



ORIENTAL EDUCATION SOCIETY'S

SANPADA COLLEGE OF COMMERCE & TECHNOLOGY

Affiliated to The University of Mumbai

Sector-2, Plot No. 3,4,5, Behind Sanpada Railway Station, Sanpada (W), Navi Mumbai - 400 705.
Tel: 022-27758715 / 022-27752213 • Fax: 022-27750351
E-mail : enquiry@scct.edu.in • Website: www.scct.edu.in

3rd September, 2018

NOTICE

Oriental Education Society's Sanpada College of Commerce and Technology's IQAC committee organizes a course on "Leadership Development Programme" in collaboration with Western College of Commerce and Business Management from 6th September 2018 to 20th December, 2018.

-The course aims to give a knowledge on the following topics:

- Leadership
- Motivation strategies wrt motivation theories
- Leadership and team building
- Leadership wrt managing a diverse workforce, cross
- International Entrepreneurship Opportunities
- Leadership skill and conflict management
- Case Study, Assignment on analyzing successful leader

The following will be the venue and timings of the Programme.

Venue: Classroom

Time: 11:00 am


Dr. Rosefine Linitta George

Programme In-charge



ATTESTED


Principal

Sanpada College of Commerce & Technology
Sector-2, Plot No.3,4,5, adjacent Sanpada Railway
Station, Sanpada, Navi Mumbai



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18th September, 2018

NOTICE

Oriental Education Society's Sanpada College of Commerce and Technology's IQAC committee organizes a course on "Web Designing" from 22th October 2018 to 22nd January, 2019

-The course aims to give a knowledge on the following topics:

- Introduction to HTML5: Basic HTML Tags, Using Image maps.
- Designing Tables, designing web form, Embedding multimedia Content.
- Introduction to JavaScript: Introduction to Client-Side Scripting Languages, Functions, Events and Event Handlers.
- Introduction to PHP: Basic PHP Concepts, Operators, Working with Control & looping statements, Functions in PHP.
- PHP and MySQL: Introduction to MySQL, Integrating web forms and database, Building Forms from queries.

The following will be the venue and timings of the Programme.

Venue: Classroom

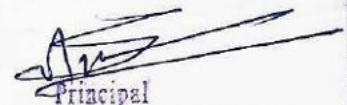
Time: 10:30 am

Dr. Roseline Vinitta George

Programme In-charge



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25th August, 2019

NOTICE

Oriental Education Society's Sanpada College of Commerce and Technology's IQAC committee organizes a course on "Entrepreneurship Development Programme" from 2nd September 2019 to 30th December, 2019.

-The course aims to give a knowledge on the following topics:

- Entrepreneur & Entrepreneurship
- Business Planning Process
- Institutions supporting Entrepreneurs
- Family Business
- International Entrepreneurship Opportunities
- Informal Risk Capital and Venture Capital
- Industrial Visit

The following will be the venue and timings of the Programme.

Venue: Classroom

Time: 11:00 am

Dr. Roseline Minitta George

Programme In-charge



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3rd October, 2019

NOTICE

Oriental Education Society's Sanpada College of Commerce and Technology's IQAC committee organizes a course on "**Commercial Banking**" from **12th October 2019 to 25th January, 2020.**

-The course aims to give a knowledge on the following topics:

- Introduction- On Banking sector of India
- Banking Structure in India
- Basics of Bank Lending
- Bank Investments
- Relationship between Banks and Customers

The following will be the venue and timings of the Programme.

Venue: Classroom

Time: 10:30 am

Dr. Roseline  Agatta George

Programme In-charge



25/10/19

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18th August, 2021

NOTICE

Oriental Education Society's Sanpada College of Commerce and Technology's IQAC committee organizes a course on "Sales & Marketing Management" in collaboration with Western College of Commerce and Business Management from 25th August 2021 to 31st December, 2021.

-The course aims to give a knowledge on the following topics:

- Introduction to Marketing & Its Principles
- Consumer Behavior and Paths to Persuasion
- Mastering Sales: A Toolkit for Success
- Social Media & Digital Marketing

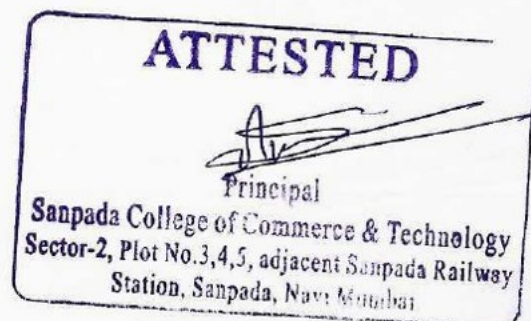
The following will be the venue and timings of the Programme.

Venue: Google Classroom

Time: 10:30 am

Dr. Roseline  Mitta George

Programme In-charge





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20th September, 2021

NOTICE

Oriental Education Society's Sanpada College of Commerce and Technology's IQAC committee organizes a course on "**Personal Development Program- Public Speaking**" from **22nd September 2021 to 20th December, 2021.**

-The course aims to give a knowledge on the following topics:

- Introduction to Professional world
- English Grammar
- Introduction to Public speaking
- Basics of Corporate English

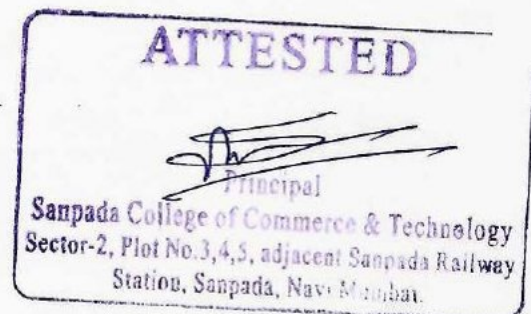
The following will be the venue and timings of the Programme.

