax and Income Tax officers. Assessment Procedures - Self Assessment – Best Judgement Assessment – Income Escaping Assessment (Reassessment)- Advance Payment of Tax – Meaning and Due dates.



BGE-CSC19

CORE-XIX: ENTREPRENEURIAL DEVELOPMENTCommon to BCom(A&F) as Elective, BCom(CS),
BCom(BM), BCom(MM) & BCom(ISM)

Inst.Hrs : 6

Credits : Core 4 / Elective 5

YEAR: III

SEMESTER: VI

Course Objectives:

1. To enable the students to understand the concept of Entrepreneurship and to learn the professional behavior expected of an entrepreneur.
2. To identify significant changes and trends which create business opportunities and to analyze the environment for potential business opportunities.
3. To provide conceptual exposure on converting idea to a successful entrepreneurial firm.

OUTCOME

- On completion of syllabus student will understand on the basic concepts of entrepreneurship and business opportunities to familiars with knowledge about business and project reports for starting a new ventures on team based.

UNIT I: Entrepreneurship

Entrepreneur : Meaning of entrepreneurship – Types of Entrepreneurship – Traits of entrepreneurship – Factors promoting entrepreneurship- Barriers to entrepreneurship- the entrepreneurial culture- Stages in entrepreneurial process – Women entrepreneurship and economic development- SHG.

UNIT II: Developing Successful Business Ideas

Recognizing opportunities – trend analysis – generating ideas – Brainstorming, Focus Groups, Surveys, Customer advisory boards, Day in the life research – Encouraging focal point for ideas and creativity at a firm level-Protecting ideas from being lost or stolen – Patents and IPR.

UNIT III: Opportunity Identification and Evaluation

Opportunity identification and product/service selection – Generation and screening the project ideas – Market analysis, Technical analysis, Cost benefit analysis and network analysis- Project formulation – Assessment of project feasibility- Dealing with basic and initial problems of setting up of Enterprises.

UNIT IV: Business Planning Process

Meaning of business plan- Business plan process- Advantages of business planning- preparing a model project report for starting a new venture (Team-based project work).

UNIT V: Funding

Sources of Finance- Venture capital- Venture capital process- Business angles- Commercial banks- Government Grants and Schemes.


SEC-2: EVERYDAY BANKING

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
118S2A	2				2	2	25	75	100
Learning Objectives									
LO1	Understand the concept of banking and related documents								
LO2	Learn to fill the relevant forms of Banking								
LO3	Explore the concepts of online Banking								
LO4	Learn about the types of loans and mobile applications								
LO5	Gain knowledge about payment systems								
Prerequisites: Must have studied commerce in XII									
Unit	Contents								No. of Hours
I	Banking–Definition–passbook–cheque book–Format of Cheque–Filling up of Cheque- Deposit Challan – Filling up – Clearing cheque – Transfer cheque – Collection Cheque– Payable at par – Demand Draft								6
II	Application filling – Account Opening form –Filling up–Documents required-Debit Card–Credit Card–ATM Machine–Cash Deposit Machine–Pass book printing machine.MICR-IFSC-Fund transfer through ECS–NEFT–RTGS–Form filling for Fund transfer.								6
III	Online Banking–Signup–Process–Requirements–Login– Customer ID–User ID – Pass word – Hints for creating Pass words – change of pass word – on line transactions–Account statements – Fund Transfer – Payment of bills – Utility payments								6
IV	Loans–Repayment for Loans–other services.Mobile Banking–meaning–importance–Advantages – Mobile Applications (App) – WAP (Wireless Application Protocol)- USSD (Unstructured Supplementary Service Data)-Registration process–through Mobiles								6
V	Process at Bank Branch-ATM- User ID-MPIN- change of MPIN – IMPS D (Immediate Mobile Payment System) - UPI(Unified Payment interface) – BHIM(Bharat Interface for money)- NPCI (National Payment Corporation of India) - Bank account Management –Transfer Funds–paying Bills–Locating ATMs-QR code payments-Alerts and notifications-Tracking Spending habits–Cash back-Safe banking methods.								6



BGE-CSE1A

ELECTIVE-I(A): INCOMETAX LAW AND PRACTICE-ICommon to BCom(A&F) as Core, BCom(CS) as Core,
BCom(BM), BCom(CA) & BCom(ISM)

Inst.Hrs : 6

Credits : Elective 5 / Core 4

YEAR: III

SEMESTER: V

OBJECTIVES:

- To provide a detailed understanding of the various provisions of I.T. Act.
- To enable the students to about the Assessment Procedures and Tax Planning.

Outcome:

- The students will understand the concepts of Income tax, Types of filing and computation of tax from various head.

UNIT I: INTRODUCTION

Meaning of Income – Features of Income Tax – Types – Important Definitions Under the Income Tax Act – Assessee – Types – Rates of Tax – Residential Status – Scope of Total Income – Incomes Exempt from tax.

UNIT II: Income from Salary

Definition – Allowances – Valuation of perquisites – Deductions from Salary – Gratuity – Pension – Commutation of Pension – Leave Salary – Profits in lieu of Salary - Provident Funds – Deductions under Sec. 80.

UNIT III: Income from House Property

Annual Value – Meaning and Computation – Deductions from Annual Value – Legal Provisions.

UNIT IV: Profits and Gains from Business or Profession

Income from Business or Profession – Allowable expenses – Not allowable expenses - General deductions – Provisions relating to Depreciation – Deemed Business Profits - Undisclosed incomes – Investments – Compulsory maintenance of Books of accounts – Audit of Accounts of certain persons – Special provisions for Computing Incomes on estimated basis – Computation of Income from Business or Profession.

UNIT V: E-filing & Submission of Returns

E-filing – Concept – Procedure - 26AS – TDS – Traces – Filing of Return – Various Returns – Permanent Account Number (PAN) – Usage of PAN – Concept of Transfer Pricing - Fundamentals.



ELECTIVE - III: E-COMMERCE

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks			
							CIA	External	Total	
218E3C	4				3	4	25	75	100	
Learning Objectives										
LO1	To know the goals of Electronic commerce									
LO2	To understand the various Business models in emerging E-commerce areas									
LO3	To have an insight on the internet marketing technologies									
LO4	To understand the benefits and implementation of EDI									
LO5	To examine the ethical issues of E-commerce									
Prerequisite: Should have studied Commerce in XII Std										
Unit	Contents									No. of Hours
I	Introduction to E-Commerce Defining E - Commerce; Main Activities of Electronic Commerce; Benefits of E-Commerce; Broad Goals of Electronic Commerce; Main Components of E-Commerce; Functions of Electronic Commerce - Process of E-Commerce - Types of E- Commerce; The World Wide Web, The Internet and the Web: Features, Role of Automation & Artificial Intelligence in E-Commerce.									12
II	E-Commerce Business Models & Consumer Oriented E Commerce E-commerce Business Models, Major Business to Consumer (B2C) Business Models, Major Business to Business (B2B) Business Models, Business Models in Emerging E-Commerce Areas - E-tailing: Traditional Retailing and E- retailing, Benefits of E-retailing, Models of E-retailing, Features of E-retailing.									12
III	E-Commerce Marketing Concepts The Internet Audience and Consumer Behaviour, Basic Marketing Concepts, Internet Marketing Technologies – Marketing Strategy - E services: Categories of E-services, Web-Enabled Services, Information-Selling on the Web.									12
IV	Electronic Data Interchange & Security Benefits of EDI, EDI Technology, EDI Standards, EDI Communications, EDI Implementation, EDI Agreements, EDI Security. Electronic Payment Systems, Need of Electronic Payment System - Digital Economy - Threats in Computer Systems: Virus, Cyber Crime Network Security: Encryption, Protecting Web Server with a Firewall, Firewall and the Security Policy, Network Firewalls and Application Firewalls, Proxy Server.									12

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B.COM. DEGREE PROGRAMME IN CORPORATE SECRETARYSHIP

SYLLABUS WITH EFFECT FROM 2023-2024

V	Ethics in E-Commerce Issues in E Commerce Understanding Ethical, Social and Political Issues in E-Commerce: A Model for Organizing the Issues, Basic Ethical Concepts, Analysing Ethical Dilemmas, Candidate Ethical Principles Privacy and Information Rights: Information Collected at E-Commerce Websites.	12
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Skill Enhancement Course – SEC 4 – Business Building Skills

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
218S3A	1				1	1	25	75	100
Learning Objectives									
LO1	To introduce the practical aspects of business								
LO2	To impart knowledge on the different forms of business entities								
LO3	To highlight the importance of innovation and creativity								
LO4	To gain basic knowledge on Intellectual Property rights								
LO5	To create awareness about national and state level entrepreneurial ecosystem								
Prerequisites: Must have studied commerce in XII									
Unit	Contents								No. of Hours
I	Meaning of Business – Definition of Entrepreneurship-Entrepreneur- Power of Entrepreneurship – Advantages of being an entrepreneur.								6
II	Meaning of creativity, Invention Vs. Innovation- Innovation and Technology- Need for protecting the innovations and inventions.								6
III	Modern skills for business – Digital Skills – Presentation skills-branding skills-Art of sustaining in the business-Developing relevant knowledge.								6
IV	Introduction to IPR-Kinds of IPR-patents-Trademarks-Copyrights-Geographical Indications- Basics only.								6

