M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS), CHENNAI – 34
I YEAR UG NON MAJOR ELECTIVE (NME) Registration
Batch 2023 – 2026

DEPTNAME	SUBJECTCODE	NME	SEATS	STUDENTS WHO CANNOT OPT FOR THIS NME
ELECTRONIC MEDIA	19UNME405A	FILM APPRECIATION	55	BSC EM, BSC VISCOM
VISCOM	19UNME402A	ADVERTISING STRATEGY	55	VISCOM, BBA(I&II), BCOM MM
BCA	18UNME402A	IMAGE MANIPULATION USING OPEN SOURCE TOOL	50	BSCDS, BCA,BSC CS
BSC FSM	19UNME403A	EMERGING FOOD TRENDS	50	
BCOM MM	19UNME404A	ENTERTAINMENT MANAGEMENT	70	
BSC FSM	19UNME401A	FITNESS PSYCHOLOGY	50	
BA SOCIOLOGY	20UNME401A	TRIBAL STUDIES IN INDIA	55	BASOC
BSCCS	22UNME401A	DATA VISULIZATION USING TABLEAU	60	BSCDS, BCA,BSC CS
BCOM AF SII	22UNME402A	SELF IMAGE AND PERSONAL GROWTH	55	
B.Sc. DATA SCIENCE	22NME403A	FUNDAMENTALS OF DATA SCIENCE	50	BSCDS, BCA, BSC CS, BAECO
B.A. ECONOMICS	22NME404A	ECONOMICS FOR NON-ECONOMISTS	50	BAECO

Instructions for NON MAJOR ELECTIVE (NME) REGISTRATION

Non Major Elective Registration is an <u>ONLINE</u> registration

- **Students, who have not taken TAMIL** as their second language in **MOP**, need not register for NME online registration.

- You are permitted to register for NME **<u>only once</u>**.

- Select the NME after going through the syllabi uploaded on the website.

- Do not select the NME which forms a part of your Course Curriculum.

- Click the Radio Button to select a particular NME.

- Every NME has a **<u>limited number of seats</u>** beyond which the NME will be unavailable for registration.

- Click the Continue button to start NME Registration.
- Select an NME before you click the Submit button.
- If not, the last available NME will automatically get registered in your name.
- Click the Submit button to complete the registration.

B.Sc. Electronic Media

FILM APPRECIATION- I

THEORY	100 MARKS

CREDITS: 2

COURSE OBJECTIVES:
- To give an insight into the world of Indian and International Films
- To orient students to appreciate and critically analyze the Films.

UNIT 1
Perspective on development of World cinema: Silent Era and the Early cinema. The Talkie era in cinema and the coming of sound. Film movements across the world

UNIT 2
Indian cinema: History and development. Silent and talkie films made in India. Development of regional cinemas in India and notable films.

UNIT 3
Process of production : Pre production, Production and Post- production. Steps in the process of film making.

UNIT 4
Techniques of Film Making: Cinematography, Editing and Sound. Crew and cast : Roles and responsibilities of people involved in the production of films.

UNIT 5
Film Censorship, distribution and Exhibition. Film Festivals and Awards : Regional, National & International levels.

COURSE OUTCOMES :
- Students will be able to understand the evolution of cinema and its development.
- There will be clarity on the stages of filmmaking process.

REFERENCE BOOKS
- Thoraval, Yuves, 2000, The Cinema of India (1826-2000) Macmillan India Roberge, Gaston, 1985 The Subject of Cinema, Seagull Books
- Halliwell, 1997 The Film goers Companion, Harper Perennial, Sixth Edition

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B.Sc. Electronic Media

FILM APPRECIATION - II

THEORY	100 MARKS

CREDITS: 2

COURSE OBJECTIVES:
- To give an insight into the world of Indian and International Films
- To orient students to appreciate and critically analyze the Films.

UNIT 1
Analysis of Film Genres: Period films, Horror films, Science fiction films and Animation films. Genre characteristics and features.

UNIT 2
Critical Analysis of Adaptation and Remake films. Comparison of original and remake films and insight into the deviations.

UNIT 3
Mise-en-scene: Evaluation and its elements in film production. Setting, Props, Location, Costume, Makeup and Colour in films.

UNIT 4
Review of Popular styles and approaches used in filmmaking. Clichés and conventions in style and approaches.

UNIT 5
Recent advancements in filmmaking. Modern film reproduction methods and practices. Current trends in filmmaking.

COURSE OUTCOMES :
- Students will be able to identify the style of filmmaking and analyze its elements.
- The students will be able to writea critical review of a film.

REFERENCE BOOKS
- Thoraval, Yuves, 2000, The Cinema of India (1826-2000) Macmillan India Roberge, Gaston, 1985 The Subject of Cinema, Seagull Books
- Halliwell, 1997 The Film goers Companion, Harper Perennial, Sixth Edition

B.Sc. Visual Communication

NON MAJOR ELECTIVE I
ADVERTISING STRATEGY – I

SUBJECT CODE: 19UNME402A	YEAR/SEMESTER: I/II	MAXIMUM MARKS:100
COURSE TYPE: THEORY	CREDITS: 2	TOTAL TEACHING HOURS: 30

GENERAL OBJECTIVE:

To introduce the facets of Advertising, the elements in the process and ethical principles.