Venue: Google Classroom

Time: 10:30 am

Dr. Roseline Linitta George

Programme In-charge





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6th September, 2022

NOTICE

Oriental Education Society's Sanpada College of Commerce and Technology's IQAC committee organizes a course on "Events Planning and Management" from 09th September 2022 to 12th December, 2022.

-The course aims to give a knowledge on the following topics:

- Introduction to Event Management
- Pre-Planning and Pre-production of an event
- Pitching and promotion of events
- Careers in Event Management

The following will be the venue and timings of the Programme.

Venue: Classroom

Time: 10:30 am


Dr. Roseline Linitta George

Coordinator- IQAC



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8th September, 2022

NOTICE

Oriental Education Society's Sanpada College of Commerce and Technology's IQAC committee organizes a "Tally and GST Course" on 12th September 2022 to 31st December 2022.

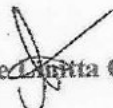
❖ The course include following topics-

- Accounting Fundamentals
- Company Formation
- Ledgers Printing of Cheques
- GST Accounting – Journal Entries (Credit Sales & Credit Purchases)
- GST Accounting – Journal Entries (Bank Receipt & Bank Payment)
- GST Accounting – Journal Entries (Cash Receipt & Cash Payment)

The following will be the venue and timings of the Programme.

Venue: Classroom

Time: 10.00am onwards.

Dr. Roseline  George

Coordinator- IQAC



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26th September 2022

NOTICE

Oriental Education Society's Sanpada College of Commerce and Technology's IQAC committee organizes a “**Communication Enhancement Session**” on 30th September 2022.

-The course aims to give a knowledge on the following topics:

- 1. Identify various soft skills**
- 2. Understand the structure and processes of effective communication**
- 3. How to Relate soft skills with effective communication**
- 4. How to Write clearly and concisely**
- 5. How to Speak Fluently**
- 6. How to Communicate effectively, build rapport and relate well with all kinds of people**

The following will be the venue and timings of the Programme.

Venue: Seminar Hall


Time: 02:00PM


Prof. Roseline Linitta George

Programme In-charge



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25th March 2023

NOTICE

Oriental Education Society's Sanpada College of Commerce and Technology's IQAC committee organizes a “**Communication Enhancement Session**” in collaboration with **Oriental Institute of Management(OIM)**, on **28th March 2023**.

-The course aims to give a knowledge on the following topics:

1. Learn Public Speaking techniques to reduce nervousness.
2. Learn to manage difficult relationships or problem-oriented personalities
3. Learn to stop reacting emotionally, and instead respond rationally
4. Recognize how visual aids can create impact and attention in Public Speaking
5. Develop Public Speaking techniques to create a professional presence
6. Learn some different ways to prepare and organize information
7. Increased problem-solving skills
8. Improved self-expression through communication
9. Learn to work better with others

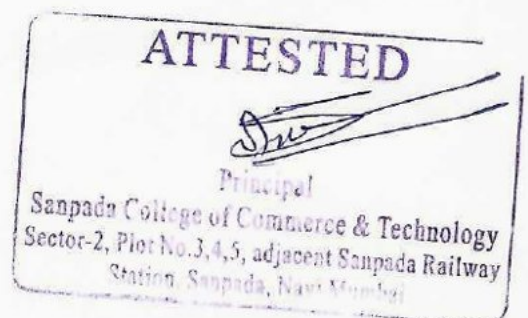
The following will be the venue and timings of the Programme.

Venue: Seminar Hall

Time: 02:00PM

Prof.  Linitta George

Programme In-charge



SYLLABUS FOR LEADERSHIP DEVELOPMENT PROGRAMME

Programme Objectives

Developing personal as well as professional skills which would further encourage development of leadership skills and enhance the career prospects of the participants. Significant boost to the CV with a value addition of comprehensive knowledge which would further help in gaining a competitive advantage as a future manager and leader.

Detailed Syllabus:

The syllabus covers detailed knowledge on Leadership development programs.


- Leadership
- Motivation strategies wrt motivation theories
- Leadership and team building
- Leadership wrt managing a diverse workforce, cross
- International Entrepreneurship Opportunities
- Leadership skill and conflict management
- Case Study, Assignment on analyzing successful leader

Instructional Methods: Offline lectures, practical, activities and assignments

Duration: 3 Months

| Course Code | Course Title |
|-------------|---|
| LDP-01 | ● Leadership – Basic definition, qualities, theory and styles on Leadership |
| LDP-02 | ● Motivation strategies wrt motivation theories |
| LDP-03 | ● Leadership skill and conflict management |
| LDP-04 | ● Case Study, Assignment on analyzing successful leaders |