SECOND YEAR- SEMESTER-IV

ELECTIVE IV –GST & CUSTOMS LAW

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
218E4C	5				3	4	25	75	100
Learning Objectives									
LO1	To get introduced to history and types of taxes								
LO2	To gain knowledge about Customs Duty.								
LO3	To be familiar the GST and types								
LO4	To get familiarise with taxable events under GST								
LO5	To learn the process of GST registration and assessment, tax payment and GST audit.								
Prerequisite: Should have studied Commerce in XII Std									
Unit	Contents								No. of Hours
I	HISTORY OF TAXATION History of Taxation – Elements of Tax – Objectives of Taxation – Cannonsof Taxation – Tax System in India -Classification of Taxes.								15
II	CUSTOMS ACT 1962 Customs Act 1962 – Definition, Concepts and Scope – Levy and Collectionof Customs Duty – Classification of Goods – Assessment of Duty – Valuation of Goods under Customs Act – Prohibition on Importation & Exportation of Goods – Demand and Recovery of Customs Duty – Clearanceof Goods – Baggage.								15
III	INTRODUCTION TO GST Introduction to GST - Meaning – Need – Benefit – Types – GST Council – Applicability – Exclusions. Good exempted from GST – Services exemptedfrom GST – Powers to grant Exemption from tax								15
IV	INTRODUCTION TO TAXABLE EVENTS UNDER GST Introduction to taxable events under GST – Concepts of Supply – Types of Supply – Composite Supply - Mixed Supply – Composite Levy - Introduction to value and time of supply - Time of Supply of Goods - Time of Supply of Service – Value of Supply and its Provisions								15
V	INTRODUCTION TO REGISTRATION UNDER Introduction to registration under GST –Time limit – Persons liable for Registration – Persons not liable for Registration – Compulsory Registration – Procedure – Cancellation and Revocation GST Returns – Returns under GST- Assessment and Tax Payment under GST - GST Audit.								15
TOTAL								75	



FIRST YEAR – SEMESTER - II

SKILL ENHANCEMENT COURSE

SEC-3: ESSENTIAL SKILLS FOR PERSONAL DEVELOPMENT

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
118S2D	2				2	2	25	75	100

Learning Objectives

LO1	To understand the interpersonal skills
LO2	To learn the interpersonal skills practically
LO3	To explore the types of study skills and memory
LO4	To learn techniques to manage test anxiety
LO5	To learn about types of anger and techniques to handle it

Prerequisites: Must have studied commerce in XII

Unit	Contents	No. of Hours
I	Interpersonal skills: meaning; qualities for interpersonal effectiveness, Types of interpersonal skills: counselling skills, assertiveness, group facilitation. Application of interpersonal skills to different work and family/social setting and its impact.	6
II	Activity based exercises: Interpersonal skills in action – Ice breaking, self-analysis exercise, brainstorming exercise, listening activity, alternating chair activity, questioning activity, body language, expressing feeling activity, assertiveness skills activity, interviewing skills activity, preparing CV, confidence building activity.	6
III	STUDY SKILLS: Definition of study skills. Characteristics of study skills-Components of study skills. Developing healthy study habits. Memory- short term memory- long term memory-techniques of improving memory-forgetting-causes of forgetting.	6

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IV	Attention- span of attention- division of attention – enhancement attention – environment and social factors affecting attention- Test Anxiety – management of anxiety and techniques to improve concentration	6
V	Anger Management – Definition and characteristics of anger- forms of anger- management of anger- Relaxation techniques- yoga -meditation	6



1.3 Curriculum Enrichment

2024-2025

FIRST YEAR – SEMESTER – II

ELECTIVE– II: OFFICE MANAGEMENT AND SECRETARIAL PRACTICE

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
118E2A	4				3	4	25	75	100
Learning Objectives									
LO1	To familiar with modern office management.								
LO2	To familiar with the work atmosphere								
LO3	To train the students in maintaining and running the office effectively.								
LO4	To understand and organize data records								
LO5	To gain knowledge about the role of a secretary								
Prerequisite: Should have studied Commerce in XII Std									
Unit	Contents								No. of Hours
I	Modern Office and Its Function Introduction — Meaning of Office—Office Work—Office Activities —The Purpose of an Office— Office Functions — Importance of Office—The Changing Office—The Paperless Office — Office Management - Elements— Functions — Office Manager — Success Rules for Office Managers—The Ten Commandments.								12
	Office Space and Environment Management Introduction— Principles — Location of Office — Office Building — Office Layout —Preparing the Layout — Re-layout — Open and Private Offices — New Trends in Office Layout. Office Lighting— Types of Lighting Systems—Designing a Lighting System - Benefits of Good Lighting in Office —Ventilation—Interior Decoration - Furniture — Freedom from Noise and Dust — Safety from Physical Hazards—Sanitary Requirements—Cleanliness —Security—Secrecy.								
II									12
III	Office Systems and Procedures The Systems Concept —Definitions—Systems Analysis —Flow of Work—Analysis of Flow of Work — Role of Office Manager in Systems and Procedures — Systems Illustrated - Office Machines and Equipments. Office forms - Design, Management and Control								12

UNIVERSITY OF MADRAS

B.COM. DEGREE PROGRAMME IN CORPORATE SECRETARYSHIP SYLLABUS WITH EFFECT FROM 2023-2024

IV	Records Management Records — Importance of Records — Records Management — Filing —Essentials and Characteristics of a Good Filing System — Classification and Arrangement of Files — Filing Equipment — Methods of Filing — Modern Filing Devices — Centralised vs. Decentralised Filing — Indexing — Types of Indexing—Selection of Suitable Indexing System—The Filing Routine — The Filing Manual — Records Retention — Evaluating the Records Management Programme—Modern Tendencies in Records Making	12
V	Secretarial Practice Role of Secretary: Definition; Appointment, Duties and Responsibilities of a Personal Secretary -Qualifications for Appointment as Personal Secretary. Modern Technology and Office Communication, Email, Voice Mail, Internet, Multimedia, Scanner, Video-Conferencing, Web-Casting, Agenda and Minutes of Meeting, Drafting, Fax-Messages, Email, Maintenance of Appointment Diary.	12
TOTAL		60



BGE-CSE2A

ELECTIVE-II(A): INCOMETAX LAW AND PRACTICE-IICommon to BCom(A&F) as Core, BCom(CS) as Core,
BCom(BM), BCom(CA) & BCom(ISM)

Inst.Hrs : 6

Credits : Elective 5 / Core 4

YEAR: III

SEMESTER: VI

OBJECTIVES

To help the students to understand the relevance and significance of Tax.

- To facilitate the students in understanding the various Provisions I.T. Act.

OUTCOME:

- The students will understand the procedure for computing taxable income from different heads, clubbing of income, Setoff and carry forward of losses and Deductions applicable to an individual.

UNIT I: Income from Capital Gain

Capital Gain – Meaning – Short term and Long term Capital Gains – Certain Transactions not included as transfer – Cost of Acquisition – Cost of Improvement – Indexation – Capital Gain under different circumstances – Exempted Capital Gains – Computation of Capital Gains.

UNIT II: Income from other sources

Computation – Grossing up – Deductions in Computing Income under the head and other related provisions.

UNIT III: Clubbing of Incomes and Set off / Carry forward and Set – Off of losses

Clubbing of Incomes under various situations – Deemed Incomes – Simple Problems on clubbing of incomes – Setoff – Carry forward and set off of losses.

UNIT IV: Deductions from Gross Income

Permissible Deductions from Gross Total Income Sec.80C, 80CCC, 80CCCD, 80D, 80DD, 80DDB, 80E, 80G, 80GG, 80GGA, 80QJB, 80RRB, 80U. Assessment of Individual – Computation of Tax.

UNIT V: Income Tax Authorities and Procedure of Assessment

Income Tax Authorities – Powers of the Central Board of Direct Taxes (CBDT), Commissioners of Income Tax and Income Tax officers. Assessment Procedures - Self Assessment – Best Judgement Assessment – Income Escaping Assessment (Reassessment)- Advance Payment of Tax – Meaning and Due dates.

SECOND YEAR- SEMESTER-IV

ELECTIVE IV –GST & CUSTOMS LAW

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
218E4C	5				3	4	25	75	100
Learning Objectives									
LO1	To get introduced to history and types of taxes								
LO2	To gain knowledge about Customs Duty.								
LO3	To be familiar the GST and types								
LO4	To get familiarise with taxable events under GST								
LO5	To learn the process of GST registration and assessment, tax payment and GST audit.								
Prerequisite: Should have studied Commerce in XII Std									
Unit	Contents								No. of Hours
I	HISTORY OF TAXATION History of Taxation – Elements of Tax – Objectives of Taxation – Cannonsof Taxation – Tax System in India -Classification of Taxes.								15
II	CUSTOMS ACT 1962 Customs Act 1962 – Definition, Concepts and Scope – Levy and Collectionof Customs Duty – Classification of Goods – Assessment of Duty – Valuation of Goods under Customs Act – Prohibition on Importation & Exportation of Goods – Demand and Recovery of Customs Duty – Clearanceof Goods – Baggage.								15
III	INTRODUCTION TO GST Introduction to GST - Meaning – Need – Benefit – Types – GST Council – Applicability – Exclusions. Good exempted from GST – Services exemptedfrom GST – Powers to grant Exemption from tax								15
IV	INTRODUCTION TO TAXABLE EVENTS UNDER GST Introduction to taxable events under GST – Concepts of Supply – Types of Supply – Composite Supply - Mixed Supply – Composite Levy - Introduction to value and time of supply - Time of Supply of Goods - Time of Supply of Service – Value of Supply and its Provisions								15
V	INTRODUCTION TO REGISTRATION UNDER Introduction to registration under GST –Time limit – Persons liable for Registration – Persons not liable for Registration – Compulsory Registration – Procedure – Cancellation and Revocation GST Returns – Returns under GST- Assessment and Tax Payment under GST - GST Audit.								15
TOTAL								75	