COURSE OBJECTIVES (Co):

Co No.	Course Objectives
Co1	To explore the fundamental concepts of Advertising and assess its social and economic implications.
Co2	To familiarize the different types of Advertising.
Co3	To develop knowledge on the important players of Advertising.
Co4	To illustrate the different types of Advertising Mediums and its characteristics.
Co5	To highlight the importance of ethical practices in Advertising.

UNIT I
Introduction to Advertising
Definition, Nature and scope of Advertising, Social and Economic Implications, Functions of Advertising, Marketing – 4 Ps and Sales Promotion.

UNIT II
Types of Advertising
Personal Advertising, Consumer/Product Advertising, Institutional Advertising, Service Advertising, Educational and NGO Advertising, Advocacy Advertising, Surrogate Advertising.

UNIT III
Players of Advertising
The Advertiser, The Advertising Agency, The Media, The Vendor and The Audience.

UNIT IV
Advertising Medium
Print Ads, TV Commercials, Radio Commercials, Outdoor Advertising, Online Advertising.

UNIT V
Advertising and Ethics
Advertising Ethics, ASCI's code, Advertising and Children, Advertising and Intellectual Property Rights.

REFERENCE BOOKS:

- Aaker, Batra and Meyers (1995), Advertising Management, Prentice Hall India.
- Belch, Belch and Purani, Advertising and Promotion, An integrated marketing communications perspective (2013), McGraw Hill Education.
- Jaishri Jethwaney, Shruti Jain (2012), Advertising Management. Oxford University Press, India.
- Jones, John Philip (1997), What's in brand building, brand equity through advertising. McGraw Hill Education.
- Mohan (1989), Advertising Management: Concepts and Cases, Tata Mcgraw Hill
- Sandage, Fryburger and Rotzoll (1996) Advertising Theory and Practice, AITBS Publishers.
- Wells, Burnett, Moriarty (1991), Advertising Principles and Practice (Fifth Edition),
  Prentice Hall International Edition.

E -RESOURCES:

- https://www.pdfdrive.com/advertising-advertising-and-promotion-communicating-brands-e33486240.html
- https://www.pdfdrive.com/ogilvy-on-advertising-e165970309.html
- https://www.pdfdrive.com/advertising-and-branding-concepts-methodologies-tools-and-applications-e187577321.html

B.Sc. Visual Communication
ADVERTISING STRATEGY – II

SUBJECT CODE: 19UNME402B	YEAR/SEMESTER: I/II	MAXIMUM MARKS:100
COURSE TYPE: THEORY	CREDITS: 2	TOTAL TEACHING HOURS: 30

GENERAL OBJECTIVE:

To explore and familiarize contemporary Advertising perspectives and practices.

COURSE OBJECTIVES (Co):

Co No.	Course Objectives
Co1	To demonstrate the key concepts in Integrated Marketing Communication.
Co2	To illustrate the importance of Consumer Behaviour in Advertising.
Co3	To orient the planning processes involved in Advertising.
Co4	To elucidate the key components of Media Strategy and Planning.
Co5	To present an overview on the recent trends in Advertising.

UNIT I
Integrated Marketing Communication
The evolution of IMC, A contemporary perspective of IMC, Reasons for the growing importance of IMC, The role of IMC in branding. The tools for IMC, IMC Planning Process.

UNIT II
Consumer Behaviour
External Influences on Consumer Behaviour, Analysing Human Behaviour, Models of Buyer Behaviour, Market Segmentation and Target Marketing.

UNIT III
Strategy and Planning Process in Advertising
Environment Analysis, Brand positioning, Strategy, its role and relevance, Advertising Appropriation and Budgeting, Strategic considerations.

UNIT IV
Media Strategy and Planning
Media Characteristics, Media Brief, Source of Media Information, Latest media trends.
UNIT V
Trends in Advertising
Indian and Global Scenario – Case Studies

REFERENCES:
- Aaker, Batra and Meyers (1995), Advertising Management, Prentice Hall India.
- Belch, Belch and Purani, Advertising and Promotion, An integrated marketing communications perspective (2013), McGraw Hill Education.

- Jaishri Jethwaney, Shruti Jain (2012), Advertising Management.
- Jones, John Philip (1997), what's in brand building, brand equity through advertising.
- Mohan (1989), Advertising Management: Concepts and Cases, Tata Mcgraw Hill
- Sandage, Fryburger and Rotzoll (1996) Advertising Theory and Practice, AITBS Publishers.
- Wells, Burnett, Moriarty (1991), Prentice Hall International Editions (Fifth Edition), Advertising Principles and Practice.

E -RESOURCES:
- https://www.pdfdrive.com/advertising-promotion-and-other-aspects-of-integrated-marketing-communications-9th-ed-e34470559.html
- https://www.pdfdrive.com/integrated-marketing-communications-e41011351.html
- https://www.pdfdrive.com/strategic-integrated-marketing-communication-sonia-pedro-e14810411.html

B.C.A.
NON-MAJOR ELECTIVE
IMAGE MANIPULATION USING OPEN SOURCE TOOL - I

SUBJECT CODE:	PRACTICAL	100 MARKS

CREDITS: 2

COURSE OBJECTIVES:

- To create and process images
- To create cartoon and posters

LIST OF EXERCISES

1. Image Manipulation
   - Changing the size or dimensions of an image
   - Changing the filesize of a Jpeg image
   - Crop an image
   - Rotate or flip an image
   - Image formats
   - Change background image
   - Making a circle shaped image
   - Turn image into pencil drawing
   - Wrap an image around object
2. Creating Simple floating logo
3. Creating cartoon version
4. Create transparent background using layered mask
5. Creating Poster