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| Course Code | Course Title | CHAPTERS | Course Details |
|-------------|--|------------|--|
| LDP-01 | LEADERSHIP DEVELOPMENT PROGRAMME-1 | CHAPTER-1 | Unit 1: Leadership – Basic definition, qualities of a leader. Unit 2: Trait theory and styles of leadership Unit 3: Theories on Leadership |
| LDP-02 | LEADERSHIP DEVELOPMENT PROGRAMME-2 | CHAPTER-2 | Unit 1: Motivation strategies wrt motivation theories Unit 2: Emotional intelligence and its significance in the role of a leader Unit 3: Leadership and team building |
| LDP-03 | LEADERSHIP DEVELOPMENT PROGRAMME-3 | CHAPTER -3 | Unit 1: Leadership skill and conflict management Unit 2: Creative leadership. Influence on the creative potential of work groups and teams ; formation of innovative climate in organizations Unit 3: Leadership in crisis |
| LDP-04 | LEADERSHIP DEVELOPMENT PROGRAMME-4 (Practical) | CHAPTER-4 | Unit 1: Case Study Unit 2: Assignment on analyzing successful leaders in terms of their leadership styles, skills and success stories. |

Evaluation Pattern:

1. 45 Marks MCQ Examination
2. 45 Marks Assignment
3. 10 Marks –Class Participation

Note: 1. Examination will be conducted offline.

2. Assignments will be collected in classroom which will be assigned for each department.


3. Class participation marks will be given based on the attendance of the students.

Certificates will be given to the students in successful completion of the course.

FACULTY INCHARGE
Asst. Prof. Kazanfar Khan



PROGRAMME IN-CHARGE
Dr. Roselin Linitta George


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SYLLABUS FOR WEB DESIGNING PROGRAM

Programme Objectives

To Develop a static, interactive and well formed webpage using JavaScript, CSS and HTML5. Students can use PHP to improve accessibility of a web document. They learn necessary skills for designing and developing web applications.

Detailed Syllabus:

The syllabus covers following topics-

- Introduction
- Designing Tables, designing web form, Embedding multimedia Content.
- Introduction to JavaScript,
- Introduction to PHP
- PHP and MySQL

Instructional Methods: Online lectures, practical, activities and assignments

Duration: 3 Months

| Course Code | Course Title |
|-------------|--|
| WD-01 | <ul style="list-style-type: none">● Introduction to HTML5: Basic HTML Tags, Using Image maps. |
| WD-02 | <ul style="list-style-type: none">● Designing Tables, designing web form, Embedding multimedia Content. |
| WD-03 | <ul style="list-style-type: none">● Introduction to JavaScript: Introduction to Client-Side Scripting Languages, Functions, Events and Event Handlers. |
| WD-04 | <ul style="list-style-type: none">● Introduction to PHP: Basic PHP Concepts, Operators, Working with Control & looping statements, Functions in PHP. |
| WD-05 | <ul style="list-style-type: none">● PHP and MySQL: Introduction to MySQL, Integrating web forms and database, Building Forms from queries. |

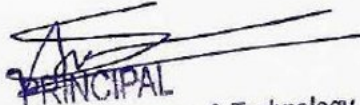



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| Course Code | Course Title | CHAPTERS | Course Details |
|-------------|---------------------------|------------|--|
| WD-01 | WEB DESIGNING PROGRAM -01 | CHAPTER-1 | <u>UNIT 1-</u> <ul style="list-style-type: none"> ● Introduction to HTML5: Basic HTML Tags, Using Image maps. ● Working with CSS, Using different Semantics Tags. |
| WD-02 | WEB DESIGNING PROGRAM -02 | CHAPTER-2 | <u>UNIT 2-</u> <ul style="list-style-type: none"> ● Designing Tables, designing web form, Embedding multimedia Content |
| WD-03 | WEB DESIGNING PROGRAM -03 | CHAPTER -3 | <u>UNIT 3-</u> <ul style="list-style-type: none"> ● Introduction to JavaScript: Introduction to Client-Side Scripting Languages, Functions, Events and Event Handlers. ● JavaScript Objects, Document and its associated objects. |
| WD-04 | WEB DESIGNING PROGRAM -04 | CHAPTER-4 | <u>UNIT 4-</u> <ul style="list-style-type: none"> ● Introduction to PHP: Basic PHP Concepts, Operators, Working with Control & looping statements, Functions in PHP. ● String and String Functions, Regular Expressions, Error Handling. |
| WD-05 | WEB DESIGNING PROGRAM -05 | CHAPTER-5 | <u>UNIT 5-</u> <ul style="list-style-type: none"> ● PHP and MySQL: Introduction to MySQL, Integrating web forms and database, Building Forms from queries. ● Mini Project: Designing of the website. |




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Evaluation Pattern:


1. 45 Marks MCQ Examination (Online)
2. 45 Marks Assignment (Google Classroom)
3. 10 Marks –Class Participation

- Note:**
1. Examination will be conducted online.
 2. Assignments will be collected in the google classroom which will be assigned for each department.
 3. Class participation marks will be given based on the attendance of the students.

Certificates will be given to the students in successful completion of the course.



FACULTY INCHARGE
Asst. Prof. Quadir Hussain



PROGRAMME IN-CHARGE
Dr. Roselin Linita George



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SYLLABUS FOR ENTREPRENEURSHIP DEVELOPMENT PROGRAMME

Programme Objectives

To identify and develop entrepreneurial abilities and skills. To inculcate knowledge on entrepreneurship, project report, feasibility study and steps to start a new enterprise. To familiarize the institutional support towards building your own enterprise. To facilitate the students to identify a novel idea and create their own start-up.

