



# ST. ALOYSIUS' COLLEGE

AUTONOMOUS  
JABALPUR- 482001  
MADHYA PRADESH, INDIA

## CRITERION-1

### CURRICULAR ASPECTS



Key Indicator – 1.1



**Curriculum Design and Development**

Metric No.: 1.1.2

The programmes offered by the institution focus on Employability/  
Entrepreneurship/ Skill Development and their course syllabi are  
adequately revised to incorporate contemporary requirements

**Document Name**

**Topics Included in Programme Curriculum Focusing  
on  
Employability, Entrepreneurship and Skill Development**



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(AUTONOMOUS), JABALPUR(M.P.)

Reaccredited 'A+' Grade by NAAC (CGPA 3.68/4.00)

College with Potential for Excellence (CPE) by UGC

DST-FIST Supported & Star College Scheme by DBT.

## FACULTY OF SCIENCE

### CHEMISTRY

#### EMPLOYABILITY

- Measurement of pH of different solutions of acids, and alkalies using a pH- meter (may use aerated drinks, fruit juices, shampoos and soaps)
- Measurement of the pH of buffer solutions and comparisons of the values with theoretical values
- Differential Calculus
- Integral calculus
- Elementary Differential equations
- Permutation and Probability
- Sample Preparation for Chromatography
- Conductometry
- pH metry
- Spectrophotometry
- Potentiometry

#### ENTREPRENEURSHIP

- Determination of acetic acid in commercial vinegar using NaOH
- Determination of alkali content- antacid tablet using HCl
- Estimation of calcium content in chalk as calcium oxalate by permagnatometry
- Estimation of hardness of water by EDTA
- Basic structure of a computer
- Programme Development Process Algorithm, Flowchart, Decision-table, elements of high level
- Programming languages. Input-output statements, conditional statements, control structure
- Concept of data file, file operations like searching, storing, with reference to C/ C++ Programming



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## SKILL DEVELOPMENT

- Preparation of buffer solutions and determination of their pH and buffer capacity
- Mathematics for Chemists
- Computer for Chemists
- Introduction to computer, Introduction to operating systems like DOS, Windows, Linus, and Ubuntu. Use
- of Computer Programs
- Chromatography
- Polarography
- Conductometry
- Electro analytical techniques Voltammetry
- Statistical Analysis .Emphasis should be placed on numerical problems. Significant figures. Accuracy and precision
- Chromatography

## MATHEMATICS

### EMPLOYABILITY

- Theorems on consistency and inconsistency of a system of linear equations
- Solving linear equations up to three unknowns
- Vector Integration
- Gauss theorem (without proof) and problems based on it
- Stoke theorem (without proof) and problems based on it
- Taylor's theorem for functions of two variables
- Jacobians
- Maxima and Minima of functions of two variables
- Extension Field and its theorem
- Roots of Polynomials, Remainder theorem
- Cauchy's Integral formula for the derivative of an analytic function
- Inverse Laplace Transform
- The Fourier Transform



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	<ul style="list-style-type: none"><li>• Bivariate interpolation</li><li>• Numerical differentiation</li><li>• Logical Operators bit-manipulation operators Bitwise assignment operators, size of operators, Conditional operators</li><li>• Extrapolation methods</li><li>• Richardson's Extrapolation</li><li>• Wavelet Series. Scaling Functions and Wavelets: Multi resolution analysis</li><li>• Poisson's Summation formula</li><li>• Orthogonal Wavelets</li></ul>
ENTREPRENEURSHIP	<ul style="list-style-type: none"><li>• Inventory</li><li>• Transportation</li></ul>
SKILL DEVELOPMENT	<ul style="list-style-type: none"><li>• Echelon and Normal Form of Matrix</li><li>• Characteristic Equations of a Matrix</li><li>• Partial Differentiation</li><li>• Reduction formulae</li><li>• Rectification</li><li>• Cyclic groups</li><li>• Fundamental theorem of homomorphism</li><li>• Truth Table</li><li>• Properties of Boolean Algebra</li><li>• Switching Circuits</li><li>• Interpolation and Numerical Integration Matrix representation of a graph</li><li>• Sequences and series of functions</li><li>• Extension of the Cauchy's Theorem</li><li>• Inverse Laplace Transform of Derivatives, Convolution theorem</li><li>• Parseval's identity</li><li>• Introduction, Common Programming Error</li></ul>



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- Program testing and debugging
- Program Efficiency. File management in C: Introduction, defining a file, closing a file, input/output operation on files, error handling during I/O operation
- Utilities problem
- Chinese postman problem
- Boundary value problems, Initial Value Problem
- Finite difference methods
- Fuzzy equivalence relation, Fuzzy compatibility relation
- Transportation models