WEB REFERENCES

- https://www.sitepoint.com/learn-gimp/
- https://www.gimp.org/tutorials/
- https://www.gimp.org/tutorials/The_Basics/
- https://www.bioinformatics.babraham.ac.uk/training/Figure_Design_Course/GIMP%20Tutorial.pdf

B.C.A.
NON-MAJOR ELECTIVE
IMAGE MANIPULATION USING OPEN SOURCE TOOL - II

SUBJECT CODE:	PRACTICAL	100 MARKS

CREDITS: 2

COURSE OBJECTIVES:

- To create Advertisements
- To create and edit photos
- To do Graphic Designing

LIST OF EXERCISES

1. Creating Advertising
2. Create Embroidered patch
3. Photo Editing
4. Photo collage with GIMP
5. Photo pop out effect
6. Photo – Bring Smoke effect
7. Photo Enhancement techniques
8. Graphic Designing

WEB REFERENCES

- https://www.sitepoint.com/learn-gimp/
- https://www.gimp.org/tutorials/
- https://www.gimp.org/tutorials/The_Basics/
- https://www.bioinformatics.babraham.ac.uk/training/Figure_Design_Course/GIMP%20Tutorial.pdf

NON MAJOR ELECTIVE - EMERGING FOOD TRENDS - I

SUBJECT CODE:	THEORY	100 MARKS

CREDITS: 2
SEMESTER: II

COURSE OBJECTIVES:
- To understand the emerging trends in the field of food science.
- To develop an interest in learning the different types of cuisines of the world.
- To understand the role of social media in food creativity.

UNIT I
Farm to fork - the global connect, Cuisines –Major ingredients, culinary styles and staple food of Indian cuisine (North, South, East and West).

UNIT II
International Cuisine – Western (American), Continental (European), Oriental (Chinese), Mediterranean (Greek) - Major ingredients, culinary styles and staple food.

UNIT III
Major food trends – Drivers of food consumption, Food needs and preferences of consumer-Role of media in the diet and lifestyle.

UNIT IV
Theme restaurants -Revival of traditional foods-Gourmet-Online home delivery system-Presentation of Trending Foods and concepts.

UNIT V
Convenience foods - Definition – types and forms - pros and cons - Survey on trends in convenience foods.

REFERENCES
- Michael F. Nenes, *International Cuisine,* Wiley

- Leanne Schinkel (Apr 2013) *Exploring International Cuisine.* Saskatchewan 4-H Council

- Frewer, L. and VanTrijp, H. (2007). *Understanding consumers of food products.* Florida, USA: CRC Press.

- Fuller, G.W. (Ed.) (2001). *Food, consumers and the food industry: catastrophe or opportunity?* Florida, USA: CRC Press LLC.

B.Sc. DEGREE COURSE IN FOOD SCIENCE AND MANAGEMENT
NON MAJOR ELECTIVE - EMERGING FOOD TRENDS – II

SUBJECT CODE:	THEORY	100 MARKS

CREDITS: 2

SEMESTER: II

COURSE OBJECTIVES

- To understand the emerging trends in the field of food science.

- To learn the role of multimedia and its applications in food.

UNIT I
Food Safety and Certification- ISO, FSSAI, HACCP, AGMARK.

UNIT II
Food photography, Styling- Lighting-Props- backgrounds - Special equipments; Food styling and Design - Conceptualizing and Planning- Step by step of styling a food shoot - Presentation.

UNIT III
Food blogging- Food articles and food journals - 3D Printing, Molecular Gastronomy.

UNIT IV
Food Packaging- Innovations in packaging – Interactions between packaging and foods - Environmental considerations.

UNIT V
Food Labels – Definition, Functions, Types- Reading and understanding a label- Nutritional claims-Interpretation of food labels**.**

REFERENCE

- Food Photography: From Snapshots to Great Shots (2nd Edition) by Nicole S Young.
- Food Styling & Photography for Dummies by Alison Parks-Whitfield.
- Focus on Food Photography for Bloggers by Matt Armendariz.

WEBSITES

- Food Styling/ Designing: https://www.youtube.com/watch?v=iXxQujmYLus
- Food Photography:
  https://digital-photography-school.com/food-photography-an-introduction/
  https://medium.com/photography-secrets/food-photography-35a60c2f0d14
  https://www.youtube.com/watch?v=6AeNvLM3nfc
- Food Blogging: https://cookieandkate.com/how-to-start-a-food-blog/https://www.theblogstarter.com/how-to-start-a-food-blog/

B.COM DEGREE COURSE IN MARKETING MANAGEMENT
NON MAJOR ELECTIVE I
ENTERTAINMENT MANAGEMENT

SUBJECT CODE:	THEORY	100 MARKS

CREDITS: 2
SEMESTER: II
COURSE OBJECTIVES

- To enable the students to understand the concept, scope and significance ofEntertainment Management.
- To facilitate students to plan events for the entertainment industry.
- To develop marketing strategies for the entertainment industry.