Detailed Syllabus:

The syllabus covers a detailed knowledge on Entrepreneurship development programme.


- Entrepreneur & Entrepreneurship
- Business Planning Process
- Institutions supporting Entrepreneurs
- Family Business
- International Entrepreneurship Opportunities
- Informal Risk Capital and Venture Capital
- Industrial Visit

Instructional Methods: Offline lectures, practical, activities and assignments

Duration: 3 Months

| Course Code | Course Title |
|-------------|--|
| EDP-01 | <ul style="list-style-type: none">● Entrepreneur & Entrepreneurship● Business Planning Process |
| EDP-02 | <ul style="list-style-type: none">● Institutions supporting Entrepreneurs● Family Business |
| EDP-03 | <ul style="list-style-type: none">● International Entrepreneurship Opportunities● Informal Risk Capital and Venture Capital |
| EDP-04 | <ul style="list-style-type: none">● Industrial Visit |




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| Course Code | Course Title | CHAPTERS | Course Details |
|-------------|---|------------|--|
| EDP-01 | ENTREPRENEURSHIP DEVELOPMENT PROGRAMME-1 | CHAPTER-1 | Unit 1: Entrepreneur & Entrepreneurship Unit 2: Business Planning Process |
| EDP-02 | ENTREPRENEURSHIP DEVELOPMENT PROGRAMME-2 | CHAPTER-2 | Unit 1: Institutions supporting Entrepreneurs Unit 2: Family Business |
| EDP-03 | ENTREPRENEURSHIP DEVELOPMENT PROGRAMME-3 | CHAPTER -3 | Unit 1: International Entrepreneurship Opportunities Unit 2 : Informal Risk Capital and Venture Capital |
| EDP-04 | ENTREPRENEURSHIP DEVELOPMENT PROGRAMME-4 (Practical) | CHAPTER-4 | Unit1 : Industrial Visit |

Evaluation Pattern:

1. 45 Marks MCQ Examination
2. 45 Marks Assignment
3. 10 Marks –Class Participation


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Note: 1. Examination will be conducted offline.

2. Assignments will be collected in the classroom which will be assigned for each department.

3. Class participation marks will be given based on the attendance of the students.

Certificates will be given to the students in successful completion of the course.


FACULTY INCHARGE
Asst. Prof. Bushra Ansari


PROGRAMME IN-CHARGE
Dr. Roselin Linitta George



SYLLABUS FOR ENGLISH SPEAKING

Programme Objectives

- The course helps the students to learn the English language professionally and prepare them for the global market.
- Aims is to work on the proficiency of spoken English language where major emphasis should be on grammar from the scratch level moving forward to the advanced level of tools used in english speaking.

Detailed Syllabus:

The syllabus covers grammatical elements which form the basics of spoken English followed by elements which are used to make written english more effective.


Instructional Methods: Offline lectures, practical, activities and assignments

Duration: 3 Months

| Course Code | Course Title |
|-------------|-----------------------------------|
| ES - 01 | Basic Elements of English |
| ES - 02 | Sentence Formation |
| ES - 03 | Conversational SKills |
| ES - 04 | Elements of written communication |

| Course Code | Course Title | CHAPTERS | Course Details |
|-------------|---------------------------|------------|-----------------------------------|
| ES - 01 | Basic Elements of English | CHAPTER 01 | ARTICLE PREPOSITION |
| | | CHAPTER 02 | CONJUNCTION TYPES OF SENTENCES |
| | | CHAPTER 03 | TENSES |





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|---------|-----------------------------------|------------|----------------------|
| ES-02 | Sentence Formation | CHAPTER 04 | Voice & Speech |
| | | CHAPTER 05 | COMPREHENSION |
| ES - 03 | Conversational SKills | CHAPTER 06 | Paragraph Writing |
| | | CHAPTER 07 | Dialogue Writing |
| | | CHAPTER 08 | Spelling |
| | | CHAPTER 09 | Words Often Confused |
| ES - 04 | Elements of written communication | CHAPTER 10 | Collocation & Idioms |
| | | CHAPTER 11 | Speech Writing |




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Evaluation Pattern:

1. 45 Marks MCQ Examination (Online)
2. 45 Marks Assignment (Google Classroom)
3. 10 Marks –Class Participation

Note: 1. Examination will be conducted online.

2. Assignments will be collected in google classroom which will be assigned for each department.

3. Class participation marks will be given based on the attendance of the students.

Certificates will be given to the students in successful completion of the course.

FACULTY INCHARGE

Asst. Prof. Vidya Nair



PROGRAMME IN-CHARGE

Dr. Roselin Linitta George

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SYLLABUS FOR ENGLISH SPEAKING

Programme Objectives

- The course helps the students to learn the English language professionally and prepare them for the global market.
- Aims is to work on the proficiency of spoken English language where major emphasis should be on grammar from the scratch level moving forward to the advanced level of tools used in english speaking.

Detailed Syllabus:

The syllabus covers grammatical elements which form the basics of spoken English followed by elements which are used to make written english more effective.