FIRST YEAR- SEMESTER- II
ELECTIVE- II: OFFICE MANAGEMENT AND SECRETARIAL PRACTICE

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
118E2A	4				3	4	25	75	100
Learning Objectives									
LO1	To familiar with modern office management.								
LO2	To familiar with the work atmosphere								
LO3	To train the students in maintaining and running the office effectively.								
LO4	To understand and organize data records								
LO5	To gain knowledge about the role of a secretary								
Prerequisite: Should have studied Commerce in XII Std									
Unit	Contents								No. of Hours
I	Modern Office and Its Function Introduction — Meaning of Office—Office Work—Office Activities —The Purpose of an Office— Office Functions — Importance of Office—The Changing Office—The Paperless Office — Office Management - Elements— Functions — Office Manager — Success Rules for Office Managers—The Ten Commandments.								12
II	Office Space and Environment Management Introduction— Principles — Location of Office — Office Building — Office Layout —Preparing the Layout — Re-layout — Open and Private Offices — New Trends in Office Layout. Office Lighting— Types of Lighting Systems—Designing a Lighting System - Benefits of Good Lighting in Office —Ventilation—Interior Decoration - Furniture — Freedom from Noise and Dust — Safety from Physical Hazards—Sanitary Requirements—Cleanliness —Security—Secrecy.								12
III	Office Systems and Procedures The Systems Concept —Definitions—Systems Analysis —Flow of Work—Analysis of Flow of Work — Role of Office Manager in Systems and Procedures — Systems Illustrated - Office Machines and Equipments. Office forms – Design, Management and Control								12



SYLLABUS WITH EFFECT FROM 2023-2024

IV	Records Management Records — Importance of Records — Records Management — Filing —Essentials and Characteristics of a Good Filing System — Classification and Arrangement of Files — Filing Equipment — Methods of Filing — Modern Filing Devices — Centralised vs. Decentralised Filing — Indexing — Types of Indexing—Selection of Suitable Indexing System—The Filing Routine — The Filing Manual — Records Retention — Evaluating the Records Management Programme—Modern Tendencies in Records Making	12
V	Secretarial Practice Role of Secretary: Definition; Appointment, Duties and Responsibilities of a Personal Secretary - Qualifications for Appointment as Personal Secretary. Modern Technology and Office Communication, Email, Voice Mail, Internet, Multimedia, Scanner, Video-Conferencing, Web-Casting, Agenda and Minutes of Meeting. Drafting, Fax-Messages, Email. Maintenance of Appointment Diary.	12
TOTAL		60

BGE-CSE2A

ELECTIVE-II(A): INCOMETAX LAW AND PRACTICE-II

Common to BCom(A&F) as Core, BCom(CS) as Core, BCom(BM), BCom(CA) & BCom(ISM)

Inst.Hrs : 6

Credits : Elective 5 / Core 4

YEAR: III

SEMESTER: VI

OBJECTIVES

To help the students to understand the relevance and significance of Tax.

- To facilitate the students in understanding the various Provisions I.T. Act.

OUTCOME:

- The students will understand the procedure for computing taxable income from different heads, clubbing of income, Setoff and carry forward of losses and Deductions applicable to an individual.

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TEXT BOOKS:

- Naveen Mittal – Principles of Income Tax Law & Practice – Cengage New Delhi
- T. Srinivasan – Income Tax & Practice –Vijay Nicole Imprints Private Limited , Chennai

BSc Visual communication



MA Journalism

UNIVERSITY OF MADRAS
M.A. DEGREE PROGRAMME IN JOURNALISM
AND COMMUNICATION
SYLLABUS WITH EFFECT FROM 2023-2024

404S2A

Event Management and Communication Campaign (Practical)

Course Description

The Event Management and Communication Campaign course is designed to provide students with a comprehensive understanding of event management and communication campaign principles. The course consists of five units that delve into the following topics:

In Unit 1, students will gain an overview of Event Management, including definitions, frameworks, and types of events in historical context. The market demand for events, size, scope, determinants, and motivations will also be discussed. The structure of demands for events, supply and demand, government support, commercial and event support organizations, and voluntary bodies will also be covered.

In Unit 2, students will learn about managing events, starting and planning events, organizational issues, feasibility, testing ideas, planning process, financial, marketing, and operational planning. They will also learn about financial management and budget, sources of funding, sponsorship, event logistics and supplies, venues, supplies, technical facilities, event project management issues, security and safety, ticketing and bookings, rehearsals, and briefing.

In Unit 3, students will focus on Communication Campaign principles, the importance of research in communication campaign, formative evaluation research for campaign design, guidelines for campaign planning and strategy development.

In Unit 4, students will learn about linking theory to practice, useful theoretical frameworks for communication campaign, principles of effective message design, McGuire's classic model of persuasive messages, sense-making methodology, social norms marketing, and developing a detailed communication campaign plan.

Finally, in Unit 5, students will focus on modeling and evaluating campaign effectiveness, case studies in successful communication campaigns, community partnerships, stakeholder participation, participatory approaches to communication campaigns, implementation, execution, and evaluating communication campaigns. Hands-on social marketing approaches to communication campaigns will also be covered.

**Principles of Public Relations (Theory)****Course Description**

This course on Public Relations provides a comprehensive overview of the principles and practices of PR. It covers the historical origins of public relations and the worldwide expansion of PR in the twentieth century. The course explores the relationship between public relations and the media, and the role of PR in democracy, including its contribution to democracy and the potential conflicts between PR and democratic values. Students will learn about the role of the PR practitioner, the skills required for success in the field, and the ethical codes that guide PR practice. The course also covers various PR theories and concepts, including communication, relationship, social influence, and mass communication theories. Students will learn about the importance of strategic planning and management in PR, including how to plan and evaluate PR campaigns and programmes. Other topics include internal and community relations, external PR, sponsorship, and the future of PR.

Course Objectives

1. Understand the evolution and importance of Public Relations
2. Understand the different methods of PR followed by Government & private Sector
3. Learn the abilities to engage various stakeholders
4. Conduct campaigns and research in Public Relations
5. Handle crisis situations and resolve them using Public Relations

Detailed Syllabus**Unit 1: The context of public relations**

Public relations origins: definitions and history. The expansion of public relations in the twentieth century. The worldwide development of public relations since the mid-twentieth century.

Public relations and the media. Media environments. Exchange theories: the information subsidy. Agenda setting and framing. Power shift towards public relations practitioners. Mediatization

Public relations and democracy. Democracy, media and expertise. PR's contribution to democracy. PR versus democracy. PR ethics codes and democracy-The problem of (PR's) expertise for democracy

Role of the public relations practitioner. Role of the communicator. The PR practitioner as 'communicator' What public relations people do: individual practitioners. A Conceptual Framework for PR in India. The Growth and Development of Modern PR.

Skills for the ideal practitioner. Role of theory in practice. Professionalism. Education and research. Defining professions. Is PR a profession? Professional ethics: an overview. The ethics of codes. Approaches to public relations ethics. The practitioner perspective

Unit 2: PR Theories and Concepts

Public relations theories: an overview. Communication theories in public relations Relationship theories of public relations. Social influence theories.



Mass communication theories. Rhetoric and engagement in public relations. Feminism and public relations. Postmodern and socio-cultural theories of public relations

Context of Public Relations: Strategic public relations planning and management: The importance of context, External environment, Internal environment, Implications of context.

Intercultural and multicultural context of public relations. The context of culture

Public relations and culture. Between universalism and relativism

Global principles and specific applications. Social media and activists in the global village. Uneven globalisation. How to prepare for international and global public relations. Key principles in intercultural and multicultural public relations. Public diplomacy

Unit 3: Media Relations

Strategic public relations programmes and campaigns. Importance of Planning. Underpinning theories of Planning: the systems context of planning. Approaches to planning: the planning template

Public relations programme research and evaluation. Barcelona Principles Valid metrics guidelines. Quantification of public relations. Objective setting. Research. Outcome evaluation. Output evaluation. Content analysis. Social media Analytics for PR

Distinction Between Public relations, propaganda and the psychology of persuasion.

Applying Laswell Model to PR: Who says: the question of credibility. Says what: the nature of the message. To whom: the audience perspective. To what effect: forming and changing attitudes and beliefs

Media relations, publicity and public relations. Advertising or editorial. Origins and development. Practical media relations. Evaluating media coverage. Influencer Marketing and PR: Influencer relations, content marketing and brand journalism. PR under Media fragmentation

Unit 4: Internal and Community Relations

Internal communication. Perspectives and definitions. What does an internal communication function do? What matters to employees: motivation in the workplace

Planning internal communication. Outcomes rather than outputs: choosing effective channels. The importance of evidence in IC planning and evaluation. Approaches to information gathering. Professionalisation: attributes, competencies and skills in internal communication

Managing community involvement programmes. Corporate community involvement (CCI) programmes. Employees and community programmes. Cause-related marketing (CRM). Developing community programmes. Evaluating community programmes

Non-government organisations (NGOs) and pressure groups. The international development context. What has changed for communicators in NGOs? The importance of knowledge networks for NGO communicators. Common communication issues facing NGOs

Relationships with donors. Communication in small NGOs. PR and its link to fundraising

The power of the website. Adversity and commissioning. Getting donations. Brand reputation and identity

Core activities. The media landscape: continuity and change. A shift to owned media. Branded content. Virtual influence. New activities and practices

Business-to-business public relations. Core principles of business-to-business (B2B) public relations. B2B media relations. B2B social media. Coordinating the communications disciplines. Building corporate reputation

Public affairs. Locating the role of public affairs within the organisation. Defining public affairs: a confused professional identity. The scope of public affairs. Lobbying. International perspectives on public affairs and lobbying. Public affairs management. Public Relations in private sector and public sector

Sponsorship: an overview. Definitions of sponsorship. Benefits from a successful sponsorship. Activation strategies. Drivers of success. Developing a sponsorship strategy

Communicating a sponsorship. Evaluating sponsorship. The future of sponsorship

Celebrity public relations. Celebrity PR. Celebrity and society. Celebrity and the internet

Celebrity PR in practice. Celebrity in different contexts

Future issues for public relations. Campaigning and pressure groups. Internationalisation of public relations. Public's Public relations' identity Issues. Technology. Practitioner roles and professionalism in public relations. Specialisation of public relations practice. Education. Future trends and issues for public relations

**News Gathering and Reporting (Practical)****Course Description**

This course on News Gathering and Reporting will equip students with the skills and knowledge needed to be successful journalists in the digital age. Students will explore the principles of news reporting, news values, and the 5W-1H model. They will also learn about digital news, news in the context of instant messaging and social media, mobile phones, and news sharing. The course will cover the role and responsibility of reporters, taking a mobile-first approach, and the personal characteristics of good journalists, such as curiosity, motivation, and truthfulness.