UNIT I – INTRODUCTION TO ENTERTAINMENT MANAGEMENT
Meaning and Definition – Concept – Evolution – Features – Significance and Scope – Idea generation for the entertainment industry – Online and Offline events

UNIT II – EVENT MANAGEMENT FOR THE ENTERTAINMENT INDUSTRY
Conduct of an event – Steps and Scheduling – Planning, organizing, assigning responsibility and communication – Budget preparation – Role of event managers

UNIT III – VENUE MANAGEMENT FOR THE ENTERTAINMENT INDUSTRY
Venue Management – Meaning and Concept – Stage setting, designing and interiors – Post event evaluation

UNIT IV – MARKETING STRATEGIES FOR ENTERTAINMENT
Formulating the entertainment product mix – Pricing decisions in Entertainment Marketing – Sponsorships and Partnerships – Innovative promotional campaigns – Digital promotions of events

UNIT V–EMERGING ISSUES IN THE ENTERTAINMENT INDUSTRY
Barriers and controversies in the entertainment industry – Piracy issues – Image rights of entertainers and celebrities – Consumer engagement

TEXT BOOK:
Study Material

REFERENCE BOOKS:
- Al Lieberman and Pat Esgate (2013). The Definitive Guide to Entertainment Marketing: Bringing the Moguls, the Media, and the Magic to the World 2ndEdition, PearsonEducation
- Shay Shayre (2011), Entertainment Marketing & Communication: Selling Branded Performance, People, and Places, Pearson Publication
- K.Ramachandra, S.AllaBakash, S.Nagabhushana (2019), Principles of Event Management, Himalaya Publishing House

WEBSITES:
- http://www.entertainmentmarketing.com
- https://www.youtube.com/watch?v=pNqCgW5k5Zk
- https://en.wikipedia.org/wiki/Entertainment
- http://theepictri.com/different-types-entertainment/
- https://www.slideshare.net/crisedren8884/the-concept-and-types-of-entertainment
- http://www.psbresearch.in/practices/media-entertainment.aspx

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B.COM DEGREE COURSE IN MARKETING MANAGEMENT

NON MAJOR ELECTIVE II
ENTERTAINMENT MANAGEMENT

SUBJECT CODE:	THEORY	100 MARKS

CREDITS: 2
SEMESTER: II

- Students to plan and develop a project report for the following entertainment components:-

UNIT I – CORPOARTE EVENTS
Planning of corporate events – Corporate event organizer and arrangements – Need for entertainment in corporate events

UNIT II – LIVE PERFORMANCES
Music Concert – Dance performances – Theatre – Stand Up Comedy – Flash mobs – Street entertainment

UNIT III – OUTDOOR ENTERTAINMENT
Sports events – Fashion Pageant – Product launch – Fairs and Exhibitions

UNIT IV – TRADITIONAL MEDIA ENTERTAINMENT
Television shows – Movies – Radio

UNIT V – DIGITAL MEDIA ENTERTAINMENT
Digital Media and Smart technologies – Online Streaming – OTT (Over The Top) Media services – Webinars

NME I-FITNESS PSYCHOLOGY I

SUBJECT CODE:	THEORY	100 MARKS

CREDITS: 2
SEMESTER: II

COURSE OBJECTIVES:
- To educate on the application of principles of psychology in health and fitness
- To explore the importance of psychosocial skill training for optimal performance in sports and exercise

UNIT I
Introduction
Sports and Exercise Psychology- Definition, Need, Importance, Origins, Specializations, Bridging Science and Practice, Recent trends, Effect of exercise on psychological well being
(6 hrs)
UNIT II
Personality and Sports
Personality- Definition, Influences of Personality in Sports, Measuring Personality, Personality Research in sports and exercise, Cognitive Strategies for Success, Understanding Personality
(6 hrs)
UNIT III
Motivation, Feedback and Reinforcement
Motivation-Definition, Approaches-Achievement Motivation and Competitiveness, Feedback, Reinforcement,Behavior Modification in Sports, Intrinsic Motivation- Enhancing Motivation
(6 hrs)

UNIT IV
Arousal, Stress, and Anxiety
Arousal and Anxiety- Nature-Importance, Stress and its Process, Sources of Stress and Anxiety, Relation between Arousal and Anxiety to Performance, Anxiety Reducing Techniques, Arousal Inducing Techniques, Coping with Adversities, Increasing Self Awareness (6 hrs)

UNIT V
Competition, Cooperation and Improving Performance
Nature of competition- Enhancing Cooperation, Improving Performance, Imagery in Sports, Assessing and Building Self Confidence, Goal Setting, Attention Problems, Self Talk- Assessing and Enhancing Concentration.   (6 hrs)

TEXT BOOK
- Weinberg, R. S., & Gould, D. (2006). Foundations of Sport and Exercise Psychology (4th ed.). Human Kinetics

NME II – FITNESS PSYCHOLOGY II

SUBJECT CODE:	THEORY	100 MARKS

CREDITS: 2   TEACHING HOURS:

SEMESTER: II

COURSE OBJECTIVES:
- To educate on the application of principles of psychology in health and fitness
- To explore the importance of psychosocial skill training for optimal performance in sports and exercise

UNIT I
Group and Team Dynamics
Nature and Difference of Group and Team - Group Structure, Effective Team Climate, Maximizing Individual Performance   (6 hrs)

UNIT II
Group Cohesion
Cohesion- Definition, Model of Cohesion, Measuring Cohesion, Cohesion and Performance, Factors Associated with Cohesion, Enhancing Team Cohesion   (6 hrs)