## BIOTECHNOLOGY

### EMPLOYABILITY

- Principle and application of Light Microscopy, Centrifugation, Chromatography (Paper and Thin Layer), Colorimeter and spectrophotometer.
- Polymerase Chain Reaction and qPCR, Labeling nucleic acids and blotting techniques (Southern, Northern, Western, Zooblot), DNA Sequencing, DNA Fingerprinting
- Applications of recombinant DNA technologies- Agriculture, Medicine, health Bioprocess technology
- Basic principles in bioprocess technology and media Formulation;
- Sterilization; Thermal death kinetics
- Batch and continuous sterilization systems; Primary and secondary metabolites; Extracellular enzymes
- Biotechnologically important intracellular products; exopolymers
- Isolation of genomic DNA from Bacteria
- PCR amplification
- Isolation of plasmid DNA
- Restriction digestion of bacterial DNA
- Preparation of media for plant culture



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	<ul style="list-style-type: none"><li>• Surface sterilization</li><li>• Embryo culture</li><li>• Callus propagation</li><li>• Protoplast isolation</li></ul>
ENTREPRENEURSHIP	<ul style="list-style-type: none"><li>• Microbial, Immunological Techniques and Vaccination: Microbial Techniques, Principle,</li><li>• Working and applications of instruments –Laminar airflow, Autoclave, Hot air oven.</li><li>• Immunological techniques: RIA, ELISA, Western blotting. Principles of Precipitation</li><li>• Agglutination, Immunodiffusion, Immuno-electrophoretic Techniques and Applications</li><li>• Enzyme detection, hybridization, PCR, Gene probe technology</li><li>• Strategies for controlling pathogen transfer; Biopesticides in integrated pest management</li><li>• Searching PubMed, Introduction to NCBI, NCBI databases</li><li>• Multiple sequence alignment, Primer designing, Phylogenetic Analysis</li><li>• Sequence information resource: Understanding and use of various web resources: EMBL, Genbank, Entrez, Unigene</li><li>• Protein information resource (PIR)</li><li>• Understanding and using: PDB, Swissport, TREMBL</li><li>• Using various BLAST and interpretation of results</li><li>• Blood film preparation and identification of cells</li><li>• Lymphoid organs and their microscopic organization</li><li>• Double diffusion assay</li><li>• Immuno-electrophoresis</li><li>• Radial Immuno diffusion</li><li>• Dot ELISA</li><li>• Blood smear identification of leucocytes by Giemsa stain</li></ul>







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	<ul style="list-style-type: none"><li>• Separation of leucocytes by dextran method</li><li>• Separation of mononuclear cells by Ficoll-Hypaque</li><li>• Application of Software: Latex (Writing Paper, Thesis, Report, and Bibliography)</li><li>• SPSS</li></ul>
SKILL DEVELOPMENT	<ul style="list-style-type: none"><li>• Techniques of enzyme isolation, purification, and enzyme assay, techniques used for the immobilization of enzymes,</li><li>• Applications of immobilized enzymes in Biotechnology</li><li>• Bioprocess control and monitoring variables such as temperature, agitation, pressure, pH</li><li>• Microbial processes production, optimization, screening</li><li>• Strain improvement, factors affecting downstream processing and recovery</li><li>• Representative examples of ethanol, organic acids, antibiotics</li><li>• Isolation of genomic DNA</li><li>• Isolation of Plasmid DNA.</li><li>• Visualization of DNA using EtBr</li><li>• Electrophoresis of DNA-linear, circular, and supercoiled plasmid.</li><li>• Isolation of DNA from Tissue/Blood/Microorganism</li><li>• Plasmid restriction map.</li><li>• Quantification of DNA using UV/VIS spectrophotometer</li><li>• Effect of UV on microbial/plant cells</li><li>• Computation of various measures of dispersion by using Excel</li><li>• Student's 't' test, 'F' and 'chi' square test</li><li>• Pubmed</li><li>• BLAST</li><li>• Database- NCBI</li><li>• Preparation of single cell suspension from spleen and thymus</li><li>• Cell counting and cell viability</li></ul>