Students will learn how to find news and news sources, including brainstorming, story pitch, pool reporting, enterprise reporting, and explanatory journalism. They will explore different types of beats and news hotspots, including routine news assignments and breaking news.

The course will cover the skill sets necessary for news gathering, including traditional techniques, preparation for covering news, gathering and recording evidence, note-taking, voice recording, mobile images, and screenshots. Students will learn interviewing skills, observation skills, and online scoping research and document sources.

Finally, the course will cover culture and sports reporting, including arts and culture reporting, popular culture, and lifestyle and leisure reporting. By the end of the course, students will be able to report on a variety of topics, understand the challenges and issues facing journalists today, and apply the principles of news reporting in the digital age.

Course Objectives

1. To build the capacity of learners to acquire a sense of news and newsworthiness
2. To display the ability to identify potential news stories and various sources of preparing the news story
3. To train learners in various techniques of news reporting
4. To employ various fieldwork-based techniques of news reporting and writing across multiple platforms
5. To sensitize learners to the routine news assignments and beat systems and to engage in local, community-level issues for pitching for a story

Detailed Syllabus**(Procedural Knowledge on News Gathering and Reporting for Viva and Practical Examination)****Unit 1: Principles of News Reporting**

News Values and Newsworthiness-5W-1H Model. Digital News. News in the Context of Instant Messaging, and Social Media, Mobile Phones. News Sharing "Share worthiness"

Role and Responsibility of Reporters. Taking a Mobile First Approach. Merits and Demerits. Principles of



Changing Attitudes to Fit the Mobile and Social Media Landscape- Mobile and social media – Two Sides of the Same Coin.

Role of Metrics in Journalistic Practices. Performance Indicators for Reporters and Workload.

Unit 2: Finding News and News Sources

Finding Story Ideas-Brainstorming. Story Pitch. Pool Reporting - Pack journalism. Enterprise Reporting. Explanatory journalism

News Sources- People, Experts, Stakeholders, News Releases- News Agencies- Follow Up Stories. Personal Social Networks. Professional Networks.

Reporter-Source and Owners Relationship- Trust -Non-Disclosure Principal vs Public Interest. - Reporter-Source Relationship-Using Social Media for Reporting- Issues and Challenges- Best Practices. Tools for Tracking Social Media Handles and #Hashtags

Unit 3: Skill Sets

Traditional Techniques for News Gathering. Preparation for Covering News. Gathering and Recording Evidence. Note Taking, Voice Recording, Mobile Images, Screenshots.

Interviewing Skills for Journalists. Types of Interview-Questions-Guidelines. Interviewing Experts. Developing Conversation Skills.

Observation Skills for Journalist. Reporter as Participant Observer. Observational Techniques- Unobtrusive Measures-Listening Skills.

Online Scoping Research and Document Sources- Government and Statistical Documents and Reports. (Questioned Document Forensic). Quick Checking Credibility.

Unit 4: Reporting Fieldwork

Reporting for Convergent Media-Using Apps for Mobile-First and Social First Approach -Risk and Opportunities

Basic News Structure for Reporting for Multiple platforms

Qualities of Good News Story-Reporters Perspective. Getting the First Draft Quickly.

Blip Culture: The Power of Brief News (Instant Messages, Posts, Notifications).

Unit 5: Routine Assignments and Culture, Lifestyle, and Sports Reporting

Beat System and News Routines. Different Types of Beats-Crime, Courts, Energy. Water, Corporation. Education, Health. News Hotspots

Pitfalls and Problems in Reporting. Cultivating Source-Rapport Building-Common Traps In News Reporting, Censorship and Self-Censorship. Pitfalls and Problems in Reporting. Reporting Sensitive

English

MA English

[SEC] I (c) - BASICS OF COPY EDITING

Course Code	Course Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
402S2C	Basics of Copy Editing	SKILL	Y	Y	-	-	3	4	25	75	100
Course Objectives											
CO1	To comprehend the basic skills of editing as it is applicable in the field of publishing, Journalism and digital media										
CO2	Analyzing the need of copyediting skills										
CO3	Developing the student's ability to edit and prepare a manuscript for publication which will enhance their employability in publishing industry										
CO4	Applying the knowledge of Language components										
CO5	Evaluating the important components of copyediting										
Details											
UNIT I : Introduction											
ØWhat is Copyediting? -											
ØWho is a Copyeditor and what are the required skills & Aptitude?											
ØWhat is the role of a Copyeditor?											
ØDifferent Kinds of Books											
ØHouse Style/ Style Guides/ Style Manuals											
ØProspects of Copyediting as a career											
UNIT II :Basic Copyediting skills											
ØFundamentals of Copyediting											
ØSkills and responsibilities of a Copyeditor											
ØCopyediting for Academic Books/ Fiction/ Non-fiction/ Newspapers/ Journals/ Magazines/ Theses & Dissertations											
ØOn-screen editing, Tools for Editing – MS Word											
(Review, Track changes/ Google drive)											
ØArt of Querying											
○when and how to ask											
(Review, Track changes/ Google drive)											
ØArt of Querying											
○when and how to ask											
○sending queries to authors											
○standard questions and effective wording											
○queries for text, tables, graphs and images											
ØAlt Text Writing											

**UNIT III : Language Editing**

ØNouns, pronouns, verbs, adjectives, adverbs

ØSubject-verb agreement

ØSplit infinitives

ØDangling participles

ØModifiers

ØBias-free language

Øorganization

Grammar and Beyond Grammar (Einsohn Part III, 14 & 15)

UNIT IV : Editorial Style

ØPunctuation, spelling and hyphenation, capitalization

ØNumbers and numerals

ØQuotations, abbreviations, acronyms and symbols

ØTables, graphs and art

ØFront and back matter

ØProofreading

UNIT V : Practical Exercises

ELECTIVE – II - APPROACHES AND METHODS IN ENGLISH LANGUAGE TEACHING

Course Code	Course Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
402E1B	Approaches and Methods in English Language Teaching	Elective	Y	Y	-	-	3	5	25	75	100
Learning Objectives											
LO1	To enhance the learning and teaching skills of English										
LO2	To familiarize students about the basic concepts and theories related to English language teaching										
LO3	To focus on the problems in language teaching										
LO4	Explore different ways of testing										
LO5	Practice writing lesson plans and teaching										
Details											
UNIT I											
Beginning of ELT - A Historical Overview											
English as Foreign Language (EFL), English as Second Language (ESL), English for Specific Purpose (ESP)											
Teaching of English as Second Language (TESL) in India											
Second Language Acquisition Theories; Krashen's hypothesis; Chomskian perspective											
UNIT II											
ELT Theories - Behaviourism, Cognitivism, Constructivism											
Approaches - Structural Approach, Lexical Approach, Communicative Approach, Task-Based Teaching and Learning											
Methods - Grammar-Translation, Audio-Lingual, Oral Situational, Direct Method											
UNIT III											
Teaching Poetry, Prose, Drama, Fiction - Methods and Techniques											
Content and Language Integrated Learning (CLIL) - Teaching LSRW skills through Literature											
Computer Assisted Language Learning (CALL) - ICT tools - e-books, Mobile Learning, Video-Conferencing, Podcasting, Digital Story-telling, YouTube videos, Mobile apps, and games											
UNIT IV											
Types of Syllabus; Materials Design and Development											
Outcome Based Education (OBE); Bloom's Taxonomy, Revised Taxonomy (2001)											
Writing Lesson Plan and Class Summary											
Student Diversity and Classroom Management; Teacher as Facilitator or Mentor											
Classroom Observation; Teacher Reflection; Teaching Journals; Peer Teaching and Group Teaching											
UNIT V											
Testing and Evaluation - Norm vs Criterion-Referenced Testing											
Test Types and Test Design; Formative and Summative Assessment; Wash-back effect											
Test Validity, Reliability, and Practicality											
Multiple Choice Questions (MCQ) - Item Difficulty and Distractor Analysis											
Common European Framework of Reference for Languages (CEFR); IELTS and TOEFL											

ELECTIVE IV - LITERATURE AND FILM

Course Code	Course Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									C I A	External	Total
402E2B	LITERATURE AND FILM	Elective	Y	Y	-	-	3	4	25	75	100
Learning Objectives											
LO1	Binding the popular interest in films with technical and socio-cultural dimensions of film appreciation.										
LO2	Understanding the bond between the films and literature.										
LO3	Analyzing the literary texts in comparison with the films.										
LO4	Critical appreciation of films in the background of literary theories.										
LO5	Tracing the differentiation in films from different parts of the world.										
Details											
UNIT I											
Shakespeare's <i>Macbeth</i> adapted as <i>Maqbool</i> by Vishal Bharadwaj											
UNIT II											
G.B.Shaw's <i>Pygmalion</i> adapted as <i>My Fair Lady</i> by George Cukor											
UNIT III											
Michael Ondaatje's <i>The English Patient</i> adapted by Anthony Minghella											
UNIT IV											
J.K. Rowling's <i>Harry Potter and the Chamber of Secrets</i> adapted by Chris Columbus											
UNIT V Films for Appreciation											
Stephen King's <i>Rita Heyworth and Shawshank Redemption</i> adapted as <i>Shawshank Redemption</i> by Frank Darabont											
Markus Zusak's <i>The Book Thief</i> adapted by Brian Percival											
Delia Owens <i>Where the Crawdads Sing</i> adapted by Olivia Newman											
Poomani's <i>Vekkai</i> adapted as <i>Asuran</i> by Vetrimaran											