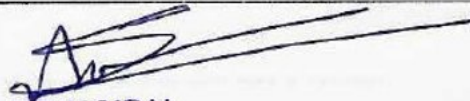
Instructional Methods: Offline lectures, practical, activities and assignments

Duration: 3 Months

| Course Code | Course Title |
|-------------|-----------------------------------|
| ES - 01 | Basic Elements of English |
| ES - 02 | Sentence Formation |
| ES - 03 | Conversational SKills |
| ES - 04 | Elements of written communication |

| Course Code | Course Title | CHAPTERS | Course Details |
|-------------|---------------------------|------------|-----------------------------------|
| ES - 01 | Basic Elements of English | CHAPTER 01 | ARTICLE PREPOSITION |
| | | CHAPTER 02 | CONJUNCTION TYPES OF SENTENCES |
| | | CHAPTER 03 | TENSES |




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| | | | |
|---------|-----------------------------------|------------|----------------------|
| ES-02 | Sentence Formation | CHAPTER 04 | Voice & Speech |
| | | CHAPTER 05 | COMPREHENSION |
| ES - 03 | Conversational SKills | CHAPTER 06 | Paragraph Writing |
| | | CHAPTER 07 | Dialogue Writing |
| | | CHAPTER 08 | Spelling |
| | | CHAPTER 09 | Words Often Confused |
| ES - 04 | Elements of written communication | CHAPTER 10 | Collocation & Idioms |
| | | CHAPTER 11 | Speech Writing |



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Evaluation Pattern:

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- Note:**
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Certificates will be given to the students in successful completion of the course.



FACULTY INCHARGE
Asst. Prof. Vidya Nair



PROGRAMME IN-CHARGE
Dr. Roselin Linitta George



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SYLLABUS FOR SALES AND MARKETING MANAGEMENT PROGRAMME

Programme Objectives

On completion of the course the student will be able to: Understand Marketing, Consumer Behavior and ways to deliver effective marketing. Create high-impact content that engages a new generation of consumers. Gain hands-on experience with marketing tools such as SEO, SEM, social media, email marketing and display ads. Develop ad strategies for social media with content that you plan, create and promote.

Detailed Syllabus:

The syllabus covers a detailed knowledge on Sales and Marketing Management


- Introduction to Marketing & Its Principles
- Consumer Behavior and Paths to Persuasion
- Mastering Sales: A Toolkit for Success
- Social Media & Digital Marketing

Instructional Methods: Online lectures, practical, activities and assignments

Duration: 3 Months

| Course Code | Course Title |
|-------------|--|
| SMMP-01 | ● Introduction to Marketing & Its Principles |
| SMMP-02 | ● Consumer Behavior and Paths to Persuasion |
| SMMP-03 | ● Mastering Sales: A Toolkit for Success |
| SMMP-04 | ● Social Media & Digital Marketing |




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Evaluation Pattern:

1. 45 Marks MCQ Examination (Online)
2. 45 Marks Assignment (Google Meet)
3. 10 Marks –Class Participation

- Note:**
1. Examination will be conducted online.
 2. Assignments will be collected in google classroom which will be assigned for each department.
 3. Class participation marks will be given based on the attendance of the students.

Certificates will be given to the students in successful completion of the course.



FACULTY INCHARGE

Asst. Prof. Priya Singh



PROGRAMME IN-CHARGE

Dr. Roselin Linitta George



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| Course Code | Course Title | CHAPTERS | Course Details |
|-------------|------------------------------------|------------|--|
| SMMP-01 | SALES AND MARKETING MANAGEMENT - 1 | CHAPTE R-1 | <ul style="list-style-type: none"> • Understanding the Role of Marketing • Marketing Mix • Developing Marketing Goals • Segmenting Markets, Selecting Target Customers & Positioning Your Brand |
| SMMP-02 | SALES AND MARKETING MANAGEMENT - 2 | CHAPTE R-2 | <ul style="list-style-type: none"> • Identify the characteristics of human behavior that enable you to persuade your target audiences • Assess potential consumer insights • Select the strongest insight to accomplish your marketing communication goals • Evaluate core consumer behavior – and what drives it • Recognize persuasive techniques |
| SMMP-03 | SALES AND MARKETING MANAGEMENT - 3 | CHAPTER -3 | <ul style="list-style-type: none"> • Enhancing your Selling and Persuasion Skills • Lead Generation Tactics • Nurturing Prospects • Telling the Right Story at the Right Time for the Right Reasons • Closing the Deal and Getting Deals Unstuck • Ethics to be followed |
| SMMP-04 | SALES AND MARKETING MANAGEMENT - 4 | CHAPTE R-4 | <ul style="list-style-type: none"> • Digital Marketing Fundamentals • A Framework for Marketing in a Digital World • Content Marketing • Search Engine Optimization • Social Media (Organic), Search Engine Marketing, Email Marketing, Other Digital Channels |



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SYLLABUS FOR PERSONAL DEVELOPMENT PROGRAMME-PUBLIC SPEAKING

Programme Objectives

- Establish rapport with your audience
- Learn Public Speaking techniques to reduce nervousness and fear
- Understand your Public Speaking strengths as a presenter and how to appeal to different types of people
- Recognize how visual aids can create impact and attention in Public Speaking
- Develop Public Speaking techniques to create a professional presence
- Learn some different ways to prepare and organize information
- Prepare, practice, and deliver a short presentation

Detailed Syllabus:

The syllabus covers the Personal Development program-Public Speaking--

- Introduction to Professional world
- English Grammar
- Introduction to Public speaking
- Basics of Corporate English