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	<ul style="list-style-type: none"><li>• Macrophage monolayer from PEC, and measurement of phagocytic activity</li><li>• Trypsinization of monolayer and sub-culturing</li><li>• MTT assay for cell viability and growth</li><li>• Data Analysis: Data Preparation – Univariate analysis (frequency tables, bar charts, pie charts, percentages)</li><li>• Bivariate analysis – Cross tabulations and Chi-square test including testing hypothesis of association</li><li>• Ethics: concept, ethical principles in research, importance of ethics in research, Plagiarism: Concept,</li><li>• Types, Importance, means to avoid Plagiarism and Plagiarism Checkers</li></ul>
<b>PHYSICS</b>	
EMPLOYABILITY	<ul style="list-style-type: none"><li>• Principles and construction of dynamo</li><li>• A.C and D.C motor, construction and working of single-phase motor</li><li>• Manufacturing of series lighting</li><li>• Study of safety measures and tools</li><li>• Solar panel maintenance - Basic knowledge</li><li>• Study of switches, fuse, and power source</li></ul>
ENTREPRENEURSHIP	<ul style="list-style-type: none"><li>• General idea about construction, working principle, and measurement of Battery charger- circuit and different components</li><li>• Filter circuit and voltage regulator- TL and 7 types filter circuits, IC voltage regulator</li><li>• Emergency Torch- Miniature lamp type, Farmer Torch.</li><li>• Oven and Tandoor-Oven, Tandoor maker, microwave oven.</li><li>• Electric Toaster- Ordinary, sandwich. Popup and Automatic.</li><li>• Coffee Maker- Coffee percolator, electric coffee Mug/Stirrer</li><li>• Principles and construction of dynamo</li><li>• A.C and D.C motor, construction and working of single-phase motor</li></ul>





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	<ul style="list-style-type: none"><li>• Manufacturing of series lighting</li><li>• Study about safety measure and tools</li><li>• Solar panel maintenance - Basic knowledge</li><li>• Study of switches, a fuse and a power source</li></ul>
SKILL DEVELOPMENT	<ul style="list-style-type: none"><li>• Fan repairing and its study</li><li>• Mixer repair and its study</li><li>• Geyser repair and its study</li><li>• Cooler repair and its study</li><li>• Invertor repairing and its study</li><li>• Electrical iron repair and its study</li><li>• Electric kettle repair and its study</li><li>• Induction cooker repair and its study</li><li>• Water purifier repair and its study</li><li>• DSolve, Map, Part, With, Block, Module, Replace(/.), Conditional commands (Piecewise)</li><li>• Use of the commands: Import and Export. Importing data into a notebook from a file with 'xls', 'txt', and 'dat' extensions. Import of images in 'jpeg' format</li><li>• Exporting data from a notebook into a file with 'xls', 'txt', and 'dat' extension</li><li>• Exporting of images in 'jpeg' format</li><li>• Application of Kirchhoff's Voltage Law and Current Law to electrical meshes (Use of Simultaneous Equations/Matrices)</li><li>• Charging and Discharging in an R-C Circuit</li><li>• Study of Charging and Discharging in circuits with inductors, capacitors, and resistors</li><li>• Nuclear Forces (Comparison of Yukawa Potential, Exponential Potential, Gaussian</li><li>• Potential and Hard-Core Potential)</li></ul>





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- Radioactive Decay and Half-Life
- Richardson Dushman equation
- Generation of Cornu's Spiral
- Plot of the intensity – distance curve for a straight edge, Fraunhofer diffraction at a single slit, Fresnel diffraction at a single slit
- Fermi-Dirac Distribution of Metals,
- Specific Heat of Solids in the Debye Approximation
- Frequency Response of LCR circuits
- Random walk
- Simulation of the diffraction patterns for (1) a straight edge, (2) Fraunhofer diffraction at a single slit, (3) Fresnel diffraction at a single slit
- Simulation of Newton rings for reflected light
- Energy density/ distribution of energy of Free Electrons in Metals
- Numerical solution to the Diffusion/heat equation
- The Planck formula for blackbody radiation
- Phase Plot of a Chaotic non-linear circuit
- Study of the phase plots of a nonlinear simple pendulum
- Multimeter- Testing, Checking of components and measurement of Resistance. Inductance, Capacitance, Diode, Transistor
- Voltage (AC/DC) current and checking of continuity of a given circuit
- Verification of Ohm's law
- Study of resistances in series, parallel, and series-parallel
- Study of voltage sources in series, parallel and series-parallel
- Determination of e.m.f. of a thermocouple
- Determination of efficiency of electrical circuit with variable voltages

