

**M.O.P VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)
CHENNAI – 600 034.**



VALUE ADDED COURSES

SYLLABUS

ACADEMIC YEAR 2019 - 2020

*Dr. Fernandes
Jayaram*

Dean-Academics
M.O.P. Vaishnav College for Women (Autonomous),
Chennai-600 034.

M. S. I.
Principal
M.O.P. Vaishnav College for Women
(Autonomous)
No. 20, IV Lane, Nungambakkam High Road
Chennai-600 034

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List of Courses offered during the Academic Year 2019-2020

S.NO	COURSE CODE	NAME OF THE VALUE ADDED COURSES
1.	17UICP301	MULTIMEDIA
2.	17UICP302	BUSINESS ENGLISH CERTIFICATION
3.	17UICP305	BASIC ACCOUNTING WITH ACCOUNTING SOFTWARE
4.	17UICP306	QUANTITATIVE APTITUDE
5.	17UICP307	COMMUNICATIVE HINDI
6.	17UICP308	VISUALIZING AND COPY WRITING FOR ADVERTISING
7.	17UICP309	SOCIAL MEDIA AND WEB ANALYTICS
8.	17UICP310	GEOGRAPHICAL INFORMATION SYSTEM
9.	17UICP311	BUSINESS JOURNALISM
10.	17UICP312	INTERIOR DESIGN
11.	17UICP313	HEALTH AND NUTRITION
12.	17UICP314	ECOLOGY AND WASTE MANAGEMENT
13.	17UICP315	CYBER SECURITY
14.	17UICP316	MOBILE APP DEVELOPMENT
15.	17UICP317	CULINARY ARTS
16.	17UICP318	LINGUISTICS
17.	17UICP319	BIOGRAPHY
18.	18UICP301	INNOVATION AND ENTREPRENEURSHIP MANAGEMENT
19.	18UICP303	GENERAL AWARENESS
20.	15UICP312	BASICS OF COMPUTING SKILLS
21.	15UICP313	WORK PLACE COUNSELLING

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VALUE ADDED COURSE - MULTIMEDIA

Course Code: 17UICP301	Course Type: Practical	Maximum Marks: 100
Credits: 2	Lab Hours: 20 Tutorial Hours: 5 Activity Hours: 5	

COURSE OBJECTIVES (Co)

- Enable students work with all aspects of text, audio, images and video
- Learn the process of drawing, shapes, shading and perspectives by accessing various tools
- Model a shape in 3D with basic parameters

UNIT I

Basics of the powerful 3D software MAYA. This will be a project based series, which means that while you are learning you will be creating an entire animated space scene from scratch

UNIT II

Learning the Basics of 3D in MAYA

Creating Rocky Terrain

UNIT III

Creating the Spaceship Animation

Adding stars to the Environment

UNIT IV

Working with cameras and lights

Creating a Final Render (In this section you will learn how to render out images and videos of the 3D Scene you have created)

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UNIT V

Introduction to the advance level of Animation Industry Pipeline and how it works

COURSE OUTCOMES

COs	Course Outcome
CO 1	Create animated space scene from the scratch
CO 2	Create rocky terrain using basics of 3D in MAYA
CO 3	Create spaceship animation adding stars to the environment
CO 4	Design images through Render feature using camera and lights
CO 5	Propose advance level of Animation Industry Pipeline for projects

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VALUE ADDED COURSE - BUSINESS ENGLISH CERTIFICATION

Course Code: 17UICP302	Course Type: Theory	Maximum Marks: 100
Credits: 2	Lecture Hours: 20	
	Tutorial Hours: 5	
	Activity Hours: 5	

COURSE OBJECTIVES (Co)

- Enable students to improve their business English language skills
- Develop vocabulary and listening skills
- Understanding tone, language and knowledge of communication methods

UNIT I

Understanding and matching of paraphrasing write sentences _ Training on scenario based and questioning to pose right answer

Comprehension _ Underlining key words and concepts and relate to similar meanings

Understanding and comprehending the study of statistical graphs

Comprehension _ Underlining key words and concepts and relate to similar meaning

UNIT II

Grammar Fill up adjectives/prepositions/ _ No training only guiding on grammatical concepts

Read and fill in the missing info

UNIT III

Writing

Internal communication An Email or memo_ Format/ Grammar & Sentence structure / Flow

Business Communication Analyzing a report_ Format/ Grammar & Sentence structure / Flow

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UNIT IV

Speaking

Personal Questions – Will be done one to one / Specifics on interactive communication

Mini presentation on a business topic- Trained on Positive questioning / presentation in sequential pattern

Analyzing a situation _Positives / Draw backs / improvements

UNIT V

Listening

Fill in the blanks on listening to dialogues_ Listen / Pause / And identify

Keen listening to dialogues to understand where they fit Listen / Pause / And identify

A long monologue conversation Listen / Pause / And identify

COURSE OUTCOMES

COs	Course Outcome
CO 1	Examine the correct usage of English grammar in writing, speaking and comprehension activities
CO 2	Breakdown and present information in graphs and charts.
CO 3	Design e-mails, memos, reports and information letters.
CO 4	Develop reading fluency skills through extensive reading and presentation.
CO 5	Present information by identifying speakers through listening and dialogue creation

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**VALUE ADDED COURSE - BASIC ACCOUNTING WITH ACCOUNTING
SOFTWARE**

Course Code: 17UICP305	Course Type: Theory & Practical	Maximum Marks: 100
Credits: 2	Lecture Hours: 10 Lab Hours: 20	

COURSE OBJECTIVES (Co)

- To provide an overview of the use of accounting in business
- To give an understanding of the practical applications of the branches of accounting
- To enable students to read and understand the basic corporate financial statements and reports and the implications contained therein.
- To use accounting software to compile final accounts of business concerns.