ORE XIII – PROJECT WITH VIVA-VOCE

Course Code	Course Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
502C4C	Project with Viva-Voce	Core	Y	Y	-	-	7	10	25	75	100
Learning Objectives											
LO1	To give an overview of the research methodology and explain the technique of defining a research problem										
LO2	To explain the functions of the literature review in research.										
LO3	To explain carrying out a literature search, its review, developing theoretical and conceptual frameworks and writing a review										
LO4	To explain various research designs and their characteristics										
LO5	To explain the details of sampling designs and also different methods of data collections										
Details											
UNIT I											
Formatting The Research Project											
➤ Margins											
➤ Text Formatting											
➤ Title											
➤ Running Head and Page Number											
➤ Internal Headings and Subheadings											
➤ Placement of the List of Works Cited											
➤ Proofreading and Spell Checkers											
➤ Binding a Printed Paper											
➤ Electronic Submission											
Mechanics of Prose											
➤ Spelling											
➤ Dictionaries											
➤ Plurals											
➤ Punctuation											
➤ Commas											
➤ Hyphen											
➤ Semicolons and Colons											
➤ Dashes and Parentheses											
➤ Quotation marks, Italics, Capitalization of English Terms											



UNIT II

Principles of Inclusive Language and Documenting Sources: An Overview

- Why Plagiarism Is a Serious Matter
- Avoiding Plagiarism
- Careful Research
- Giving Credit
- Paraphrasing
- When to paraphrase
- How to paraphrase
- How to paraphrase and give credit

- Quoting
- When to quote
- How to quote and give credit
- When Documentation Is Not Needed

UNIT III

Creating and Formatting Entries: An Overview

- The MLA Core Elements
- Author
- Title
- Title of Container
- Contributor, Key contributors, Other types of contributors
- Version, Number, Publisher, Co - publisher, Books
- Websites, Audio and visual media
- Terms omitted from publishers' names
- Common abbreviations in publishers' names
- City of publication
- Publication Date in Books, E-books, News articles, Journal articles
- Publication Date: Year, Season, Time Date range
- Location: What It Is
- Page numbers
- Online works, Location, DOIs, Permalinks, URLs, Truncating, Breaking
- Ordering the List of Works Cited
- Alphabetizing by Title
- Cross-References, Annotated Bibliographies

UNIT IV

Citing Sources in the Text

- In-Text Citations, Overview
- What to Include and How to Style It

Citing a work listed by author, Coauthors, Corporate authors

- Two authors with the same surname
- Two or more works by the same author or authors
- Using abbreviations for titles of works

Quotations

- Verse works, Prose works
- Punctuation in the parenthetical citation

Quoting and Paraphrasing Sources

- Short quotations
- Long quotations (block quotations)
- Poetry, Dialogue, Drama, Prose
- Placement of Parenthetical Citations

FIELD WORK VI

Course Code	Course Name	Category	L	T	P	S	Credits	Inst.Hrs	Marks		
									CIA	External	Total
319C61	FIELD WORK VI	Core Course (CC XV)	-	-	-	-	4	6	40	60	100
Year		III									
Semester		VI									
Prerequisites		Understanding of the working of CBOs & NGOs and the approaches of Social Work									
Learning Objectives											
1	To acquire the basic skills of planning, administration and analytical skills in report writing.										
2	To enable students to practice the Integrated Approach in field work settings.										
3	To facilitate students in the use assessment tools and documenting their professional learning.										
4	To develop skills in working with different types of individuals, group and community.										
5	To help students in having the ecological approach in Social Work Practice.										

RESEARCH PROJECT

Course Code	Course Name	Category	L	T	P	S	Credits	Inst.Hrs	Marks		
									CIA	External	Total
319C52	Research Project	Core Course (CC XII)		-	-	-	4	5	20	80	100
Year		III									
Semester		V									
Prerequisites		Basic Understanding of Research and Statistics									
Learning Objectives											
1	To identify a social research problem										
2	To understand the research methodology to conduct the research project										
3	To apply the procedure to do the research project										
4	To organise the tool for data collection and to do the analysis and interpretation of data										
5	To reflect on the major findings of the research project										

FIELD WORK V

Course Code	Course Name	Category	L	T	P	S	Credits	Inst.Hrs	Marks		
									CIA	External	Total
319C51	FIELD WORK V	Core Course (CC -XI)	-	-		-	4	5	40	60	100
Year		III									
Semester		V									
Prerequisites		Understanding of social problems, social policies and the delivery systems									
Learning Objectives											
1	To gain exposure to Social Work & Social Development sectors.										
2	To establish contacts with development/social work agencies working on selected issues.										
3	To analyse the needs, problems and suggest solutions, strategies in the individual and community level.										
4	To learn the skills of planning, execution and evaluation of a programme.										
5	To critically examine the processes in the community and the service-based organisations.										

INDUSTRIAL PSYCHOLOGY

Course Code	Course Name	Category	L	T	P	S	Credits	Inst.Hrs	Marks		
									CIA	External	Total
319C6B	Industrial Psychology	Core Course - CCXIV	60	-	-	-	4	6	25	75	100
Year		III									
Semester		VI									
Prerequisites		Basic Understanding of Industry, Psychology and Organisational Culture									
Learning Objectives											
1	To enrich the knowledge about the Industrial Psychology.										
2	To understand the behaviour of individuals in an Industry.										
3	To comprehend the behaviour of groups in an Industry.										
4	To acquire knowledge on Organisational culture and Organisational Change.										
5	To understand the importance of Psychological assessment/ Tests for/of employees.										



ECONOMIC AND POLITICAL SYSTEM

Course Code	Course Name	Category	L	T	P	S	Credits	Inst.Hrs	Marks		
									CIA	External	Total
319C6A	Economic and Political System	Core Course (CC XIII)	Y	-	-	-	4	6	25	75	100
Year		III									
Semester		VI									
Prerequisites		Basic Understanding of Economics and Political Science									

SYLLABUS

UNIT I

(12 Hours)

Basic concepts of Economics: Definition of Economics, Types of Economic Systems - Traditional, Capitalist, Socialist and Mixed Economy. Concept of Economic Growth and Development, Five Year Planning in India, Union and State Budgets of India.

UNIT II

(12 Hours)

Microeconomics; Meaning, Nature and Scope, Concept of Utility, Demand, Supply, Market, and Opportunity cost. Factors of production; Factor Pricing ; Concepts of costs and Revenue; Role of Price Mechanism in a Market Economy. **Macroeconomics;** Meaning, Nature and Scope, Determination of gross domestic product; income, expenditure; price indices; balance of payments: current and capital accounts. Inflation: Types of Inflation.

UNIT III

(12 Hours)

Indicators of Economic Development: Gross Domestic Product (GDP), Gross National Product (GNP), Infant Mortality Rate (IMR), Total Fertility Rate (TFR), Human Development Index (HDI), Gender Inequality Index (GII), Gender Development Index (GDI), Multidimensional Poverty Index (MPI). Challenges in Indian Agricultural Sector, Industrial Sector, Service Sector and Public Sector. Role, Structure and functions: NITI Aayog, RBI, ADB, WTO, IMF, World Bank. Relevance of economics in Social Work Practice.

UNIT IV

(12 Hours)

Indian Polity: Framing of the Indian Constitution, Preamble, Significant Features of the Indian Constitution, Citizenship, Fundamental Rights, Directive Principles of State Policy, Fundamental Duties. Structure, Power and Functions: Union Parliament and State Legislatures.

UNIT V

(12 Hours)

Structure, Power and Functions: Union and State Executives; President, Vice - President, Prime Minister , Council of Ministers, Governor, Chief Minister and State Council of Ministers. Judiciary; Supreme Court and State High Courts. Relevance of political Science in Social Work Practice.



FIELD WORK IV

Course Code	Course Name	Category	L	T	P	S	Credits	Inst.Hrs	Marks		
									CIA	External	Total
219C41	Field Work-IV Rural Camp Concurrent Field work	Core Course (CC VIII)	-	-	Y	-	5	5	40	60	100
Year		II									
Semester		IV									
Prerequisites		Understanding of the primary methods of Social Work and basic working of NGOs									

Guidelines

Duration of Camp: Minimum Five full day's Residential camp.

Methods of Assessment

- A seminar may be organized by the learners to present group papers cover the visit. The sharing may be graded. The learners to be encouraged to present papers with suitable audio-visual aids. All learners to participate in reporting at the seminar and attending the entire seminar.