Instructional Methods: Online lectures, practical, activities and assignments

Duration: 3 Months

| Course Code | Course Title |
|-------------|---|
| PDP-01 | Introduction to Professional world – |
| PDP-02 | Foundation 1: English Grammar |
| PDP-03 | Foundation 2: Introduction to Public speaking |
| PDP-04 | Foundation 3: Basics of Corporate English, Dining Etiquette |



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| Course Code | Course Title | CHAPTERS | Course Details |
|-------------|-------------------|------------|--|
| PDP-01 | PUBLIC SPEAKING-1 | CHAPTER-1 | UNIT 1 Introduction to Professional world –KASH, grooming conventions, meeting and dining etiquette, Winning attitude, self-confidence and discipline |
| PDP-02 | PUBLIC SPEAKING-2 | CHAPTER-2 | UNIT 2 Foundation 1: English Grammar (articles, verbs, tenses, prepositions etc.) Conversational English (reading, pronunciation, etiquette, small talk, GD etc.) |
| PDP-03 | PUBLIC SPEAKING-3 | CHAPTER -3 | UNIT 3 Foundation 2: Introduction to Public speaking / giving speeches with hands on practice |
| PDP-04 | PUBLIC SPEAKING-4 | CHAPTER-4 | UNIT 4 Foundation 3: Basics of Corporate English – Applications, Expressions Dining Etiquette |

Evaluation Pattern:

1. 45 Marks MCQ Examination (Online)
2. 45 Marks Assignment (Google Classroom)
3. 10 Marks –Class Participation

Note: 1. Examination will be conducted online.

2. Assignments will be collected in google classroom which will be assigned for each department.
3. Class participation marks will be given based on the attendance of the students.

Certificates will be given to the students in successful completion of the course.



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Asst. Prof. Bushra Ansari




PROGRAMME IN-CHARGE
Dr. Roselin Linitta George



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SYLLABUS FOR COMPETITIVE EXAM

Programme Objectives

- To develop competitive skills in student
- To train them for upcoming Entrances and Competitive exams by providing a basic knowledge of math, logical Reasoning.

Detailed Syllabus:

The syllabus covers Basic Fundamentals of Mathematics, logical reasoning, and English.

Instructional Method: Offline lectures, Objective test and activities.

Duration: 2 Months

| Course Code | Course Title |
|-------------|-----------------------------|
| CEE-01 | Fundamentals Of Mathematics |
| CEE-02 | Logical Reasoning |
| CEE-03 | General English |

| Course Code | Course Title | CHAPTERS | Course Details |
|-------------|-----------------------------|--|--|
| CEE-01 | Fundamentals Of Mathematics | CHAPT ER -1 Algebra | Unit 1: A. Quadratic Equation, Indices, factorization B. Permutation and Combination Unit 2: Ratio and Proportions, percentage, Profit loss, Percentage. Unit 3: Time – work , Distances Speed |
| | | CHAPT ER 2 Probabil ity and Mensura tion. | Unit 1: Probability theory, Addition theorem, dependent and Independent event, Expectation, Unit 2: Areas of triangles Quadrilaterals, circle, Perimeter Unit 3: Volume of cube , cylinder , spheres and cone. |



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|--------|-------------------|----------------------|--|
| CEE-02 | Logical Reasoning | CHAPT ER - 3 | Unit 1: Coding-Decoding, Number series, Unit 2: Clock, Calendar, Unit 3: Blood relation (Family Relation), Seat arrangement |
| | | CHAPTER4 | Unit 1: Set theory, Venn diagram, Unit 2: Data interpretation, odd one out |
| CEE-03 | General English | CHAPTER 5 Grammar | Unit 1: Articles rule, Rules for Tense, Preposition, Active and Passive voice, Synonyms and antonyms Unit 2: idioms and phrases , Direct and indirect speech rule |
| | | CHAPTER 6 | Unit 1: Letter writing format, Reading comprehension |

Evaluation Pattern:

1. 90 Marks MCQ Examination (Offline)
2. 10 Marks –Class Participation

Note: 1. Examination will be conducted Offline.

2. Class participation marks will be given based on the attendance of the students.

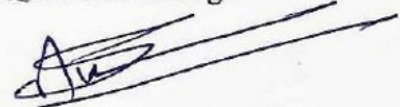
Certificates will be given to the students in successful completion of the course.



FACULTY INCHARGE
Mr. Abhijeet Pawar




IQAC COORDINATOR
Dr. Roseline Linitta George



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SYLLABUS FOR EVENT PLANNING MANAGEMENT PROGRAM

Programme Objectives

To impart knowledge about the basics of event planning and management thereby enabling the learners to prepare for a variety of careers in the events industry. It Improves Customer Service., Increase Operational Efficiency, Grow Revenue, Optimize Facility Utilization & Increase Safety.