UNIT I

Introduction to accounting

Accounting terms, Concepts and convention, Book-keeping and accounting, Branches in accounting, Accounting equation.

UNIT II

Financial Accounting

Golden Principles of accounting, Transaction - Journal, Ledger, Trial Balance and Final Accounts.

UNIT III

Cost Accounting

Preparation of cost sheet, tenders and quotation, Overhead Apportionment.

UNIT IV

Management Accounting

Preparation of Budgets.

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UNIT V

Accounting Software

Computerized accounting- Installing Tally- Features & Procedure for Installing Tally- Changing default settings, Introduction to Tally - Opening screen of Tally- Creating company- Selecting company- shutting a company- altering company- configuring company, Inventory Information- Creation of stock group (Displaying, altering and deleting groups)- Stock item (Displaying, altering and deleting item)- Units of measure, Accounting Information – Ledger-single and multiple ledgers (Displaying, altering and deleting ledger), Vouchers in tally –Contra Vouchers – Purchases vouchers- Sales vouchers - Payments - Receipt voucher - Journal Voucher, Display Menu – Trial Balance, Profit & loss account and Balance sheet.

REFERENCE BOOKS

- T.S.Reddy & Dr.A.Murthy(2016), Financial Accounting, Margham Publications, Chennai.
- T.S.Reddy & Y.Hari Prasad Reddy(2017), Cost and Management Accounting, Margham Publications, Chennai.

COURSE OUTCOMES

COs	Course Outcome
CO 1	Evaluate accounting equations and double-entry bookkeeping
CO 2	Construct a trial balance, balance sheet and a profit and loss account
CO 3	Integrate Cost concept and techniques in applications and allocation of overhead
CO 4	Develop flexible budget as a tool to predict adaptation to unexpected business situations
CO 5	Create accounting solutions using Tally Software

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VALUE ADDED COURSE - QUANTITATIVE APTITUDE

Course Code: 17UICP306	Course Type: Theory	Maximum Marks: 100
Credits: 2	Lecture Hours: 20 Tutorial Hours: 5 Activity Hours: 5	

COURSE OBJECTIVES (Co)

- To develop students' ability in logical, analytical and reasoning skills in problem solving
- To enhance heuristic, systematic, critical and lateral thinking
- To make students understand the relevance and need of quantitative methods for making business decisions

UNIT I

Arithmetic Ability

Percentage, Problems on Numbers and ages.

UNIT II

Series Completion

Number series, Alphabet series and Alpha-Numeric series.

UNIT III

Analogy

Completing the Analogous pair, Direct / Simple Analogy.

UNIT IV

Coding- Decoding

Letter Coding, Direct Letter Coding, Number/ Symbol coding.

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UNIT V

Data Interpretation

Tabulation, Pie chart, Line graph.

REFERENCE BOOKS

- R. S. Aggarwal (2012), Quantitative Aptitude for M.B.A, S,Chand & Company, New Delhi.
- R. S. Aggarwal (2012), A Modern Approach to Verbal & Non-Verbal Reasoning, S.Chand & Company, New Delhi.

COURSE OUTCOMES

COs	Course Outcome
CO 1	Solve Problems using arithmetic, algebraic, geometrical and statistical methods.
CO 2	Analyse the Problems logically and implement varied approaches in its solving.
CO 3	Develop analytical and logical reasoning skills for data interpretation
CO 4	Prove competencies in coding and decoding of letters, symbols and numbers
CO 5	Present data using graphs, tables, charts and draw inferences from them.

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VALUE ADDED COURSE - COMMUNICATIVE HINDI

Course Code: 17UICP307	Course Type: Theory	Maximum Marks: 100
Credits: 2	Lecture Hours: 20 Tutorial Hours: 5 Activity Hours: 5	

COURSE OBJECTIVES (Co)

- To help students write expository essays in Hindi on a various subject
- To impart basic and advanced Hindi Vocabulary, Grammar and Pronunciation.
- To build confidence and make students learn the language in an effective way

UNIT I

Introduction to Alphabets

Basic Words used in daily life

UNIT II

Numerals

Relationships, Names of Day, Month, Fruits, Flowers, Directions

Household items, common phrases

UNIT III

Vowels and Consonants

Verbs, subjects, Tenses – Past, Present and Future

UNIT IV

Simple Grammar with Sentence Formation

Listening and Reproducing

UNIT V

Conversation in various situation - Group Discussion

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COURSE OUTCOMES

COs	Course Outcome
CO 1	Examine the use of alphabets in spoken language
CO 2	Outline the usage of relationship between numbers and other hypernyms
CO 3	Develop confidence to compound words and verb formations.
CO 4	Construct simple sentences and conversations using grammar
CO 5	Propose a presentation of the linguistic skills acquired

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**VALUE ADDED COURSE - VISUALIZING AND COPY WRITING FOR
ADVERTISING**

Course Code: 17UICP308	Course Type: Theory	Maximum Marks: 100
Credits: 2	Lecture Hours: 20 Tutorial Hours: 5 Activity Hours: 5	

COURSE OBJECTIVES (Co)

- To orient students into the World of Advertising.
- To understand the significance of copy and art in Advertising.
- To understand the nuances of Strategizing in Advertising.