Concurrent field work

Duration : 16 days

- Detailed study on Vision, mission, philosophy and history of the organisation, organizational structure, administration and functioning of organisation in panchayats
- Observe and participate in the community the programmes and process of community services and other activities like – house visits, SHG meeting, local body meetings.
- Understand and be sensitive towards the requirements and challenges of individuals and families in the community
- Draft a family profile to identify areas of intervention.
- Identification of client through few case studies and execute referrals
- Conduct a group activity in the community
- Conduct a community organization

Methods of Assessment

Viva Voce Examination Internal– 40 marks and External – 60 marks

FIELD WORK – 3 – OBSERVATION VISITS

Course Code	Course Name	Category	L	T	P	S	Credits	Inst.Hrs	Marks		
									CIA	External	Total
219C31	Field Work III	Core Course (CC VI)		-	-	-	5	5	40	60	100
Year		I									
Semester		II									
Prerequisites		Basic Understanding on Personality development topics and organizations									

OBSERVATION VISITS

VISITS	CONTENT	No. of Visits
Health Setting	Hospitals, Community health extension projects, Primary health centres, Psychiatric Departments, Clinics, and HIV Guidance Centres etc.	3
Educational Setting	Formal schools, non- formal/adult education centres, income generating skill development centres, vocational training facilities, etc.	3
Institutional and Non-institutional Services for Special Groups	the Differently abled, Mentally Challenged, Destitute, Migrants, Women, Street Children, Elderly, and Other Vulnerable Groups; Adoption Agencies, Child Rights Protection Facilities, Rehabilitation centres, Labour Welfare Centres/workers education centres etc.	2
Criminal Justice System & Civic Administration Centres	Prisons/Jails, Courts, Police stations, and agencies under the Juvenile Justice Act. Municipal Corporation, Ward offices, Zila Parishad, Panchayat Samiti, Block Development Office, etc.	3
Community Services	Skill development programme centres, vocational training centres, environment improvement centres, family service centres, Community development projects in urban and rural settings, etc.	2

COMMUNITY ORGANIZATION AND SOCIAL ACTION

Course Code	Course Name	Category	L	T	P	S	Credits	Inst.Hrs	Marks		
									CIA	External	Total
219C4A	Community Organization and Social Action	Core Course (CC VII)	60	-	-	-	5	5	25	75	100
Year		II									
Semester		IV									
Prerequisites		Basic Understanding of Communities									

SYLLABUS

UNIT 1

(12 Hours)

Community Organization: Concept of Community, Community as a System, Characteristics and Types, Meaning and Definition of Community Organization, Values and Principles, History of Community Organisation in UK, U.S.A. History of Community Organisation in India

UNIT II

(12 Hours)

Community Organization as a method: Community organisation as direct, macro and a problem solving method, Community Organisation as a process - Relationship Building, Study and Survey, Analysis, Assessment, Discussion Organisation, Action, Reflection/Evaluation, Modification, Continuation. Participatory planning and introduction to Participatory Rural Appraisal. Concept and Dimensions of power, Leadership – Meaning, Types and Functions, Barriers to empowerment

UNIT III

(12 Hours)

Models, Approaches and Settings in Community Organization: Models - J Rothman, Murray Ross, Approaches in Community Organisation: Neighbourhood organising – The social work approach, Political Activists approach, Neighbourhood maintenance/Community development approach. Gandhian Approach in working with Communities, Different Settings – Location, Sector, Model, Role and Skills of a Community Organizer.

UNIT IV

(12 Hours)

Social Action: Definition, Principles, Social Action as a method of Social Work, Strategies of Social Action, Typologies, Approaches/Social Action Models.

UNIT V

(12 Hours)

Social Action Movements in India: Environmental movements, Dalit Movement, Self help group Movement, Self-Respect Movements

SOCIAL GROUP WORK

Course Code	Course Name	Category	L	T	P	S	Credits	Inst.Hrs	Marks		
									CIA	External	Total
219C3A	Social Group Work	Core Course (CC V)	60	-	-	-	5	5	25	75	100
Year		II									
Semester		III									
Prerequisites		Basic Understanding of Group									

SYLLABUS

UNIT – I

(12 Hours)

Introduction to Groups : Group: Definition, Characteristics; Types of groups: Open and Closed groups, Treatment Groups: Educational, Growth, Remedial, Therapeutic, Resocialisation, Task oriented groups: Committees, Forum, Council, Team, Developmental groups: Self-help, Support, Training. Significance of groups in the life of an individual.

UNIT – II

(12 Hours)

Group Process & Group Dynamics : Concepts in Group: Morale, Norm, Bond, acceptance, isolation, rejection, conflict and control, Cohesiveness, Communication and Interaction pattern, Decision Making and Problem Solving, Group control, Group culture, Subgroups: meaning and types, Roles in a group: Functional and non-Functional. Group Leadership: Theories, Types, Roles and Leadership skills. Assessing group interaction: Sociometry and Sociogram.

UNIT – III

(12 Hours)Working

with groups : Meaning, Definition, Values, Principles and Objectives; Historical development, relevance and scope of Work with Groups. Skills or working with groups: skills in identifying potential groups, skills in forming groups, skills in strengthening groups, facilitation and leadership. Forming and assessing groups: Group formation, Formulation of objectives, individual and group goals, Planning assessment, Implementation and intervention in groups. Stages of group development – Identifying barriers to change and managing them Termination and Evaluation

UNIT – IV

(12 Hours) Social

Group work Process : Group Work Process- intake, study, goal/objective setting, interventions, termination, evaluation and follow up. Programme Development: meaning, Programme as a tool; principles of programme planning; programme development process; Stabilization of change effort. Concept and Importance of Programme in Social Group Work. Programme Planning. Group communication methods : Lectures, forum, brain storming, guided discussion, case study, role play, demonstration, Social Media

UNIT – V

(12 Hours) Skills,

Model & Settings in Group work : Group Worker – Role, skills and functions. Group Work Recording: types and uses. Social Group Work. Skills and Roles of Social Group Worker. Group Work models: Social, Remedial and Mediating or Reciprocal Models, Social Goal Model and Consensus Model. Social Group Work in Different Settings: Children, adolescents, elderly persons, women and persons with disability, Health education, substance abuse, schools, labour welfare, correctional, community

FIELD WORK-2

(LAB SESSIONS 2)

Course Code	Course Name	Category	L	T	P	S	Credits	Inst. Hrs	Marks		
									CIA	External	Total
119C21	Field Work – 2	CC-IV	Y	-	-	-	5	5	40	60	100
Year		I									
Semester		II									
Prerequisites		Basic Understanding on Personality development topics and organizations									



SYLLABUS

1	Networking. (Concept, Types, Techniques, Relevance to social work)
2	Need Analysis (Concept, Procedure, Relevance to social work)
3	Visual Aids Presentations (Puppet Training)
4	Public Speaking. (Concept, Techniques, Exercises) Public Relations. (Concept, Techniques, Relevance to social work) –
5	Fund Raising (Concept, Types, Techniques, Relevance to social work)
6	Networking. (Concept, Types, Techniques, Relevance to social work)

FIELD WORK – I(LAB SESSIONS)

Course Code	Course Name	Category	L	T	P	S	Credits	Inst. Hrs	Marks		
									CIA	External	Total
119C11	Field Work - I	Core Course (CC II)	Y	-	-	-	5	5	40	60	100
Year		I									
Semester		I									
Prerequisites		Basic Understanding on Personality development topics and organizations									

Syllabus

1	Interpersonal Relationships (Concept, skills, importance and relevance to social work)
2	Communication Skills (Concept, type, importance and relevance to social work)
3	Documentation & Report Writing Skills. (Concept, Types of Report, importance and relevance to social work)
4	Societal Analysis (Concept, Tools and techniques, importance and relevance to social work)
5	Understanding Group Behavior (Concept, importance and relevance to social work)
6	Indian Social Problems (Concept, Different types of social problem, Causes and consequences)



SOCIAL CASE WORK

Course Code	Course Name	Category	L	T	P	S	Credits	Inst. Hrs	Marks		
									CIA	External	Total
119C2A	Social Case Work	CC-III	60	-	-	-	5	5	25	75	100
Year		I									
Semester		II									
Prerequisites		Basic Understanding about Human Growth and Development, Individuals and Society.									

SYLLABUS

UNIT - 1

(12 Hours)

Social Case Work: Definition, Nature, Purpose of Social Case Work. Philosophical assumptions and casework values. Case work and its relationship with other methods of Social Work. Historical development of Social Case work in India and in the West(UK&USA). Skills and Roles of Case Worker. Principles of Social Case Work.

UNIT - 2

(12 Hours)

Components and Tools of Social Case Work: Components: Person, Problem, Place and Process. **Case worker- client relationship:** Meaning and Importance, Characteristics of Professional Relationship, Empathy. Problems in Relationship -Transference and Countertransference, Resistance. **Case Work Tools:** Observation, Listening, Interview, Collateral Contacts and Home Visits.

UNIT - 3

(12 Hours)

Case Work Process – Study (Case recording, Interview, Collateral contacts etc) Diagnosis - Treatment (methods and techniques), Follow – up and termination. **Recording:** Uses, Principles, Types, Structure and Content,

UNIT - 4

(12 Hours)

Theories and Approaches in Case Work:Psycho-Social approach, Functional approach, Problem-Solving approach, Behavioral Modification,Family Centered Approach, Client Centered therapy,Crisis Intervention,Psychotherapy,Transactional Analysis and Holistic approach .

UNIT - 5

(12 Hours)

Case work in different settings: School/Education setting, Family and Children Welfare setting,Community setting, Clinical settings, Correctional and Industrial settings –Working with older adults, Persons with Disability and Terminally ill.Substance and De-Addiction Treatment Services

Maths

MSc Maths



M.Sc. DEGREE PROGRAMME IN MATHEMATICS
SYLLABUS WITH EFFECT FROM 2023-2024

SKILL ENHANCEMENT COURSE
**GROUP G-2: MATHEMATICAL DOCUMENTATION USING LATEX/
OTHER PACKAGES**

Unit I : Installation of LaTeX :

Installation of Kile and MikeTeX- Class and packages -Latex programming and commands, sample packages - Error messages : Some sample errors, list of LaTeX error messages.

Unit II : Formating of output document :

Fonts, symbols ,indenting, paragraphs, line spacing, word spacing, titles and subtitles – Document class, page style, parts of the documents.

Unit III : Formating of output document :

Table of contents -Command names and arguments, environments, declarations –theorem like declarations, comments within the text.

Unit –IV : Mathematical formulae :

Mathematical environments, math mode, mathematical symbols- Graphic package, multivalued functions, drawing matrices -Tables, tables with captions -References to figures and tables in text.

Unit –V : Drawing with LaTeX :

Picture environments, extended pictures, other drawing packages -Preparing book, project report in LaTeX.