UNIT III
Leadership
Definition, Types and approaches to Leadership, Sports Oriented Approaches, Models of Sports Leadership, Components of Effective Leadership.(6hrs)

UNIT IV
Communication
Definition, Communication Process, Improving Communication, Dealing with Confrontation, Delivering Constructive Criticisms   (6hrs)

UNIT V
Psychological Skill Training and Well Being
Psychosocial Skills Training: Need- Importance- Goals and Designing and Implementation of Training- Enhancing Mood, Personality, Cognitive Functioning, Quality of Life (6 hrs)

TEXT BOOK
- Weinberg, R. S., & Gould, D. (2006). Foundations of Sport and Exercise Psychology (4th ed.). Human Kinetics

B.A.SOCIOLOGY
NON MAJOR ELECTIVE –I
TRIBAL STUDIES IN INDIA -I
SUBJECT CODE: THEORY   100 MARKS

CREDITS: 2

TEACHING HOURS: 60

SEMESTER: II
COURSE OBJECTIVES:

- To impart basic knowledge on tribal societies in India.
- To provide an insight into the Tribal Movements
- To map the geographic distribution of tribal societies in India

UNIT- I
Introduction To Tribal/Indigenous Studies
Meaning and Scope of Tribal studies
History of Tribal studies
Tribal / Indigenous studies in the Contemporary Era
UNIT- II
Tribe
Conceptualizing Tribe
Sketching the Idea: Tribe, Indigenous People, First Nations, Indians, and Aboriginal

UNIT-III
Tribal Movements
Bhumij Revolt; Santhal Revolt
 Ho Revolt; Great Kol Revolt; Sardari Larai

UNIT-IV
Systematizing Tribal India
Classification: Territorial, Linguistic, Racial, and Economic
Tribal Communities in India: Location and Demographic details.

UNIT- V
Tribes of South India
Tribal Communities in South India: Demographic Profile
Tribal Studies in South India

Text Books

- D.N. Majumdar& T.N. Madan (2000) reprint . An Introduction to Social Anthropology.
- Makhan Jha (1994). Social Anthropology. Vikas Publishing.
- M.M. Verma (1996) Tribal Development in India. Published by Mittal Publications, New Delhi
- K.S. Singh,(2020) Tribal Situation in India, Indian Institute of Advanced Study

References:

- Andersen, C. (2009). Critical Indigenous Studies: From difference to density. Cultural Studies Review, 15(2), 80-100.
- Beteille, A. (1986). 'The Concept of Tribe with Special Reference to India', European Journal of Sociology. 27: 297-318.
- Dube, S. C. (1988) Cultural Dimensions of Development in International Science Journal.
- Elwin, Varrier. (1964). The Aboriginals. London: Oxford University Press
- Foster, G. M. Traditional. (1973) Culture and Impact of Technological Change. New York, Harper & Row
- Meena Radhakrishnan. Ed. (2016). First-Citizens: Studies on Adivasis, Tribals, and Indigenous People in India. New Delhi: Oxford University Press
- Sunder, Nandini. (2016). The Scheduled Tribe and Their India: Politics, Identities, Policies, and Work. New Delhi: Oxford University Press.

Websites:
https://indiantribalheritage.org/?page_id=7592
https://www.gutenberg.org/files/42991/42991-h/42991-h.htm
https://tribal.nic.in/tri.aspx

B.A.SOCIOLOGY
NON MAJOR ELECTIVE –II
TRIBAL STUDIES IN INDIA -II

SUBJECT CODE:	THEORY	100 MARKS	
			CREDITS: 2

TEACHING HOURS: 60

SEMESTER: II

COURSE OBJECTIVES:
- To learners and understand the tribal way of life in India
- To gain knowledge of the culture and tradition of tribal communities.
- To provide insight on Constitutional Provisions.

UNIT -I
Cultural and Social Life of Tribal Communities in India
Social Institutions: Family, Marriage, and Kinship
Belief systems and changes
Polity: Tradition and changes

UNIT-II
Tribal Issues
The marginality of Tribes: Language, Education, Health, Employment.
Tribes and Market: Land Alienation, Indebtedness.

UNIT -III
Tribe and State Policies
Constitutional Provisions and Acts for Tribal People.
Tribal territories and Common Property Resources

UNIT-IV
Tribal Rights
Land and Resources Rights Tribe and Forest: State Policies, Forest Right Act

UNIT-V
Livelihood Strategies and Change
Traditional livelihood strategies
Features of Tribal economic life
Transitions in the livelihood strategies and Market economy

Text Books :

- D.N. Majumdar& T.N. Madan (2000) reprint . An Introduction to Social Anthropology.

- Makhan Jha (1994). Social Anthropology. Vikas Publishing.
- M.M. Verma (1996) Tribal Development in India. Published by Mittal Publications, New Delhi
- K.S. Singh,(2020) Tribal Situation in India, Indian Institute of Advanced Study

References:

- Andersen, C. (2009). Critical Indigenous Studies: From difference to density. Cultural Studies Review,15(2), 80-100.
- Beteille, A. (1986). 'The Concept of Tribe with Special Reference to India', European Journal ofSociology. 27: 297-318.
- Dube, S. C. (1988) Cultural Dimensions of Development in International Science Journal.
- Elwin, Varrier. (1964). The Aboriginals. London: Oxford University Press
- Foster, G. M. Traditional. (1973) Culture and Impact of Technological Change. New York, Harper & Row
- Meena Radhakrishnan. Ed. (2016). First-Citizens: Studies on Adivasis, Tribals, and Indigenous People inIndia. New Delhi: Oxford University Press
- Sunder, Nandini. (2016). The Scheduled Tribe and Their India: Politics, Identities, Policies, and Work.New Delhi: Oxford University Press.