## ZOOLOGY

EMPLOYABILITY

- Physiology of Digestion



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	<ul style="list-style-type: none"><li>• Regulation and disorders with special reference to Gastrointestinal and constipation</li><li>• Study of museum specimens and slides relevant to the invertebrates</li><li>• Economic importance of Invertebrates/Insects</li><li>• Fish culture wsr Mono and Poly/ Mixed/ Composite Fish culture</li><li>• Fresh Water Prawn Culture and its prospects in India</li><li>• Culture of Oysters</li><li>• Water pollution, its effects on fisheries, and methods of its abatement</li><li>• Common fish diseases and their control</li><li>• Biochemical composition and nutritional value of fishes</li><li>• Nutrigenomics and immune function in fishes</li><li>• Aquaculture: history, definition, scope &amp; importance</li><li>• Inland Fisheries resources of MP- wsr Narmada</li><li>• Riverine fisheries- Ecology and Fishes of Major River Systems wsr Ganga, Brahmaputra, East coast river system, Godavari and Cauvery River system</li><li>• Cold water fisheries in India</li><li>• Coastal fisheries in India</li><li>• General ecological characteristics of reservoirs in India</li><li>• Earthworm-digestive system, Nervous system, Reproductive system</li></ul>
ENTREPRENEURSHIP	<ul style="list-style-type: none"><li>• Prawn Culture</li><li>• Aquarium fishes –Types and characteristics, Breeding of aquarium Fishes</li><li>• Different types of crafts and gears in fisheries</li><li>• Frog culture</li><li>• Integrated fish culture</li><li>• Paddy cum fish culture</li><li>• Sewage-fed fish culture</li><li>• Brackish water culture</li></ul>



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	<ul style="list-style-type: none"><li>• Cage Culture</li><li>• Pearl culture and Pearl industry</li></ul>
SKILL DEVELOPMENT	<ul style="list-style-type: none"><li>• Examination of pond water for the study of different kinds of microscopic non-chordate organisms</li><li>• Setting and management of freshwater aquarium</li><li>• Freshwater fish farm Engineering: Selection of site, soil chemistry of fish farm, designing the fish farm, Layout &amp; construction of fish farm</li><li>• Dissection (Demonstration Only -Through YouTube Video or Models or Charts)</li></ul>
<b>BOTANY</b>	
EMPLOYABILITY	<ul style="list-style-type: none"><li>• Replica Plating</li><li>• Motility testing of bacterial isolates</li><li>• KOH mount preparation</li><li>• Fluorescent Microscopy</li><li>• Demonstration of Gel electro-phoresis</li><li>• Preparation of herbal pesticides</li></ul>
ENTREPRENEURSHIP	<ul style="list-style-type: none"><li>• Preparation of Fermented pickles</li></ul>
SKILL DEVELOPMENT	<ul style="list-style-type: none"><li>• Isolation of genomic DNA from bacteria</li><li>• Effect of oxidative stress on bacterial growth</li><li>• Effect of Mutagens on bacterial growth</li><li>• Generation of DNA Barcodes for medicinal plants</li><li>• Microbiology at home: Study on Milk samples, packaged food, preserved food, Normal Flora</li><li>• Isolation of microflora from nature: water bodies</li><li>• Additives and food preservatives used in food processing</li><li>• Antagonistic activity of fungi</li><li>• Soap survey to check effectiveness w.r.t. bacteria</li><li>• Isolation of genomic DNA from fungus</li><li>• Isolation of microorganisms from dairy products</li></ul>



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	<ul style="list-style-type: none"><li>• Isolation of <i>Trichoderma</i> from soil</li><li>• Isolation of microbes from fermented products</li><li>• Study of heavy metal toxicity on microbial diversity</li><li>• Identification of embryonated chick eggs</li></ul>
<b>COMPUTER SCIENCE</b>	
EMPLOYABILITY	<ul style="list-style-type: none"><li>• Data Analytics</li><li>• Data Storage and Analysis</li><li>• Grid Computing, Volunteer Computing</li><li>• Web analytics</li><li>• Hadoop</li><li>• Data format, analyzing data with Hadoop, scaling out, Hadoop streaming, Hadoop pipes</li><li>• Design of Hadoop distributed file system (HDFS), HDFS concepts</li><li>• Java interface, data flow, Hadoop I/O, data integrity, compression, serialization, Avro, file, based data structures</li><li>• Security as a Service: benefits of security as a service, concerns with security as a service</li><li>• Security service providers, IdMaaS, attributes of IdMaaS providers</li><li>• Cloud Certifications and Audits: certifications, cloud audit framework, cloud auditing requirements</li><li>• Application Security in the Cloud: Cloud application SDLC, cloud service reports by providers, application security in IaaS, PaaS and SaaS environments</li><li>• Mobile Cloud Computing (MCC): Architecture of MCC, benefits of MCC, MCC challenges</li></ul>
ENTREPRENEURSHIP	<ul style="list-style-type: none"><li>• Servlet: Servlet API, Servlet interface, GenericServlet class, HttpServlet class</li><li>• Life Cycle of a Servlet</li></ul>