SEC – 1 MS OFFICE FOR COMMERCE (Practical)

(Common to BCom-Gen., BM, CA, MM & ISM)

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
144S1A			2		2	2	40	60	100
Unit	Contents								No. of Hours
I	Introduction to MS Word & Commonly used features Introduction to Word processing -Word processor / Editor - File Extension - DOCx, DOTx - Application / Document area Title Bar, Menu Bar, Ribbon, Icons, Status Bar, Scroll Bar - Page Layout - Page Size (Letter / A4) - Orientation (Landscape / Portrait) - Margin (Top, Left, Bottom, Right) -Navigation(Arrow keys, Ctrl + Arrow keys, Home, End, Page UP/ Page Down) - Selection - Using Shift + Navigation Fonts / Superscript / Subscript - Show / Hide - Displays non printing characters (Space / TAB / Enter) - Change Case - Bullets / Numbering - Format Painter – Clipboard - Find / Replace Screen shot - Prnt SCR / Alt + PrntScr – Indent - Line and Para spacing - Tab Stop - Text to Table - Table to Text								6
II	Insert Tab & Mail Merge Insert Tab - Picture (Styles, Border, Effects, Warp Text, Align, Rotate, Flip, Crop) - Water Mark - Shapes (Group, Ungroup, Bring to Front, Send to Back, Format shape) – Hyperlink – Bookmark - Text Box - Word Art Tables - Rows , Columns, Cell - Merge Cell - Split Cell TOC - Update entire - Header / Footer - Cover Page - Break - Section Break - Spell Check - ABC / F7 - Word Count Working with Mail Merge								6
III	Introduction to MS Powerpoint Creating Presentation - File Extension - PPTx, PPSx - Slides and Layouts, Apply Background - Title Bar, Menu Bar, Ribbon, Icons, Status Bar, Scroll Bar - View - Slide Master Insert Logo - to display in all slides - Change Text color - to maintain consistency in all slides Slideshow - F5 / Shift F5 New Slide - Ctrl + M Animation Effects - Apply in objects within the Slide Transition Effect - Apply between slides								6



IV	Working with Excel Opening a Workbook - Understanding the Display Screen Working with the Ribbon - Exploring the File Tab - Working with the Quick Access Toolbar - Working with the Status Bar- Switching Between Opened Workbooks Entering Data - Moving the Cell Pointer - Selecting a Range of Cells - Creating a New Workbook - Inserting, Renaming, and Deleting Worksheets - Entering Constant Values - Using Auto Fill to Enter Data - Saving a Workbook - Editing Cell Contents Clearing Cell Contents - Insert / Edit Comments - Working with Undo and Redo - Closing a Workbook Using Formulas Entering Formulas with Addressing Methods (Relative / Mixed / Absolute) - Using Auto Fill with Formulas - Using the Sum, Average, Max, Min, Count Functions - Using IF and NestedIf Function - Using Text Functions (Len, Trim, Left, Right, Mid, Find, Replace, Upper, Lower, Proper) - Using Date Functions (Today, Now, Day, Month, Year) - Using Lookup Functions (Vlookup, Hlookup) - Using Formula Error Checking - Cutting / Copying and Pasting Constant Values and Formulas - Copy / Pasting using Transpose option - Using Format Painter	6	
V	Working on multiple Worksheets & Working with huge Datasets Formatting Worksheets - Formatting Numbers - Changing the Font Format - Aligning Cell Contents - Merging Cells Adding Borders - Applying Cell Styles - Modifying Columns and Rows - Changing Column Width - Changing Row Height Inserting and Deleting Columns or Rows - Hiding Columns or Rows - Editing Workbooks - Working with AutoCorrect Checking Spelling - Using Find and Replace - Using Hyperlinks (Internal / External) Working with huge Dataset Using multilevel Sort - Using Filters - Fetching Unique Records Finding Duplicates - Applying Conditional Formatting Rules Applying Freeze Panes - Using Pivot Table (Layout & Format) Working with Charts Pie / Bar / Column / Line Charts - Titles / Legends / Data labels Copy / Pasting in Word / PowerPoint Printing Worksheets Using Print Preview - Working with Print Settings - Using Page Setup Tools - Working in Page Layout View - Creating a Header and Footer - Using Page Break Preview - Printing a Worksheet	6	



SEC – 2 ACCOUNTING USING EXCEL – PRACTICAL

(Common to BCom-Gen., BM & MM)

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
144S2A			2		2	2	40	60	100
Unit	Contents							No. of Hours	
I	Using Financial Functions (Part 1) ACCRINT function - Returns the accrued interest for a security that pays periodic interest ACCRINTM function - Returns the accrued interest for a security that pays interest at maturity AMORDEGRC function - Returns the depreciation for each accounting period by using a depreciation coefficient AMORLINC function - Returns the depreciation for each accounting period COUPDAYBS function - Returns the number of days from the beginning of the coupon period to the settlement date COUPDAYS function - Returns the number of days in the coupon period that contains the settlement date COUPDAYSNC function - Returns the number of days from the settlement date to the next coupon date COUPNCD function - Returns the next coupon date after the settlement date COUPNUM function - Returns the number of coupons payable between the settlement date and maturity date COUPPCD function - Returns the previous coupon date before the settlement date CUMIPMT function - Returns the cumulative interest paid							6	



	II	Using Financial Functions (Part 2) DB function - Returns the depreciation of an asset for a specified period by using the fixed-declining balance method DDB function - Returns the depreciation of an asset for a specified period by using the double-declining balance method or some other method that you specify DISC function - Returns the discount rate for a security DOLLARDE function - Converts a dollar price, expressed as a fraction, into a dollar price, expressed as a decimal number DOLLARFR function - Converts a dollar price, expressed as a decimal number, into a dollar price, expressed as a fraction DURATION function - Returns the annual duration of a security with periodic interest payments EFFECT function - Returns the effective annual interest rate FV function - Returns the future value of an investment FVSCHEDULE function - Returns the future value of an initial principal after applying a series of compound interest rates	6	
	III	Using Financial Functions (Part 3) INTRATE function - Returns the interest rate for a fully invested security IPMT function - Returns the interest payment for an investment for a given period IRR function - Returns the internal rate of return for a series of cash flows ISPMT function - Calculates the interest paid during a specific period of an investment MDURATION function - Returns the Macauley modified duration for a security with an assumed par value of \$100 MIRR function - Returns the internal rate of return where positive and negative cash flows are financed at different rates NOMINAL function - Returns the annual nominal interest rate NPER function - Returns the number of periods for an investment NPV function - Returns the net present value of an investment	6	



	IV	Using Financial Functions (Part 4) PDURATION function (Excel 2013) - Returns the number of periods required by an investment to reach a specified value PMT function - Returns the periodic payment for an annuity PPMT function - Returns the payment on the principal for an investment for a given period PRICE function - Returns the price per \$100 face value of a security that pays periodic interest PRICEDISC function - Returns the price per \$100 face value of a discounted security PRICEMAT function - Returns the price per \$100 face value of a security that pays interest at maturity PV function - Returns the present value of an investment RATE function - Returns the interest rate per period of an annuity RECEIVED function - Returns the amount received at maturity for a fully invested security RRI function (Excel 2013) - Returns an equivalent interest rate for the growth of an investment	6	
	V	Using Financial Functions (Part 5) SLN function - Returns the straight-line depreciation of an asset for one period SYD function - Returns the sum-of-years' digits depreciation of an asset for a specified period TBILLEQ function - Returns the bond-equivalent yield for a Treasury bill TBILLPRICE function - Returns the price per \$100 face value for a Treasury bill TBILLYIELD function - Returns the yield for a Treasury bill VDB function - Returns the depreciation of an asset for a specified or partial period by using a declining balance method XIRR function - Returns the internal rate of return for a schedule of cash flows that is not necessarily periodic XNPV function - Returns the net present value for a schedule of cash flows that is not necessarily periodic	6	



SECOND YEAR – SEMESTER – III

SEC – 4 Basics of Entrepreneurship

Subject Code	L	T	P	S	Credits	Inst. Hours	Marks		
							CIA	External	Total
244S3A	1				1	1	25	75	100
Unit	Contents								No. of Hours
I	Introduction to Entrepreneurship Meaning- Characteristics – Dimensions of an Entrepreneurship- Fostering critical thinking and innovation.								3
II	Idea Generation and selection Design Thinking Process- Creativity – Innovation- Ideas Generation techniques – Analysis of Business opportunity – Fishbowl Method –Brainstroming.								3
III	Pitching the business Idea Business Models- Costing and Pricing - -Market survey- Writing of a B-Plan								3
IV	Bootstrap of an Enterprise Process of setting up an Enterprise – Feasibility Study-Marketing- Technical and Financial.								3
V	Finance and Government Support to setting up of an Enterprise Sources of Funds- Government Schemes for entrepreneurs								3

Psychology



Title of the Course		PSYCHOLOGICAL THERAPY TECHNIQUES					
Category	Skill Enhancement Course (Non Major Elective)	Year	I	Credits	2	Course Code	240S4A
		Semester	I/II				
Instructional Hours Per week		Lecture	Tutorial	Lab Practice	Total		
		2	--	--	2		
Course Outline		Unit: 1 Introduction to Art Therapy: Definition – Art, play Therapy, History, profession, ethics of Art & Play therapy, Scope of Art& Play Therapy					
		Unit:2 Basic approaches in art & Play Therapy, Steps in art therapy & play therapy- Assessment, Treatment in the beginning phase, mid phase, & Termination, Characteristics of Art & Play Therapist Benefits of Art Therapy& Play Therapy					
		Unit:3 Approaches to Art & Play Therapy: Psychoanalytic & Jungian approaches to Art & Play therapy, Humanistic approaches – Existentialism, Person- Centered, and Gestalt approaches to art & Play therapy.					
		Unit :4 Art Therapy Techniques: Scribble technique, Free drawing, Drawing completion, conversational drawing, murrals, zentangles, mandala, self-portraits, Emotion wheel.					
		Unit:5 Play Therapy Techniques: Directive & Non Directive play therapy, creative visualization, storytelling, role playing, water & sand play, dance & creative movement					