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- https://indiantribalheritage.org/?page_id=7592
- https://www.gutenberg.org/files/42991/42991-h/42991-h.htm
- https://tribal.nic.in/tri.asp

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B.Sc. COMPUTER SCIENCE

NON MAJOR ELECTIVE - DATA VISUALIZATION USING TABLEAU - I

COURSE CODE:	YEAR/SEMESTER: I/II	MAXIMUM MARKS: 100
COURSE TYPE: PRACTICAL	CREDITS:2	TOTAL TEACHING HOURS:30

GENERAL OBJECTIVE:

This course is designed as a visual tool for analyzing the data.

LIST OF EXERCISES

- Start page
- Data types
- Data sources
- Connect to External data sources
- Extract data
- Field operations
- Totals, Subtotals, Grand total
- Tableau Worksheets

B.Sc. COMPUTER SCIENCE

NON MAJOR ELECTIVE - DATA VISUALIZATION USING TABLEAU - II

COURSE CODE:	YEAR/SEMESTER: I/II	MAXIMUM MARKS: 100
COURSE TYPE: PRACTICAL	CREDITS:2	TOTAL TEACHING HOURS:30

GENERAL OBJECTIVE:

This course is designed to represent data in the Dashboard.

LIST OF EXERCISES

- Tableau calculations
- Operations
- Functions
- Numeric
- String
- Table
- Tableau sorts and filters
- Tableau charts
- Area
- Box
- Bar
- Bubble chart
- Line chart
- Pie
- Dashboard

E RESOURCES
WEB LINKS

https://www.tutorialspoint.com/tableau/index.htm
https://www.tableau.com/
https://www.guru99.com/what-is-tableau.html

VIDEO LINKS

https://www.youtube.com/watch?v=YfE9jBq002s
https://www.youtube.com/watch?v=gWZtNdMko1k&list=PLWPirh4EWFpG
XTBu8ldLZGJCUeTMBpJFK
https://www.youtube.com/watch?v=jEgVto5QME8

B.Sc. DATA SCIENCE

NME – FUNDAMENTALS OF DATA SCIENCE-I

COURSE CODE:	YEAR/SEMESTER: II/IV	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 2	TOTAL TEACHING HOURS: 30

GENERAL OBJECTIVE:
To provide an understanding of the fundamental principles of data science.

COURSE OBJECTIVES (Co):

Co. No.	Course Objective
Co1:	To understand the basic concepts of Data Science, its applications and Life cycle
Co2:	To impart the basic features of data mining
Co3:	To explore the various techniques in data warehousing
Co4:	To acquire the fundamentals of the data preparation methods
Co5:	To develop skill in data analytic process

UNIT I
Introduction to Data Science
Introduction: Data Science - Big Data and Data Science – Data Science Process - Basic tools– Applications of Data Science.   (6 Hrs)

UNIT II
Data Mining

Introduction to Data Mining, Architecture of Data Mining and How Data mining works(Process) , Functionalities & Classifications of Data Mining, Representation of Input Data, Analysis Methodologies.   (6 Hrs)

UNIT III
Data warehousing
Data Warehousing - Introduction to Data Warehousing, Data Mart, Online Analytical Processing (OLAP) – Tools, Data Modelling, Difference between OLAP and OLTP, Schema – Star and Snowflake Schemas, ETL Process – Role of ETL.   (6 Hrs)

UNIT IV
Data Preparation

Data Validation - Introduction to Data Validation, Data Transformation – Standardization and Feature Extraction, Data Reduction – Sampling, Selection, PCA, Data Discretization.

(6 Hrs)

UNIT V
Data Analytic Process

Introduction to analytics process, Types of Analytical Techniques in BI – Descriptive, Predictive, Perspective, Social Media Analytics, Behavioral, Iris Datasets.   (6 Hrs)

TEXT BOOKS

- Carlo-Vercellis, "Business Intelligence Data Mining and Optimization for Decision-Making", First Edition

REFERENCE BOOKS

- Kimball, R., Ross, M., Thornthwaite, W., Mundy, J., and Becker, B. John, "The Data Warehouse Lifecycle Toolkit: Practical Techniques for Building Data Warehouse and Business Intelligence Systems", Second Edition, Wiley & Sons, 2008.

E RESOURCES

Web Links

- https://www.w3schools.com/datascience/
- https://www.geeksforgeeks.org/python-programming-language/

Video Links

- https://www.youtube.com/watch?v=u2zsY-2uZiE
- https://www.youtube.com/watch?v=ua-CiDNNj30

B.Sc. DATA SCIENCE

NME – FUNDAMENTALS OF DATA SCIENCE-II

COURSE CODE:	YEAR/SEMESTER: II/IV	MAXIMUM MARKS: 100
COURSE TYPE: THEORY	CREDITS: 2	TOTAL TEACHING HOURS: 30

GENERAL OBJECTIVE:

To provide an understanding of the fundamental principles of data science and demonstrate the features of python and analyse data models using visualization techniques.