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- ServletRequest Interface, RequestDispatcher interface, ServletConfig Interface
- ServletContext Interface, cookies, hidden form field, HttpSession
- Data Access with Servlets: Connecting to a Database, Retrieving Data
- JSP Overview: JSP- Life Cycle: JSP Compilation, JSP Initialization, JSP Execution, JSP Cleanup
- JSP Syntax: The Scriptlet, JSP Declarations, JSP Expression, JSP Comments, JSP Directives, JSP Actions
- JSP Implicit Objects, Control Flow Statements, Decision-Making Statements, Loop Statements
- JSP Operators, JSP Literals, JSP Directives
- JSP- Client Request: The HttpServletRequest Object, HTTP Header Request Example
- JSP- Server Response: The HttpServletResponse Object, HTTP Header Response Example
- JSP Form Processing: GET method, POST method, Reading Form Data using JSP
- Cloud Computing and Business Value: key drivers for CC, CC and outsourcing
- Types of scalability, use of load balancers to enhance scalability, variable operating costs using CC, time-to-market benefits of CC, distribution over the internet, levels of business values from CC
- Cloud Types and Models: private cloud, public cloud, hybrid cloud
- Open Source Cloud Implementation and Administration: Eucalyptus& OpenStack cloud architectures, CSB (158) Recent Trends in Cloud Computing and Standards: conflicts of interest for public cloud and IT product providers
- BYOD and encryption exposures, cloud standards, cloud ratings
- Host Security in the Cloud: security for virtualization products, host security for SaaS, PaaS, IaaS





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	<ul style="list-style-type: none"><li>• Data Security in the Cloud: challenges with cloud data and data security</li><li>• Data confidentiality and encryption, data availability, data integrity, CSGs</li><li>• Cloud application requirements</li><li>• SOA for cloud applications</li><li>• Adoption and Use of Cloud by Small and Medium Businesses: place of adoption, benefits, adoption phases, vendor roles and responsibilities, selection phases, provider liability, provider capabilities</li><li>• Success factors for CC Adoption process of public clouds by enterprises</li><li>• Cloud migration techniques</li><li>• Phases during the migration of an application to the cloud</li><li>• IT Service Management for Cloud Computing: ITIL-based service management, service strategy, service design, service transition, service operations, continual service improvement</li></ul>
SKILL DEVELOPMENT	<ul style="list-style-type: none"><li>• Introduction of Java, Applet Class: Life Cycle of an Applet</li><li>• The Applet Tag and their attributes, Passing Parameters to an Applet</li><li>• Graphics in Applet. AWT: Event Handling: Event Handling Mechanism the Delegation Event Model</li><li>• Event Classes, Sources of Events</li><li>• Event Listener Interfaces</li><li>• Java Database Connectivity (JDBC): Introduction, JDBC Driver, DB Connectivity steps, Connectivity with Oracle</li><li>• MySQL and MS Access, Connection Interface, Statement Interface, ResultSet Interface</li><li>• Hbase, data model and implementations, HBase clients, Hbase examples, praxis</li><li>• Cassandra, Cassandra data model, Cassandra examples, Cassandra clients, Hadoop integration</li></ul>



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- Pig, Grunt, pig data model, Pig Latin, developing and testing Pig Latin scripts
- Hive, data types and file formats, HiveQL data definition, HiveQL data manipulation, HiveQL queries, Case Study

## FACULTY OF ARTS

### ENGLISH

#### EMPLOYABILITY

- Creating Poetry: Problems in Writing Poetry
- Parameters of poetry Imagination and other Contemporary Issues
- Subjectivity, Objectivity Negativity
- Resilience Language
- Vocabulary and Other Essential Elements

#### ENTREPRENEURSHIP

- Status and role of English in the era of globalization
- English for Business
- Purpose and functions of English for Business Collocation
- Editing and proof-reading Copy Editing
- Communication in a Multicultural World
- Impact of Globalization and Multicultural Communication
- Cross-Cultural Communication Problems

#### SKILL DEVELOPMENT

- Applied Drama: Problems and Prospects
- Difference between comedy
- Tragedy and tragicomedy: Theme, plot, diction, characters, comic, elements, stage and costumes
- Dialogue, action, conflict, and mood of the audience
- Rising and falling action and climax
- Basic Language Skills
- Vocabulary Building: Suffix, Prefix, Synonyms, Antonyms, Homophones, Homonyms and One-word substitution
- Basic Grammar: Noun, Pronoun, Adjective, Verb, Adverb, Prepositions, Articles, Time and Tense