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Title of the Course		PSYCHOLOGICAL FIRST AID					
Category	Skill Enhancement Course	Year	I	Credits	2	Course Code	140S2B
		Semester	II				
Instructional Hours Per week		Lecture	Tutorial		Lab Practice		Total
		2	--		--		2
Course Outline		Unit 1 Introduction to Psychological First Aid (PFA) - Concept and Development of PFA - Core Competencies of PFA					
		Unit 2 The RAPID model (Reflective listening, Assessment of needs, Prioritization, Intervention, and Disposition)					
		Unit 3 Four Basic Standards of Psychological First Aid - Goals of Psychological First Aid - Five Components of Psychological First Aid - What Makes a PFA Practitioner Effective - Dos and Don'ts of Psychological First Aid - Ethical Guidelines					
		Unit 4 Self-Care - Practising Good Self-Care - Consequences of Poor Self-Care - Symptoms of Burnout - Vicarious Trauma - Helping Yourself During a Mental Health Crisis					
		Unit 5 Team Care – Seeking support - People Who Likely Need Special Attention					



Title of the Course		RELAXATION TECHNIQUES					
Category	Skill Enhancement Course	Year	II	Credits	2	Course Code	240S3B
		Semester	III				
Instructional Hours Per week		Lecture	Tutorial		Lab Practice		Total
		2	--		--		2
Course Outline		UNIT I PROGRESSIVE MUSCULAR RELAXATION					
		Physiology of relaxation - Progressive muscular relaxation - Steps to initiate progressive muscular relaxation - Benefit of progressive relaxation technique - Jacobsons relaxation technique (Practical experience to be given)					
		UNIT II MEDITATION					
		Meditation – the inner and outer self - Definition, types of meditation – concentrative, receptive, reflective and generative - Benefits of meditation – (Practical experience to be given)					
		UNIT III DEEP BREATHING					
		Deep breathing - steps involved in breathing techniques. Benefits, psychological effects of deep breathing - Effects of deep breathing on the brain (Practical experience to be given)					
		UNIT IV AUTOGENIC TRAINING					
		Autogenic training – Definition, importance of the technique and 6 stages of autogenic training (Practical experience to be given)					
		UNIT V GUIDED IMAGERY					
		Guided imagery – definition, uses of guided imagery (Practical experience to be given)					

**UNIVERSITY OF MADRAS****M.Sc. DEGREE PROGRAMME IN APPLIED PSYCHOLOGY**
SYLLABUS WITH EFFECT FROM 2023-2024

Course Name: PSYCHOLOGICAL ASSESSMENT – I (Core V)
(Common to M.Sc. Applied Psychology (Counseling))

Course Code: 418C2B

Year and Semester: 1st Year, 2nd Semester

Credits: 5

Lecture (L)	Tutorial (T)	Practical (P)	Project (P)
1	0	5	0

OBJECTIVES:

The major objectives of this course are:

1. To assist in the selection of appropriate tests.
2. To develop competence in Various types of Psychometric tests
3. To Administer psychological test according to the guidelines
4. To understand and interpret the person's test scores

**UNIVERSITY OF MADRAS****M.Sc. DEGREE PROGRAMME IN APPLIED PSYCHOLOGY**

SYLLABUS WITH EFFECT FROM 2023-2024

At least 10 tests have to be conducted from the following list:

1. Raven's progressive matrices
2. Weschler's Adult Intelligence
3. Mallin's Intelligence Scale for Indian Children (MISIC)
4. Wechsler's Adult Performance Intelligence Scale (WAPIS)
5. Differential Aptitude tests
6. Adolescent Interest scale
7. David's Battery of Differential aptitude test III
8. Myers Briggs Type Indicator (MBTI)
9. Cattell's 16 Personality Factor Questionnaire (16PF)
10. Multiple Anxiety Inventory
11. Beck Depression Scale
12. Memory Scale
13. Assessment of Learning disability
14. Career maturity
15. Assertive Questionnaire
16. Students Stress Scale
17. Marital Adjustment Questionnaire

UNIVERSITY OF MADRAS**M.Sc. DEGREE PROGRAMME IN APPLIED PSYCHOLOGY**

SYLLABUS WITH EFFECT FROM 2023-2024

Course Name: PSYCHOLOGICAL INTERVENTION FOR DEVELOPMENTAL DISORDERS**Course Code: 418E1B****Year and Semester:****Credits : 3**

Lecture (L)	Tutorial (T)	Practical (P)	Project (P)
*	1	0	0

***Number of hours specified in the template according to the semester**



SYLLABUS WITH EFFECT FROM 2023-2024

Unit- I: Intellectual Disability - Definition, classification, prevalence, etiology, early identification, interpersonal deficits, behavior problems and management. Common intellectual disability syndromes - hypothyroidism, Fragile X syndrome, Down's, William's, PKU.

Unit- II: Language and learning disabilities- Definition, prevalence, etiology – social and motivational factors. Assessment- tests of intelligence and cognitive abilities - underlying psychological and cognitive deficits. Treatment approaches- individualized educational program, remedial teaching.

Unit- III: Attention deficit hyperactivity disorder- Diagnostic criteria – co morbid factors - academic, social & conduct problems. Etiology - biological, family and social influences. Assessment -interviews, behavior rating scales. Treatment – medication, behavior modification, self-regulation and cognitive behavioral intervention.

Unit- IV: Anxiety and other Disorders - Generalized anxiety, separation anxiety, social phobias, school phobia, specific phobias, Obsessive Compulsive Disorder. Schizophrenia in children and adolescents. Childhood depression. Conduct disorder. habit disorders-treatment

Unit-V: Autism spectrum disorders- Prevalence, psychological and behavioral functioning, etiology, assessment, comprehensive educational treatment and behavioral intervention. Presentation of case formulation and recommend suitable intervention strategies in hypothetical cases.

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M.Sc. DEGREE PROGRAMME IN APPLIED PSYCHOLOGY

SYLLABUS WITH EFFECT FROM 2023-2024

Course Name: **PSYCHOTHERAPY**
(Common to 1st Sem. M.Sc. Applied Psychology (Counseling))

Course Code: 418E2B

Year and Semester: 1ST YEAR 2ND SEMESTER

Credits : 3

Lecture (L)	Tutorial (T)	Practical (P)	Project (P)
*	1	0	0

*Number of hours specified in the template according to the semester

**UNIVERSITY OF MADRAS****M.Sc. DEGREE PROGRAMME IN APPLIED PSYCHOLOGY**

SYLLABUS WITH EFFECT FROM 2023-2024

development, Therapeutic factors – Process and outcome in group counselling and psychotherapy - ethical issues in therapeutic group work.

Unit- III: Family therapy: Family therapies that focus on background- Adlerian family therapy, multigenerational family therapy, Structural family therapy. Family therapies that focus on emotions, Emotionally focused couples therapy- Experiential family therapy. Skill development: genograms.

Unit- IV: Supportive Psychotherapy –objectives, indications and contraindications. Supportive measures: Application of psychotherapy in certain areas : Psychotherapy for Obsessive Compulsive Disorder, personality disorders, post- traumatic stress disorder and psychoses

Unit- V: Alternatives to counselling and psychotherapy: Eye movement desensitization therapy, Mindfulness based therapy, Neuro linguistic programming, Yoga therapy and Art Therapy. Method: Workshops to be organized by experts on these topics.

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SYLLABUS WITH EFFECT FROM 2023-2024

Elective VI -INDUSTRIAL MODULE

Course Name: PSYCHOLOGICAL TRAINING MODULE
(Common to M.Sc. Applied Psychology (Counseling))

Course Code: 518E4A

Year and Semester: 2nd Year 4th Semester

Credits : 3

Lecture (L)	Tutorial (T)	Practical (P)	Project (P)
0	0	2	2

**SELF-HELP SKILLS (Practical Oriented Teaching)**

1. Self-Awareness
2. Stress Management & Relaxation Training
3. Self-Concept, Self Esteem Skills
4. Assertiveness skills
5. Anger management
6. Diary keeping and self-analysis
7. Goal setting behaviors
8. Time management skills
9. Physical disciplines - Exercise, etc.
10. Reading skills
11. Coping with Complexity And ambiguity
12. Coping Emotions
13. Coping with failures
14. Creative thinking
15. Self-efficacy skills

UNIVERSITY OF MADRAS

M.Sc. DEGREE PROGRAMME IN APPLIED PSYCHOLOGY
SYLLABUS WITH EFFECT FROM 2023-2024

Course Name: DISSERTATION with Viva Voce
(Common to M.Sc. Applied Psychology (Counseling))

Course Code: 518C4C

Year and Semester: 2nd Year, 4th Semester

Credits : 7

Lecture (L)	Tutorial (T)	Practical (P)	Project (P)
0	3	5	2

**Unit- I: Introduction :**

- 1.1. Conceptual Framework / Theoretical Framework
- 1.2. Need of the study

Unit- II: Review of Related Literature (Last ten years)

- 2.1. Introduction (Brief)
- 2.2. Studies on variables, sample and related variables and samples
- 2.3. Critical analysis of reviews collected

Unit- III: Method of Investigation

- 3.1 Introduction
- 3.2 Statement of the Problem
- 3.3 Objectives
- 3.4 Hypotheses
- 3.5 Research Design (Methodology)
- 3.6 Sample (Sample, Sample Size, Sampling technique & Delimitation)
- 3.7 Variables
- 3.8 Tools (Description of the Tools – Author(s), Year, Target Group, No of items, Scoring, Norms, Reliability & Validity)
- 3.9 Statistical techniques

Unit- IV: Results and Discussion

- 4.1 Introduction
- 4.2 Tables followed with discussion

Unit- V: Summary and Conclusion

- 5.1 Summary (one and half pages)
- 5.2 Findings
- 5.3 Suggestions & Recommendations