UNIT I

Overview of the Advertising: World and Indian perspective
Advertising Agencies: Structure and functions

UNIT II

Creativity in Advertising, Writing for Different Media: Style and Formats
Copywriting, Creative Writing, Copy and Art platform, Qualities of copy writer, Structure of Ad copy.

UNIT III

Visualization in Advertising, Elements and Principles of Design, Typography, Logo, Illustration, Layout design, Graphics and Visual effects

UNIT IV

Discussing the successful Advertising Campaign
Target Audience Analysis

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UNIT V

Understanding Media and Communication Strategy-Introduction to IMC components

Creating Advertising strategy and planning

REFERENCE BOOKS

- Bly, Robert W “The Copywriter’s Handbook” , 3 rd Edition, An Owl Book, Henry Halt & Company, Newyork.
- Arens, Bovee ,“Advertising Excellence”
- Yeshin Tony, “ Advertising”, Thomson (2006) , CTPS ,China.
- Green, Jen “ Advertising”, Ethical Debates , 2012, Rosen Central, Newyork.

COURSE OUTCOMES

COs	Course Outcome
CO 1	Analyse the role of creative team and the copywriter in the advertising agency
CO 2	Integrate emerging technology with advertising strategies
CO 3	Outline the creative side of the advertising industry
CO 4	Compose skilful headlines, layout design, copy, visual effects and scripts for specific media.
CO 5	Develop an advertising strategy and plan

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VALUE ADDED COURSE - SOCIAL MEDIA AND WEB ANALYTICS

Course Code: 17UICP309	Course Type: Theory	Maximum Marks: 100
Credits: 2	Lecture Hours: 20 Tutorial Hours: 5 Activity Hours: 5	

COURSE OBJECTIVES (Co)

- To make students understand the role of social media data and analytics in helping organizations achieve their goals
- To enable students to provide actionable and strategic recommendations based on thorough social media data analysis
- To make students decode data and arrive at a effective social media strategy

UNIT I

Introduction to Social Media& Web Analytics

Web sites, web apps, mobile apps and social media - Usability, user experience, customer experience, customer sentiments, web marketing, conversion rates, ROI, brand reputation, competitive advantages

Web analytics and Web analytics 2.0 framework (clickstream, multiple outcomes analysis, experimentation and testing, voice of customer, competitive intelligence, Insights)

UNIT II

Social media analytics

Social media KPIs (reach and engagement) - Performing social media analytics (business goal, KPIs, data gathering, analysis, measure and feedback)

UNIT III

Web metrics and web analytics

Pulse Metrics - Page views, Uptime, Latency, Seven-day active users) on business and technical issues

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Heart Metrics - Happiness, Engagement, Adoption, Retention, and Task success) on user behaviour issues;

On-site web analytics, off-site web analytics, the goal-signal-metric process

UNIT IV

Data analysis language and tools

Ready-made tools for Web and social media analytics - Key Google Analytics metrics, dashboard, social reports

Statistical programming language (R), its graphical development environment (Deducer) for data exploration and analysis, and its social media analysis packages (RGoogleTrends, twitterR)

UNIT V

Case analysis

User experience measurement cases and Web analytics cases

COURSE OUTCOMES

COs	Course Outcome
CO 1	Examine web and social media analytics and their potential impact
CO 2	Analyse the data generated from questionnaire surveys, Web and social media tracking tools
CO 3	Examine the various web analytics processes and metrics used to measure online success.
CO 4	Analyse social media data(e.g. Facebook, Twitter, and Instagram) using social media measurement tools.
CO 5	Test data such as user experience and social Media comments to understand the sentiments of the customers.

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VALUE ADDED COURSE - GEOGRAPHICAL INFORMATION SYSTEM

Course Code: 17UICP310	Course Type: Theory	Maximum Marks: 100
Credits: 2	Lecture Hours: 20 Tutorial Hours: 5 Activity Hours: 5	

COURSE OBJECTIVES (Co)

- To introduce concept, principles and applications of Geographic Information Systems (GIS)
- To train students on using various remote sensing data types / formats
- To enable students to create maps, images and apps to communicate spatial data in a meaningful way to others
- To provide exposure to basic tools and techniques in GIS software

UNIT I

Introduction, Course overview, what is GIS
Cartographic principles and conventions

UNIT II

Spatial data properties and structure
Spatial data management, geodatabase basics

UNIT III

GIS modeling and automation; web GIS and open source GIS

UNIT IV

Introduction to Remote Sensing
Introduction to Global Positioning Systems

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UNIT V

Geospatial applications and perspectives

COURSE OUTCOMES

COs	Course Outcome
CO 1	Outline fundamental concepts and practices of Geographic Information Systems.
CO 2	Compare and Contrast usage of principles of GIS and GPS for preparing the geospatial database
CO 3	Develop models in GIS using Open source and Web GIS
CO 4	Outline basic principles of remote sensing
CO 5	Analyse the fundamental theory and concepts of the Global Positioning System

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VALUE ADDED COURSE - BUSINESS JOURNALISM

Course Code: 17UICP311	Course Type: Theory	Maximum Marks: 100
Credits: 2	Lecture Hours: 20	
	Tutorial Hours: 5	
	Activity Hours: 5	

COURSE OBJECTIVES (Co)

- To help students understand the intricacies of business journalism.
- To familiarize them with financial concepts and economic issues.
- To train students in the techniques of business reporting.