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	<ul style="list-style-type: none"><li>• Drafting C.V.</li><li>• Organs of Speech</li><li>• Delivering the Presentation</li><li>• Developing Listening Skills: Hearing vs Listening's</li><li>• Barriers to Listening</li></ul>
<b>ECONOMICS</b>	
EMPLOYABILITY	<ul style="list-style-type: none"><li>• Employment Oriented Schemes in Madhya Pradesh</li><li>• Role of Self Help Groups and voluntary organizations</li><li>• Profit- Meaning and Nature, Knight's Theory and Schumpeterian</li><li>• Theory of Profit</li><li>• Research Report</li><li>• Provision of Urban Amenities in Rural Areas (PURA)</li><li>• Mahatma Gandhi National Rural Employment Guarantee ACT 2005</li><li>• Swarnjayanti Gram Swarojgar Yojna (SGSY)</li><li>• Modernization of employment in organized private industry</li><li>• Public sector and employment in the agricultural sector</li><li>• Employment policy in Five Year Plans and its evaluation</li><li>• Non-agricultural rural activities</li></ul>
ENTREPRENEURSHIP	<ul style="list-style-type: none"><li>• Start Up India</li><li>• Make in India</li><li>• Aatm Nirbhar Bharat</li><li>• Mudra Yojana</li><li>• MNREGA</li><li>• Investment</li><li>• Indian Institute of Entrepreneurship (IIE)</li><li>• Meaning and Phases of Trade cycle</li><li>• Economic status, private property, and participation of women in pre-industrial and industrial societies</li><li>• Cottage and small-scale industries</li></ul>





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## SKILL DEVELOPMENT

- Data Collection- Primary and Secondary data
- Index Number- Meaning, Characteristics, Importance, Uses,
- Limitations and Problems
- Probability- Definition and Concept
- Introduction of Internet Banking and Retail Banking
- Application of Minima and Maxima in Economics
- Physical Quality of Life Index (PQLI)
- Hypothesis: Meaning, Types and Utility, Testing of Hypothesis
- Skill Productivity, Efficiency

## HINDI

## EMPLOYABILITY

- माध्यमगत स्थापत्य संरचना।
- मीडिया स्वामित्व और प्रबंधन।
- प्रबंधन नियंत्रण कौशल।
- मीडिया ट्रेडमार्क प्रबंधन।
- मीडिया संस्थानों की समस्याएं: राजनीतिक, आर्थिक, प्रशासनिक दबाव, यथार्थ और चुनौतियां।
- राजभाषा हिंदी की संवैधानिक स्थिति।
- विज्ञापन: अर्थ, परिभाषा एवं विशेषताएं।
- विज्ञापन का उद्देश्य, आवश्यकता एवं महत्व ।
- विज्ञापन और व्यापार का संबंध ।
- विज्ञापन का इतिहास और विकास।
- विज्ञापन के विविध माध्यम।
- मुद्रण माध्यम समाचार पत्र, पत्रिकाएं।



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	<ul style="list-style-type: none"><li>• श्रव्य माध्यम रेडियो, एफ. एम. रेडियो, मुनादी।</li><li>• दृश्य श्रव्य माध्यम टी.बी. इंटरनेट, मोबाइल, सोशल मीडिया, ई-विज्ञापन।</li><li>• अन्य माध्यम होर्डिंग, पोस्टर, बैनर, पर्चे, स्टीकर, प्रदर्शनी आदि।</li></ul>
ENTREPRENEURSHIP	<ul style="list-style-type: none"><li>• सिनेमा निर्माण की प्रक्रिया: पटकथा एवं संवाद</li><li>• सिने माध्यम की भाषा की प्रकृति एवं संरचना।</li><li>• कहानी लेखन (STORY WRITING)</li><li>• पटकथा लेखन की प्रक्रिया।</li><li>• सिने संवाद लेखन।</li><li>• फिल्म निर्देशन के प्रमुख तत्व।</li><li>• अभिनय के आधारभूत सिद्धान्त एवं प्रकार।</li><li>• गीत एवं संगीत नियोजन।</li><li>• सृजन की सामूहिकता।</li><li>• स्थल चयन एवं सेट निर्माण। रूप सज्जा।</li><li>• छायांकन एवं एनिमेशन का संयोजन।</li><li>• ध्वनि एवं प्रकाश नियोजन, डबिंग, सम्पादन ।</li><li>• व्यावसायिक पत्र- अर्थ स्वरूप एवं विशेषताएँ ।</li><li>• वाणिज्यिक पत्र- अर्थ स्वरूप एवं विशेषताएँ ।</li><li>• पूछताछ सम्बन्धी पत्र शिकायती पत्र निविदा सूचना कोटेशन बिल प्रारूप।</li><li>• प्रतिलिपि लेखन एवं विज्ञापन संरचना।</li><li>• संक्षेपण और पल्लवन : अर्थ, स्वरूप एवं विशेषताएँ ।</li></ul>