Detailed Syllabus:

The syllabus covers following topics-

- Introduction to Event Management
- Pre-Planning and Pre-production of an event
- Pitching and promotion of events
- Careers in Event Management

Instructional Methods: offline lectures, practical, activities and assignments

Duration: 3 Months

| Course Code | Course Title |
|-------------|---|
| EPMP-01 | ● Introduction to Event Management |
| EPMP-02 | ● Pre-Planning and Pre-production of an event |
| EPMP-03 | ● Pitching and promotion of events |
| EPMP-04 | ● Careers in Event Management |




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| Course Code | Course Title | CHAPTERS | Course Details |
|-------------|--|------------|--|
| EPMP-01 | EVENT PLANNING MANAGEMENT PROGRAM - 01 | CHAPTER-1 | UNIT 1- Introduction to Event Management <ul style="list-style-type: none"> • The Event Planning Industry • Event Planning Company: Functions • Role of Event Managers • Assignment |
| EPMP-02 | EVENT PLANNING MANAGEMENT PROGRAM - 02 | CHAPTER-2 | UNIT 2- Pre-Planning and Pre-production of an event <ul style="list-style-type: none"> • Departments and Individual Role • Concept and its Importance • Importance of Presentation • Assignment |
| EPMP-03 | EVENT PLANNING MANAGEMENT PROGRAM - 03 | CHAPTER -3 | UNIT 3- Pitching and promotion of events <ul style="list-style-type: none"> • Crisis Management • Post Evaluation of Event • Marketing and Learning • Assignment |
| EPMP-04 | EVENT PLANNING MANAGEMENT PROGRAM - 04 | CHAPTER 4 | UNIT 4- Careers in Event Management <ul style="list-style-type: none"> • Companies • Self Evaluation • Power of Event Manager • Assignment |



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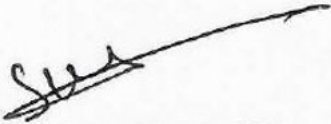
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Evaluation Pattern:

1. 45 Marks MCQ Examination
2. 45 Marks Assignment
3. 10 Marks –Class Participation

- Note:**
1. Examination will be conducted offline.
 2. Assignments will be collected in the classroom which will be assigned for each department.
 3. Class participation marks will be given based on the attendance of the students.

Certificates will be given to the students in successful completion of the course.



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Asst. Prof. Swati Gaikwad



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SYLLABUS FOR TALLY ERP AND GST

Programme Objectives

- The primary learning objective of a Tally course includes understanding and applying the fundamental principles of accounting using the Tally software.
- Goods & Service Tax helps create a common market in India with a uniform taxation system and curb tax evasion in the country. It helps to understand various concepts of Goods & Service Tax. To gain an insight on the recording and analyzing the transactions for compliance under GST & to be familiar with the technology and the flow of return filing under GST.

Detailed Syllabus:

The syllabus covers Basic Fundamentals of Tally ERP and GST.


- The key areas addressed in Fundamentals of Tally are Demonstrate the Golden Rules of Accounting, Define and explain Trial Balance, Trading Account, Profit and Loss Account, and Balance Sheet, Stock Summary - Daybook - Cash and Bank Books - Purchase Register - Sales Register - Journal-Register.
- GST course includes Overview of GST, Registration under GST, Payment of GST

Instructional Methods: Online lectures, practical and activities.

Duration: 2 Months

| Course Code | Course Title |
|-------------|----------------------------|
| T&GST-01 | Fundamentals of Accounting |
| T&GST-02 | Overview of GST |
| T&GST-03 | Registration under GST |
| T&GST-04 | Payment of GST |




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| Course Code | Course Title | CHAPTERS | Course Details |
|-------------|----------------------------|--|---|
| T&GST-01 | Fundamentals of Accounting | CHAPTER -1 Tally 1 | Unit 1: A. Program and Course Overview B. Meaning of Accounting Unit 2: Golden Rules of Accounting Unit 3: Trial Balance |
| | | CHAPTER 2 Tally 2 | Unit 1: Introduction to Financial Statements Unit 2: Receipts and Payments Unit 3: Cash and Bank Book |
| T&GST-02 | Overview of GST | CHAPTER - 3 Introduction and Scope of GST | Unit 1: Introduction and Meaning of GST and IGST Unit 2: Scope of GST Unit 3: Dual GST |
| | | CHAPTER 4 GST Council and GST Network | Unit 1: GST Council Unit 2: Goods and services tax network (GSTN) |
| T&GST-03 | Registration under GST | CHAPTER 5 Introduction and Objectives | Unit 1: Introduction and Objectives Unit 2 : Need and Advantages of Registration |
| | | CHAPTER 6 Registration Procedures | Unit 1: GST Registration Online |
| T&GST-04 | Payment of GST | CHAPTER 7 Introduction to Payment of GST | Unit 1 : Recording / Maintenance of Register/Ledgers Unit 2: Interest on Delayed Payment Unit 3: Payment of GST |




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| | | | |
|--|--|---|---|
| | | CHAPTER 8 Tax Deduction at Source & Collection of Tax at Source | Unit 1 : Tax Deduction at Source (TDS) Unit 2: Collection of tax AT Source (TCS) Unit 3: Unique Identification Number (UIN) |
| | | CHAPTER 9 Modes of GST Payment | Unit 1 : GST payment for different taxpayers Unit 2 : Online modes of Payment Unit 3: Offline modes of Payment |

Evaluation Pattern:


1. 45 Marks MCQ Examination (Online)
2. 45 Marks Assignment (Google Classroom)
3. 10 Marks –Class Participation

Note: 1. Examination will be conducted online.

2. Assignments will be collected in google classroom which will be assigned for each department.

3. Class participation marks will be given based on the attendance of the students.

Certificates will be given to the students in successful completion of the course.