UNIT I

Basics of business and economic reporting

- a. Different types of stories: Analytical, news, in-depth, interviews and data (with examples);
- b. Where and how to get stories (press conferences, meetings, analyst con-calls);
- c. Building and maintaining sources;
- d. Connecting with the PR agencies and Corp Communications team;
- e. Why write mainly about public companies?
- f. Basic questions that the story must answer and connecting the dots;
- g. Trend analysis involving research and contextualization;
- h. Ethics;
- i. The age of video cams and twitter.

Team Assignment: Each team of students writes one story each day on a class blog.

Sources of Information, Finding the peg, Types of Stories and Writing and Editing styles

- a. Information Sources on the internet- SEBI, RBI, Stock Exchanges, MCA etc.,
- b. Different types of company stories such as financial performance, mergers and acquisitions, AGMs, management changes, labour disputes, privatization, stock

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market movements, stock splits, share buybacks, foreign direct investment, etc; and whom to tap

- c. Peg; and finding the local angle for an international development.

UNIT II

Numbers are your best friend - studying companies' financial statements

- a. Understand the basic components of financial statements - Balance sheet (Assets & liabilities), Profit & loss statement (Income & expenditure), Cash flows, Notes to accounts;
- b. Difference between consolidated / standalone financial statements;
- c. Reporting of financial statements under various standards (India - Indian GAAP, International - US GAAP / IFRS);
- d. Key financial metrics typically used from a business journalism perspective with few examples;
- e. Broadly, how to compare financial statements of different companies within a sector (leading to highlighting importance of understanding sectors in business journalism to be covered in the next session).

UNIT III

Covering specific sectors -- automobile, technology and telecommunication, finance and insurance, education, health, transportation and logistics, infrastructure and power

- a. Key industries that are considered as growth drivers of Indian economy;
- b. Industry analyst. Reading of various reports published by industry analyst through primary research. Insights into growth drivers for each industry;
- c. Understanding the dynamics of macro-economic factors that can influence each sector (with a cursory review; to be taken up in detail during the session on covering the broad economy);
- d. Highlight the coverage of sample industry magazines, requiring in-depth coverage of industry & knowledge specialisation in articulation of reports;
- e. Walkthrough of sample industry reports.

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Assignment: Candidates (in teams) to choose one sector each and build an industry report based on recent developments quoting primary research reports, business journals, etc.

UNIT IV

Data Journalism and Economics Reporting

Covering the broad economy; Stories economic reporters write about (topics related to companies and jobs, government spending, budget and tax policies).

Legal Journalism

Chennai Companies

Group presentation on company, financial performance, etc.

UNIT V

Preparing for press conferences and Style Book Guides

- a. Covering strikes, corporate crisis, celebrity interviews, writing corporate profiles and covering product launches, product reviews;
- b. Recording Interviews;
- c. What NOT to report;
- d. Group writing assignment.

REFERENCES

- Chris Roush, (2003), Show me the Money: Writing Business and Economics Stories for Mass Communication, Lawrence Erlbaum Associates.
- Jay Taparia, Understanding Financial Statements: A Journalist's Guide, Marion Street Press.
- Rebecca Smith and John Emshwiler, (2003), 24 Days: How Two Wall Street Journal Reporters Uncovered the Lies that Destroyed Faith in Corporate America, Harper Collins.
- Terri Thompson (ed.) (2001), Writing about Business: Writing The New Columbia
- Knight-Bagehot Guide to Economics & Business Journalism, Columbia University Press.

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- Howard Kurtz (2001), *The Fortune Tellers: Inside Wall Street's Game of Money, Media, and Manipulation*. Touchstone Books.
- Charles Layton (2003), *Ignoring the Alarm*, *American Journalism Review*, March 2003. pp. 21-28.
- Jeffrey Madick (2003), *Financial Reporting: Lessons of the Enron Collapse*, *Harvard International Journal of Press/Politics*, Winter 2003. pp. 3-7.
- Edward Lotterman (2002), *Media need to know value of dollar vs. trade deficit*. St. Paul Pioneer Press. May 26, 2002.

COURSE OUTCOMES

COs	Course Outcome
CO 1	Examine various forms of reporting and structure of news writing
CO 2	Categorise the different aspects of editing which are crucial requirements in the job market.
CO 3	Evaluate basic numerical and statistical concepts
CO 4	Critically examine the ethical and legal issues faced by journalists
CO 5	Analyse and derive meaningful conclusions for any information.