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	<ul style="list-style-type: none"><li>• संक्षेपण : अर्थ, स्वरूप, विशेषताएँ एवं प्रक्रिया।</li><li>• पल्लवन : अर्थ, स्वरूप, विशेषताएँ एवं प्रक्रिया ।</li><li>• प्रशासनिक एवं कार्यालयीन पत्रों का अनुवाद।</li><li>• प्रबंधन और पूंजी नियोजन, जनसंचार माध्यमों का अर्थशास्त्र।</li><li>• प्रबंधन विभाग, नीतियां और कियान्वयन, मीडिया-प्रबंधन कार्य एवं दायित्व।</li><li>• विदेशी पूंजी निवेश और पत्रकारिता के बदलते मापदंड।</li><li>• प्रायोजित कार्यक्रमों का गणित।</li><li>• छात्र व्यावसायिक कर कटौती, माल और सेवाकर, आयकर, भविष्य निधि और बीमा।</li><li>• सेवा रिकॉर्ड, वित्तीय और कानूनी रिकॉर्ड से संबंधित कार्यालय द्वारा संधारित किये जाने वाले विशेष रिकॉर्ड्स।</li></ul>
SKILL DEVELOPMENT	<ul style="list-style-type: none"><li>• बैठक का कार्यवृत्त।</li><li>• समाचार लेखन।</li><li>• हिंदी में उपलब्ध सॉफ्टवेयर एवं विभिन्न की-बोर्ड, देवनागरी लिपि के विविध फोण्ट्स, यूनिकोड, हिंदी स्लाइड, पी.पी.टी., पोस्टर निर्माण, स्पीच टू टेक्स्ट एवं टेक्स्ट टू स्पीच, हिंदी शॉर्टहैंड का परिचय।</li><li>• हिंदी से संबंधित वेबसाइट, ईमेल, इंटरनेट पर उपलब्ध पत्र - पत्रिकाएँ, दृश्य श्रव्य सामग्री, ई पुस्तकालय, सरकारी तथा गैर सरकारी चैनल, आभासी कक्षाएं।</li><li>• पत्र-लेखन और प्रकार ।</li></ul>





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- आवेदन पत्र लेखन।
- कार्यालयी शब्दावली एवं अनुप्रयोग ।
- कार्यालयी पत्र- प्रारूपण-लेखन व विशेषताएँ ।
- टिप्पण ज्ञापन परिपत्र आदेश अधिसूचना ।
- प्रेस विज्ञप्ति व प्रतिवेदन ।
- बैठक का कार्यवृत्त, समाचार लेखन
- हिन्दी के विभिन्न की बोर्ड, सॉफ्टवेयर, यूनिकोड, टेक्स्ट टू स्पीच एंड स्पीच टू टेक्स्ट।
- इन्टरनेट पर हिन्दी भाषा।
- वेब डिजायनिंग में हिन्दी भाषा।
- वेब डिजायनिंग में हिन्दी का अनुप्रयोग, पी.पी.टी. स्लाइड एवं पोस्टर निर्माण।
- अनुवाद के सिद्धांत और समस्याएं।
- अनुवाद विज्ञान और भाषा: स्रोतभाषा एवं लक्ष्य भाषा।
- अनुवाद की प्रविधि: विभिन्न चरण-विश्लेषण, अंतरण एवं पुनर्गठन।
- अनुवाद के भेद: शाब्दिक अनुवाद, भावानुवाद, छाया अनुवाद, सारानुवाद, आशु अनुवाद, मशीनी अनुवाद।
- दुभाषिया: प्रविधि एवं भाषान्तरण: दुभाषिया (इंटरप्रीटर) की अर्हता व गुण।