FACULTY INCHARGE
Asst. Prof. Salman Dhokadiya


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Advanced Course in Digital Marketing and Content Creation

Programme Objectives:-

1. **Understanding Digital Landscape:** To familiarize students with the digital ecosystem, including social media platforms, search engines, websites, mobile apps, and other online channels used for marketing.
2. **Developing Marketing Skills:** Teach students fundamental marketing principles and strategies tailored for digital platforms, including content creation, SEO (Search Engine Optimization), PPC (Pay-Per-Click), email marketing, social media marketing, and analytics.
3. **Audience Engagement and Targeting:** Train students on identifying and understanding target audiences, creating buyer personas, and developing strategies to engage and convert prospects into customers.
4. **Content Creation and Management:** Educate students on creating compelling and relevant content for various digital platforms, understanding the nuances of different content types (text, images, videos), and managing content calendars effectively.
5. **Data Analysis and Analytics:** Provide skills in using analytical tools to measure and interpret marketing campaign performance, understand key metrics, and make data-driven decisions to optimize campaigns.
6. **Brand Building and Reputation Management:** Teach strategies for building a brand presence online and managing the brand's reputation through social listening, responding to feedback, and crisis management.
7. **E-commerce and Conversion Optimization:** Educate students on e-commerce strategies, user experience (UX) design, and conversion optimization techniques to maximize sales and customer retention.
8. **Practical Experience and Case Studies:** Provide hands-on experience through projects, internships, or real-world simulations to apply theoretical knowledge to practical scenarios and analyze case studies of successful digital marketing campaigns.
9. **Adapting to Trends and Innovations:** Keep students updated on the latest trends, tools, and technologies in digital marketing, encouraging them to adapt and innovate within this rapidly evolving field.




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10. **Ethical and Legal Considerations:** Instill an understanding of ethical and legal implications in digital marketing, including privacy, data protection, and compliance with industry regulations.

Instructional Methods: Online lectures, case studies and assignments

Detailed Syllabus:

This syllabus offers a structured overview of the main topics covered in a digital marketing course for students. It provides a foundation in various digital marketing strategies, tools, and best practices while incorporating practical applications and case studies to reinforce learning.

Duration: 2 Months (1-Hour lecture, 4 days a week)

| Course Code | Course Title |
|-------------|---|
| ACDMCC - 01 | Introduction to Digital Marketing |
| ACDMCC - 02 | Website Fundamentals and User Experience (UX) |
| ACDMCC - 03 | Search Engine Optimization (SEO) |
| ACDMCC - 04 | Content Marketing and Strategy |
| ACDMCC - 05 | Emerging Trends and Innovations |



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| Course Code | Course Title | Chapters | Course Details |
|-------------|---|--|--|
| Module 1 | Introduction to Digital Marketing | Chapter 1 : Introduction to digital marketing | Understanding the digital landscape and its evolution Overview of digital marketing channels and their significance Key concepts and terminology in digital marketing |
| | | Chapter 2 : Digital Marketing Strategy and Planning | Developing comprehensive digital marketing plans Budgeting, resource allocation, and setting KPIs Integrating various digital channels into a cohesive strategy |
| Module 2 | Website Fundamentals and User Experience (UX) | Chapter 3: Website Development and Management | Basics of website development and design principles Understanding user behavior and user experience (UX) Conversion optimization and best practices for website performance |
| Module 3 | Search Engine Optimization (SEO) | Chapter 4: Social Media Marketing Strategies | Fundamentals of SEO and its importance in digital marketing On-page and off-page optimization techniques Keyword research, content optimization, and link-building strategies |
| | | Chapter 5: Overview on major social media platforms | Overview of major social media platforms (Facebook, Instagram, Twitter, LinkedIn, etc.) Developing a social media strategy Content creation, scheduling, and community engagement |
| Module 4 | Content Marketing and Strategy | Chapter 6: Content Creation on Digital Platform | Understanding content marketing and its role in digital branding Content creation techniques (blogs, videos, infographics, etc.) Content distribution and amplification strategies |
| | | Chapter 7: Analytics and Data-driven Decision Making | Introduction to analytics tools (Google Analytics, etc.) Key metrics and performance indicators in digital marketing Interpreting data and making data-driven |



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| | | | |
|----------|---------------------------------|---|---|
| | | | decisions |
| | | Chapter 8: Mobile Marketing | Overview of mobile marketing strategies and trends Optimizing campaigns for mobile devices Mobile app marketing and its nuances |
| Module 5 | Emerging Trends and Innovations | Chapter 9: AI, voice search, AR/VR | Exploring emerging trends in digital marketing (AI, voice search, AR/VR, etc.) Adapting to new technologies and innovations in the field |
| | | Chapter 10: E-commerce and Conversion Optimization | E-commerce strategies and best practices Conversion rate optimization (CRO) techniques Understanding the customer journey and improving sales funnels Understanding ethical considerations in digital marketing Compliance with regulations, data privacy, and consumer protection laws |

Evaluation Pattern:


1. 45 Marks MCQ Examination (Online)
2. 45 Marks Assignment (Google Classroom)
3. 10 Marks –Class Participation

Note: 1. Examination will be conducted online.

2. Assignments will be collected in google classroom which will be assigned for each department.

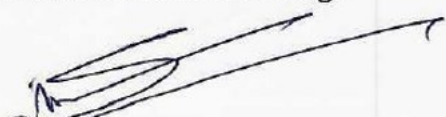
3. Class participation marks will be given based on the attendance of the students.

Certificates will be given to the students in successful completion of the course.


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