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VALUE ADDED COURSE - INTERIOR DESIGN

Course Code: 17UICP312	Course Type: Theory	Maximum Marks: 100
Credits: 2	Lecture Hours: 20 Tutorial Hours: 5 Activity Hours: 5	

COURSE OBJECTIVES (Co)

- To become aware of the planning principles for designing various interior spaces
- To acknowledge the development of interior design and the role of the interior designer and their impact upon the multi-cultural built environment
- To make students recognize the diverse forms and uses of art and accessories in interiors

UNIT I

Introduction to Interior Design

Concepts of Interior Design

UNIT II

Colours In Interior Design

Lighting

UNIT III

Furniture Design

Graphics in Interior Design

UNIT IV

Services

Floriculture

UNIT V

Kitchen Design

Materials and Green Building Technology

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COURSE OUTCOMES

COs	Course Outcome
CO 1	Application of knowledge of colours to a space, accurately based on key concepts.
CO 2	Examine the functional aspects of furniture and designed-object materials
CO 3	Evaluate lighting requirements for different functions and tasks
CO 4	Test the technical aspects of interior building systems.
CO 5	Examine the functional aspects of interior materials.

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VALUE ADDED COURSE - HEALTH AND NUTRITION

Course Code: 17UICP313	Course Type: Theory	Maximum Marks: 100
Credits: 2	Lecture Hours: 20 Tutorial Hours: 5 Activity Hours: 5	

COURSE OBJECTIVES (Co)

- To appreciate the importance of balanced diet
- To understand the food and nutritional requirements of adults
- To understand the role of nutrition in weight management, diabetes and cardiovascular disease.

UNIT I

Introduction to health and nutrition

Explanation of terms- Health, Nutrient requirement, Dietary standards, Recommended Dietary Allowance, Balanced diet

Food Groups, Functions of food, Food guides-Food pyramid and Myplate, Food in relation to health

UNIT II

Planning a balanced diet

Principles of planning a diet, Guidelines for planning a balanced diet, Food Exchange list, Steps in planning a diet

UNIT III

Nutritional and Food Requirements of Adults

Reference man and woman- Classification of activities based on occupation- Nutritional requirements of adults- Importance of functional foods.

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UNIT IV

Nutrition and Weight management

Over nutrition-Obesity: Aetiology, Assessment- Body weight, BMI, Waist circumference, Diet therapy- principles of dietetic management and dietary guidelines

Undernutrition- Under Weight: Limitations of underweight, Aetiology, Nutritional and food requirement, Dietary guidelines

UNIT V

Fitness for health

Fitness- Types and Components. Role in prevention of disease and health promotion
Yoga for fitness, Role of exercise, dance, games and martial arts in fitness.

REFERENCES

- American dietetic association-www.eatright.org
- Dietary guidelines for Indians, 2011, A manual, NIN, Hyderabad
- Personalised nutrition counselling site-www.nutricise.com
- USDA Food Guide-My Pyramid.gov, choosemyPlate.gov
- 5 a day for better health-www.5aday.com
- Functional foods, 2009, Positive paper American dietetic association, J Am Diet Assoc. 109.
- Obesity foundation India: www.ofi.co.in.
- Journal of American Dietetic Association-www.eatright.org.
- Lifeline Nutrition and Fitness Links-www.lifelines.com/ntnlk.html
- Nutrition software-www.nutrigenie.biz/products.html
- Nutrition and Weight maintenance-www.niddk.nih.gov/health/nutrit/nutrit.htm
- Wardlaw, G. M. and Hampl, J.S. (2007). Perspectives in Nutrition. (7 th ed.). New York, USA: McGraw-Hill.
- L. Kathleen Mahan, Sylvia Escott Stump, Krause's Food & Nutrition Therapy, International Edition, (12 th ed.). Canada
- Bender A David 2005, Dictionary of food and nutrition, Oxford University Press, Oxford.

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COURSE OUTCOMES

COs	Course Outcome
CO 1	Analyse basic human nutritional needs to maintain good health throughout life
CO 2	Develop a balanced diet to improve the general wellness of an individual.
CO 3	Examine energy and nutritive demand of adults.
CO 4	Categorize dietary principles and guidelines to overcome malnutrition problems.
CO 5	Critically Examine the physical and mental benefits of increased fitness activity.

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VALUE ADDED COURSE - ECOLOGY AND WASTE MANAGEMENT

Course Code: 17UICP314	Course Type: Theory	Maximum Marks: 100
Credits: 2	Lecture Hours: 20 Tutorial Hours: 5 Activity Hours: 5	

COURSE OBJECTIVES (Co)

- To provide insight on current environmental issues
- Role of individual in protecting the environment
- Enable students to understand concept of waste management and the ways of reducing waste
- Disposal and treatment of waste- 3 R system

UNIT I

Introduction to environment-Eco system-balanced eco system-human activities-effects of human activities on environment-Need for public awareness-Health Risk & Vulnerability of humans due to environmental Degradation

UNIT II

Ecology- biodiversity-impact of economy on ecology-restoration-biodiversity threats and conservation

UNIT III

Introduction to waste management-Environmental issues –ways of environmental pollution-need of waste management- State of municipal waste generation in the world-ways of dealing with municipal solid waste-sanitary land fill- recycling of plastic

UNIT IV

Liquid waste management-hazardous and toxic waste-Municipal waste handling in Indian cities and towns- Bio medical and chemical waste- Nuclear and E waste- environmental

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consequences of ship breaking- polluting industries of India-hazardous waste from other countries to India

UNIT V

Disposal of solid waste and management -3R system –new technologies in 3R -3R in home-3R in our country- ways of minimizing wastages- home-city-country-organic waste management -waste prevention-Climate change and adaptation

COURSE OUTCOMES

COs	Course Outcome
CO 1	Develop an understanding of structure and function of an ecosystem
CO 2	Propose different biodiversity conservation measures.
CO 3	Outline the industry specific solid waste management practices
CO 4	Formulate and assess various biotreatment technologies for solid and liquid waste management
CO 5	Plan the management, treatment and disposal of hazardous wastes.