COURSE OBJECTIVES (Co):

Co. No.	Course Objective
Co1:	To understand the basic concepts of Big data
Co2:	To impart the basic features of machine learning
Co3:	To explore the various statistical functions
Co4:	To acquire the fundamentals of the visualization
Co5:	To develop skill in handling data in various domains

UNIT I
Big data
Evolution of Big Data - Definition of Big Data - Challenges with Big Data - 3Vs of Big Data - Non-Definitional traits of Big Data - Business Intelligence vs. Big Data - Data warehouse and Hadoop environment.
(6 Hrs)

UNIT II
Machine learning

Introduction – Types of learning – Mapping problems to machine learning - Linear regression – Logistic regression – Decision Trees. (6 Hrs)

UNIT III
Statistical Inference
Descriptive Statistics – Mean, Standard Deviation, Skewness and Kurtosis – Box Plots –
Pivot Table – ANOVA. (6 Hrs)

UNIT IV

Summarizing and Visualising Data

Why Visualize Data?, Introduction To SVG And CSS - Plotting Graph - Controlling Graphs – Adding Text – More Graph Types – Getting and Setting Values.   (6 Hrs)

UNIT V
Applications
Marketing analytics – Social Media analytics – Web analytics – Finance.   (6 Hrs)

TEXT BOOKS

- EMC Education Services, "Data Science and Big Data Analytics: Discovering, Analyzing, Visualizing and Presenting Data", Wiley publishers, 2015

REFERENCE BOOKS

- Michael Berthold, David J. Hand, "Intelligent Data Analysis", Springer, 2007.

E RESOURCES
Web Links

- https://www.w3schools.com/datascience/
- https://www.geeksforgeeks.org/python-programming-language/
- https://www.w3schools.com/python/

Video Links

- https://www.youtube.com/watch?v=u2zsY-2uZiE
- https://www.youtube.com/watch?v=ua-CiDNNj30

B.COM (ACCOUNTING & FINANCE) DEGREE

NON-MAJOR ELECTIVE – SELF-IMAGE AND PERSONAL GROWTH I

COURSE CODE:	YEAR/SEMESTER: I/ II	MAXIMUM MARKS :100
COURSE TYPE: THEORY	CREDITS: 2	TOTAL TEACHING HOURS: 30

GENERAL COURSE OBJECTIVE:
- To build a strong self-image and impart insights for personal growth.

UNIT 1 – SELF-IMAGE
Significance of knowing the self- self-image and how it is directly connected to success-indulging in positive self-talk - confidence-building -SWOT Analysis-Cultivate the right attitude for altitude-Creating powerful First Impressions

UNIT 2 – SELF-MOTIVATION AND ACCOUNTABILITY
Resilience - ownership, commitment & accountability - intrinsic & extrinsic motivation - integrity

UNIT 3 - LEADERSHIP
Decoding leadership -competencies of an effective leader -types & styles of leadership -Great Indian business leaders -Art of delegation

UNIT 4 – LIFESTYLE MANAGEMENT
Mindfulness -taking care of mental and physical well-being -stress & lifestyle management -time management & goal setting

UNIT 5 – EMOTIONAL INTELLIGENCE
Emotional Intelligence -Understanding EQ and IQ - Interpersonal skills - Transactional analysis

REFERENCE BOOKS
- Drucker, P. F. (2017). Managing Oneself: The Key to Success. Harvard Business Review Press. https://books.google.co.in/books?id=_iAmDQAAQBAJ
- Gordon, J. (2011). The Seed (1st ed.). Wiley. Retrieved from https://www.perlego.com/book/1010794/the-seed-pdf (Original work published 2011)
- Drucker, P. F. (2006). The effective executive. HarperCollins The Portfolio Book of Great Indian Business Stories: Riveting Tales of Business
- Leaders and Their Times (2015) Penguin Books India
- Maxwell, J. C. (2008). Ethics 101: What Every Leader Needs To Know. Center Street
- Goleman, D. (2011). Leadership: The Power of Emotional Intellegence. More Than Sound.

E RESOURCES
WEBSITES
- **https://jennifergrantinternational.com/blog/a-positive-self-image-is-key-to-success-in-business-and-in-life**
- **https://www.tutor2u.net/hsc/reference/self-concept-self-image-and-self-esteem**
- **https://www.healthline.com/health/intrinsic-motivation**
- **https://www.verywellmind.com/differences-between-extrinsic-and-intrinsic-motivation-2795384**
- **https://hbr.org/2009/09/decoding-leadership**

- https://www.forbes.com/sites/theyec/2021/08/13/top-skills-of-an-effective-leader/?sh=5278ccf27d95
- https://www.entrepreneur.com/leadership/6-essential-leadership-skills-that-drive-success/375281
- https://childadolescentpsych.cumc.columbia.edu/articles/11-tips-mental-health-well-being
- https://nasdonline.org/213/d000011/preventing-stress-through-a-healthy-lifestyle.html
- https://www.verywellmind.com/what-is-emotional-intelligence-2795423
- https://www.helpguide.org/articles/mental-health/emotional-intelligence-eq.htm
- https://psychcentral.com/lib/what-is-emotional-intelligence-eq

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(Effective for the batch of candidates admitted in the year 2022-2023)
B.COM (ACCOUNTING & FINANCE) DEGREE