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VALUE ADDED COURSE - CYBER SECURITY

Course Code: 17UICP315	Course Type: Theory	Maximum Marks: 100
Credits: 2	Lecture Hours: 20 Tutorial Hours: 5 Activity Hours: 5	

COURSE OBJECTIVES (Co)

- To exhibit knowledge to secure corrupted systems, protect personal data, and secure computer networks in an organization.
- To understand principles of web security and to guarantee a secure network by monitoring and analysing the nature of attacks through cyber/computer forensics software/tools.
- To understand cybercrime management standards, guidelines and procedures as well as the implementation and governance of these activities

UNIT I

Definition – Crime, Cyber Crime, Information Security, Digital Forensics – Conventional Crime Vs. Cyber Crime - Uniqueness of Cyber Crime – History of Cyber Crimes.

UNIT II

Forms of Cyber Crimes – Hacking – types of hacking, hackers, Cracking, DoS, DDos, Cyber Bullying, Cyber Stalking, Pornography, Phishing, Intellectual Property Theft, Data Theft, Dada diddling, malwares, stegnography, salami attacks, ATM and Credit card frauds, Teleom Frauds

UNIT III

Social Media – Definition, Types, advantages and disadvantages – Crimes through social media, victimization through social media – Do's and Don'ts in Social Media – Safe Surfing

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UNIT IV

Understanding cyber criminal behavior – modus operandi - Criminological , Sociological and Psychological theories relating to cyber crime behavior.

UNIT V

Information Security - Fraud Triangle – Components of Information Security – Desktop Security – Email Security – Web Security – Threats to information security and counter measures

COURSE OUTCOMES

COs	Course Outcome
CO 1	Examine the driving factors triggering the need for network security
CO 2	Investigate the different forms of hacking techniques and the vulnerability exploits
CO 3	Analyse the ways in which social media is used to commit organized cyber crime
CO 4	Evaluate the underlying theories relevant to cyber security management.
CO 5	Critically evaluate the measures used to counter cyber organized crime

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VALUE ADDED COURSE - MOBILE APP DEVELOPMENT

Course Code: 17UICP316	Course Type: Theory	Maximum Marks: 100
Credits: 2	Lecture Hours: 20 Tutorial Hours: 5 Activity Hours: 5	

COURSE OBJECTIVES (Co)

- To help students to gain a basic understanding of Android application development
- To inculcate working knowledge of Android tools
- To give insight into new trends, layouts and features in the mobile device

UNIT I

Introduction, History and Eclipse
Intent & Layouts

UNIT II

List View, Spinner View
Menus, Gallery View, Grid View

UNIT III

Notification, Image Switcher
Preferences

UNIT IV

Auto Complete, Internet Availability
Audio & Video, Map View

UNIT V

Web View Email & Call, Alarm
Mini App Developed & Hosted in Device

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COURSE OUTCOMES

COs	Course Outcome
CO 1	Outline the concepts and processes of mobile application development
CO 2	Construct an interactive application with multiple activities including audio, video and notifications
CO 3	Create various Layouts and views of applications
CO 4	Design mobile applications and basic mobile features
CO 5	Develop own Android applications effectively

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VALUE ADDED COURSE - CULINARY ARTS

Course Code: 17UICP317	Course Type: Theory	Maximum Marks: 100
Credits: 2	Lecture Hours: 20 Tutorial Hours: 5 Activity Hours: 5	

COURSE OBJECTIVES (Co)

- This specialty course focuses on training the students in preparation of specialty foods
- Development of presentation skills and idea

UNIT I

Theory of presentation skill

- Basic elements of food presentations
- Presenting food for service – table set-up: rules and etiquette
- Garnishes and food decorations

UNIT II

Practical of speciality food production

- Soups and drinks (2 -3 variety):
- Sandwiches and dips (2 - 3 varieties, science behind the flavours and their combinations)
 - Chocolate sandwich
 - Beetroot mayo sandwich
 - Grilled pineapple sandwich

UNIT III

- Multi cuisines (2 recipes in each)
 - Mexican – wraps / nachos & salsa / baked beans
 - Italian – pastas / bread varieties – appetizers

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- Sauces / Preserves
 - Fruit based preserve (Strawberry, blueberry or any other based on availability)
 - Caramel
 - Fruit sauce (Apple, plum or any other based on availability)
 - Candied fruits/peels

UNIT IV

- Dessert
 - Pan cake
 - Waffles
 - Puddings

UNIT V

- Chocolates
 - Dark chocolate with variety of fillings
 - Combinations white and dark
 - Chocolate truffles
 - Chocolate wrapping and presentation ideas

COURSE OUTCOMES

COs	Course Outcome
CO 1	Discuss the techniques of baking science in the preparation of a variety of products.
CO 2	Develop skills necessary for the preparation of quality foods in a professional setting
CO 3	Demonstrate food presentation techniques
CO 4	Make and employ equipments used in decoration
CO 5	Assemble food presentation, table service using appropriate etiquette for specific situations.

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VALUE ADDED COURSE - LINGUSITICS

Course Code: 17UICP318	Course Type: Theory	Maximum Marks: 100
Credits: 2	Lecture Hours: 20	
	Tutorial Hours: 5	
	Activity Hours: 5	

COURSE OBJECTIVES (Co)

- To encourage students to develop their interest and enjoyment in the use of English
- Develop and apply the concepts and methods of the English language
- Develop an understanding of language issues
- Develop skills as interpreters and producers of meaning

UNIT I

Introduction to language

Overview of language, animal communication & human language
The human brain & language development.

UNIT II

Phonetics and Phonology

Air stream mechanisms, places and
Numbers of articulation, Vowels and Consonants, Supra-segmental features. Concept
Of Distinctive features, Concept of Phoneme, Principles of Phonemic Analysis,
phonological processes.

UNIT III

Morphology and Semantics

Morph, Allomorph, Morpheme and word.
Morpheme as a meaningful unit and as a grammatical unit. Types of morphs
Word formation process; Inflection, Derivation, Compound formation,
Reduplication etc., Grammatical Categories and Parts of Speech

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Science structure - Lexical and Phrasal. Phrase markers and tree diagrams
Generative Grammar and adequacies of grammar.

UNIT IV

Language variation and changes

Social and Geographical variation, Language in relation to social variables like caste, class, etc., Styles and Registers. Diglossia and Bilingualism. Code-switching and Code-mixing. Language and culture, Ethno methodology and ethnography of speaking

UNIT V

Analysis of use of Language

Distinguish the linguistic features of written, spoken and multimodal texts, interpretation of meanings with different modes of communication, Knowledge of purpose, audience, context and culture influence language use, Adoption of appropriate tone and style in writing for specific audiences, purposes, contexts and cultures.

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- http://www.ling.upenn.edu/courses/Fall_2007/ling001/morphology.html
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- <http://www.bbc.co.uk/learningenglish/english/features/pronunciation>
- <http://englishpronunciationcourse.com/blog/> <https://www.myenglishteacher.eu/>

COURSE OUTCOMES

COs	Course Outcome
CO 1	Analyse connection between human brain and language development
CO 2	Examine the scheme of phonetics and phonological
CO 3	Construct parts of speech flawlessly using a sound grammatical base
CO 4	Evaluate the impact of societal functions on language usage
CO 5	Develop versatile writing styles using appropriate tone and style for specific audiences, contexts and cultures

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VALUE ADDED COURSE – BIOGRAPHY

Course Code: 17UICP319	Course Type: Theory	Maximum Marks: 100
Credits: 2	Lecture Hours: 20 Tutorial Hours: 5 Activity Hours: 5	

COURSE OBJECTIVES (Co)

- To give an account of a person's life and achievements
- Explore several different types of biographies to help determine their area of interest.

UNIT I

The Diary of a young girl – By Anne Frank

UNIT II

SubramaniaBharati

UNIT III

Wings of fire – An autobiography of Abdul Kalam

UNIT IV

The Life and Times – Kamaraj

UNIT V

Reflections - Swami Vivekananda

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COURSE OUTCOMES

COs	Course Outcome
CO 1	Analyse various themes which arise out of Anne's evolving personality.
CO 2	Combine the importance of helping achieve mutual goals and turning dreams to reality.
CO 3	Outline the structures of biography as distinct forms of literature
CO 4	Compare different writers' and researchers' portrayal of the people and events.
CO 5	Outline key language, structure, organization in biographical writing

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**VALUE ADDED COURSE - INNOVATION AND ENTREPRENEURSHIP
MANAGEMENT**

Course Code: 18UICP301	Course Type: Theory	Maximum Marks: 100
Credits: 2	Lecture Hours: 20 Tutorial Hours: 5 Activity Hours: 5	

COURSE OBJECTIVES (Co)

- To develop idea generation, creative and innovative skills
- To understand the role and importance of entrepreneurship for economic development
- To enable students to design business plans by considering all dimensions of business

UNIT I

Analyzing the Current Business Scenario, Innovation and Creativity- An Introduction, Innovation in Current Environment, Types of Innovation, School of Innovation. Challenges of Innovation, Steps of Innovation Management, Idea Management System, Divergent V/s Convergent Thinking, Design Thinking and Entrepreneurship

UNIT II

Experimentation in Innovation Management, Idea Championship, Participation for Innovation, Co-creation for Innovation, Proto typing to Incubation. What is a Business Model, Who is an Entrepreneur, Social Entrepreneurship, Blue Ocean Strategy-I, Blue Ocean Strategy-II

UNIT III

Marketing of Innovation, Technology Innovation Process, Technological Innovation Management Planning, Technological Innovation Management Strategies, Technology Forecasting.

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UNIT IV

Sustainability Innovation and Entrepreneurship, Innovation Sustainable Conditions,
Innovation: Context and Pattern, SME'S strategic involvement in sustainable development,
Exploration of business models for material efficiency services
Management of Innovation, creation of IPR, Management of Innovation, creation of IPR,
Types of IPR, Patents and Copyrights, Patents in India

UNIT V

Business Models and value proposition, Business Model Failure: Reasons and Remedies,
Incubators : Business Vs Technology, Managing Investor for Innovation , Future markets and
Innovation needs for India.