NON-MAJOR ELECTIVE – SELF-IMAGE AND PERSONAL GROWTH II

COURSE CODE:	YEAR/SEMESTER: I/ II	MAXIMUM MARKS :100
COURSE TYPE: THEORY	CREDITS: 2	TOTAL TEACHING HOURS: 30

GENERAL COURSE OBJECTIVES
- To develop personal professionalism and growth mindset
- Build self-confidence, self-belief and personal power

COURSE STRUCTURE

UNIT 1
- Create a vision board
- Create a lifetime affirmation list
- Developing a personal portfolio
- Developing a perception tree
- Analysing the Johari Window

UNIT 2
- Create a Gratitude Journal
- Conducting a SWOT analysis of oneself
- Drawing a future image of oneself

UNIT 3
- Stories of Leaders
- Unsung Hero around us
- Poster Making: My country's pride

UNIT 4
- Creating a professional curriculum CV
- Creating a Video Resume
- Time management Quadrant

UNIT 5
- Creating a victory log
- "I love myself"

E RESOURCES

WEBSITES
- **https://artfulparent.com/make-vision-board-works-10-steps/**
- **https://speckyboy.com/tips-for-creating-a-first-class-personal-portfolio/**
- **https://www.mindtools.com/pages/article/newTMC_05_1.htm**
- **https://www.businessnewsdaily.com/5543-personal-swot-analysis.html**
- **https://www.gatesnotes.com/Health/7-unsung-heroes-of-the-pandemic**
- **https://www.unicef.org/coronavirus/unsung-heroes-pandemic**
- **https://www.indiatimes.com/news/india/covid-unsung-heroes-india-battling-crisis-539019.html**

- https://restream.io/blog/how-to-make-video-resume/
- https://melissagouty.medium.com/how-to-track-your-success-in-life-keep-a-victory-log-160f08c69141
- https://in.pinterest.com/pin/168603579775938611/

NON-MAJOR ELECTIVE
ECONOMICS FOR NON-ECONOMISTS - I

COURSE CODE:	YEAR/SEMESTER: I/II	MAX MARKS: 100
COURSE TYPE: THEORY	CREDITS: 2	TOTAL TEACHING HOURS: 30

GENERAL OBJECTIVE:

To introduce economic principles and concepts to students who are not doing a major course in economics.

Course Objectives:

Co 1	To get acquainted with basic terminology and concepts of microeconomics
Co 2	To introduce the basic terminology and concepts of macroeconomics
Co 3	To understand the nature of Indian Economy
Co 4	To provide an account of macroeconomic policy reforms initiated by the Government
Co 5	To induce an economic way of thinking by analysing fiscal and monetary policy

COURSE CONTENT
UNIT I
Basic Microeconomic Concepts
Definition, scope and nature of Economics, Basic concepts in Economics – Opportunity Cost, Production possibilities curve, Central problems of an economy and Economic systems (6 Hrs)
UNIT II
Basic Macroeconomic Concepts
National Income – Consumption – Saving – Investment – Business Cycles - Balance of Payments
(6 Hrs)

UNIT III
Indian Economy – A Profile
Nature of the Indian Economy, Role of different sectors – Agriculture, Industry and Services in the development of the Indian economy – HDI (6 Hrs)
UNIT IV
Economic Reforms in India
Features of economic reforms since 1991, Liberalisation, Privatization and Disinvestment, Globalisation. (6 Hrs)
UNIT V
Monetary and Fiscal Aspects of Indian Economy
Commercial Banks – Role and functions, Reserve Bank of India – Role and functions, monetary policy, Fiscal policy (6 Hrs)

TEXT BOOK:
Study Material
Reference books:

- K. K. Dewett and M.H. Navalur, Modern Economic Theory – 23rd edition 2010, S.Chand& Co. Ltd, Delhi
- P. K. Dhar (2018), Indian Economy – Its Growing Dimensions, Kalyani Publications 25th edition.
- Dutt and Sundaram (latest edition), Indian Economy, Sultan Chand & Sons- New Delhi.

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NON-MAJOR ELECTIVE
ECONOMICS FOR NON-ECONOMISTS - II

COURSE CODE:	YEAR/SEMESTER: I/II	MAX MARKS: 100
COURSE TYPE: THEORY	CREDITS: 2	TOTAL TEACHING HOURS: 30

GENERAL OBJECTIVE:

To introduce basic application of economic principles in real world

Course Objectives:

Co 1	To expose students to conduct of small consumer surveys
Co 2	To introduce various sources of economic data
Co 3	To understand the structure of India's GDP
Co 4	To facilitate socio-economic comparisons among various countries of the world
Co 5	To understand union budget and monetary policy

UNIT I - Consumer survey
Steps in designing and executing a consumer survey (6 hrs)
UNIT II - Data Observation on macro-economic variables
Observation of macro-economic variables (6 hrs)
UNIT III - Performance Analysis of different sectors of Indian Economy
Contribution of Primary, secondary and tertiary sector to GDP (6 hrs)
UNIT IV - Comparative study of India with selected countries
Comparative study of socio-economic indicators of India with selected other countries (6 hrs)
UNIT V - Current union budget and current Monetary policy
Current Union Budget, Current Monetary Policy of RBI (6 hrs)

Resources:
- https://www.rbi.org.in/
- https://finmin.nic.in/
- https://www.indiabudget.gov.in/economicsurvey/
- https://www.worldbank.org/
- https://www.niti.gov.in/
- https://www.smartsurvey.co.uk/