COURSE OUTCOMES

COs	Course Outcomes
CO 1	Design and Implement innovation strategies in organisations, corporate foresight and technology to detect sources of competitive advantage
CO 2	Examine ethical, environmental and sustainability considerations in business decision-making and practice.
CO 3	Compare and assess business opportunities
CO 4	Develop a plan for implementing entrepreneurial activities in a globalised and competitive environment
CO 5	Evaluate paths to value creation through company formation, social innovation and intellectual property licensing.

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VALUE ADDED COURSE - GENERAL AWARENESS

Course Code: 18UICP303	Course Type: Theory	Maximum Marks: 100
Credits: 2	Lecture Hours: 20 Tutorial Hours: 5 Activity Hours: 5	

COURSE OBJECTIVES (Co)

- To enable the students have a thorough understanding of the various important issues of National and international relevance
- To motivate the students to prepare for competitive exams
- To enable the students to have an overall view of the society in which they live.

UNIT I

Current Events of National and International Importance

- Current social issues
- Political issues
- Economic issues
- Business issues
- International issues
- Environmental issues
- Sports issues

(Issues that took place between June to September of that academic year will be given more weightage.)

UNIT II

General and World Geography

Natural Resources of the world:

- Earth in space – Atmosphere, Atmospheric moisture, climate, Hydrosphere, Lithosphere
- Landforms – Continents and oceans, mountains, plateaus and plains

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- Internal and External forces of Earth.
- Soils, Natural vegetation and wild life
- Economic , Resources, Agriculture
- Industry, Transport and communication
- Continents, Important cities of the world

UNIT III

International Organizations

- United Nations Organizations
- The Commonwealth
- SAARC
- ASEAN

UNIT IV

Indian Geography

- Land forms, Drainage, climate, Natural vegetation and wild life
- Natural Resources of India
- Soils, Agriculture, Animal Husbandry and fishing, Mineral Resources, Energy
- Industry, Transport and communication.
- The people, settlements and migration

UNIT V

Economic and Social Development

- National income and structural change
- Foreign Trade, Foreign capitals
- Prices, Indian currency
- Economy Development, Nature of Indian Economy
- Social Demographics, poverty
- Development Initiatives by the State/Central Government

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COURSE OUTCOMES

COs	Course Outcomes
CO 1	Analyse current events of national and international importance
CO 2	Support the balance of the ecological system through resources allocation
CO 3	Defend the role of International organisations in terms of contribution to welfare of nations
CO 4	Create analytical models to study the anthropology of the Indian race
CO 5	Formulate strategies for economic and social development through a study of demographic, business and governmental policies

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VALUE ADDED COURSE - BASICS OF COMPUTING SKILLS

Course Code: 15UICP312	Course Type: Practical	Lab Hours: 20 Tutorial Hours: 5 Activity Hours: 5
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COURSE OBJECTIVES (Co)

- To familiarize with basics of Computers and Microsoft Windows
- To make students perform basic functions in a word processor and spreadsheet
- To explore the impact that technology has on individuals and organizations

UNIT I

- Knowledge of Basic computers
- Windows Operating system

UNIT II

- MS Word 2010 Training

UNIT III

- MS Excel Training

UNIT IV

- MS Power point Training Internet Training

UNIT V

- Email internet

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COURSE OUTCOMES

COs	Course Outcome
CO 1	Select and use the appropriate software application to complete a particular task
CO 2	Create documents in MS Word format text and develop the ability to use automatic formatting tools
CO 3	Critically sort and manipulate data using formulas and functions in a worksheet
CO 4	Create and format simple presentations
CO 5	Outline the appropriate use of e-mail and e-mail related "netiquette"

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VALUE ADDED COURSE - WORK PLACE COUNSELLING

Course Code: 15UICP313	Course Type: Theory	Lecture Hours: 20 Tutorial Hours: 5 Activity Hours: 5
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COURSE OBJECTIVES (Co)

- To integrate knowledge with practice, particularly to synthesize key concepts from a number of counselling theories, to cope with the multi-dimensional needs of workplace.
- To cultivate a healthy and positive work environment by identifying major issues that may need professional intervention.
- To develop a practice model with own values to address conflicts or tensions arising from the inter-personal relationships in work settings.

UNIT I

Introduction

- The Role at Work Place
- Personal Best and Professional Best
- Improving Your Assertiveness

UNIT II

Self-Awareness

- Self-Management
- Body Language and Frame of Reference
- Assertiveness

UNIT III

Time Management

- Time Management and to do lists
- Outline Your Day
- Time Management Tools

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UNIT IV

Productivity Tools

- Productivity Mind Map
- Defining Your Priorities
- 80/20 Rule
- Productivity Tools

UNIT V

Interpersonal Communication Skills:

- Effective and appropriate professional communication technique
- Providing positive and constructive feedback
- Dealing with conflict and communicating in both informative and persuasive ways
- Interpersonal Communication with Colleagues
- Networking Skills

COURSE OUTCOMES

COs	Course Outcome
CO 1	Develop an understanding and practice personal and professional responsibility
CO 2	Imbibe ethical values and develop self-management skills
CO 3	Create a personal plan that fits their personality and style
CO 4	Plan and Prioritize work effectively to optimise productivity
CO 5	Select and Apply proven techniques for effective communication to overcome challenges in the workplace