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- माइक्रोसॉफ्ट वर्ड पर हिन्दी में कार्य करने का अभ्यास ।
- माइक्रोसॉफ्ट एक्सेल में टेबुलेशन/वर्कशीट तैयार करना ।
- माइक्रोसॉफ्ट पावरपाइंट पर हिन्दी में स्लाइड बनाकर प्रस्तुतीकरण करना।
- यूनीकोड तकनीक का परिचय, हिंदी यूनीकोड फॉण्ट के प्रचलित प्रकारों का परिचय।
- यूनीकोड फॉण्ट के माध्यम से हिंदी में टंकण करने का अभ्यास।
- इंटरनेट मीडिया एवं वेब तकनीक- इंटरनेट मीडिया एवं वेब तकनीक।
- वेब पत्रकारिता एवं सोशल मीडिया।
- वेबसाइट : परिचय एवं प्रमुख अंग।
- वेब पेज : परिचय एवं प्रमुख अंग।
- हिन्दी की प्रमुख वेबसाइट एवं वेब पेज।
- ब्लॉग, वेब पोर्टल एवं डिजिटल पत्र/पत्रिकाएँ-
- ब्लॉग : परिचय, प्रमुख अंग एवं निर्माण की प्रक्रिया।
- वेब पोर्टल : परिचय, प्रमुख अंग एवं निर्माण की प्रक्रिया।
- डिजिटल पत्र/पत्रिकाएँ : परिचय एवं तकनीक।
- हिन्दी के प्रमुख ब्लॉग एवं वेब पोर्टल।
- हिन्दी की प्रमुख डिजिटल पत्र/पत्रिकाएँ।

## HISTORY

### EMPLOYABILITY

- The ethics of Indian valor
- Gupta Culture, Gupta Period: Golden Age Gupta-Vakataka Relations
- Shakari Vikramaditya And His Cultural Achievements



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	<ul style="list-style-type: none"><li>• Decline of Gupta Empire. Huna Invasion And its Impact</li><li>• Pushyabhuti Dynasty. Harshvardhan - Military Campaigns</li><li>• Administration and Religious Achievements</li><li>• Khilji Dynasty: Jalaluddin and Allauddin Khilji, His Conquests, Administration and Reforms</li><li>• Tughlaq Dynasty: Mohammad Bin Tughlaq and Firoz Shah Tughlaq- Their Achievements</li><li>• Saint Tradition in India. Guru Nanak, Kabir, Tulsi Das, Meera Bai</li><li>• Role of Women in freedom Struggle – Laxmi Bai, Awanti Bai, Jhalkari Bai</li><li>• Indian Renaissance, Socio-Religious Movements- Raja Ram Mohan Roy and Brahma Samaj</li><li>• Status of Women</li></ul>
SKILL DEVELOPMENT	<ul style="list-style-type: none"><li>• Evolution of language and Script: Brahmi, Kharoshiti, Pali, Prakrit, Sanskrit, etc</li><li>• Cripps Mission, Simla Conference, Cabinet Mission, Subhash Chandra Bose and the INA</li><li>• Communal Politics and the partition of India</li><li>• Indian Independence Act 1947</li><li>• Integration of Indian princely states</li><li>• Main features of the Indian Constitution.</li><li>• Architecture of Sultanate Period</li></ul>
<b>POLITICAL SCIENCE</b>	
EMPLOYABILITY	<ul style="list-style-type: none"><li>• State Finance Commission</li><li>• State Election Commission</li><li>• Municipal Corporation</li><li>• Municipality</li><li>• Town Panchayat</li><li>• Township</li></ul>



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	<ul style="list-style-type: none"><li>• Cantonment</li><li>• Employment–MGNREGA–Entrepreneurship</li><li>• Empowerment</li><li>• Union Public Service Commission</li><li>• Parliament and its working</li><li>• Single Index Model: Portfolio total risk</li><li>• Portfolio market risk and unique risk</li><li>• Sharpe's optimization solution</li></ul>
ENTREPRENEURSHIP	<ul style="list-style-type: none"><li>• Meaning, Significance, Dimensions, Organization and Functions of NGO</li><li>• Regulatory Mechanism at Central and State level Government over NGOs</li><li>• Sources of Finances of NGOs, Expenditure</li><li>• Account and Audit of NGOs</li><li>• Self-Help Group Women</li><li>• Entrepreneurial Process and Decision Making: Entrepreneurial ecosystem, Ideation</li><li>• Development and exploitation of opportunities; Negotiation, decision-making process, and approaches</li><li>• Effectuation and Causation</li><li>• Introduction to business models</li><li>• Creating value propositions-conventional industry logic, value innovation logic</li><li>• Customer-focused innovation; building and analyzing business models</li><li>• Entrepreneurial Development Programme relevance and achievements, the role of Government in organizing such programmes</li><li>• Critical Evaluation</li><li>• Pattern identification and recognition for venture creation: prototype and exemplar model</li></ul>



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	<ul style="list-style-type: none"><li>• Reverse engineering</li><li>• Evolution of Organisation</li><li>• Sources and selection of venture finance options and its managerial implications</li><li>• Introduction to Entrepreneurship: Entrepreneurs</li><li>• Entrepreneurial personality and intentions, characteristics, traits and behavioral</li></ul>
SKILL DEVELOPMENT	<ul style="list-style-type: none"><li>• Mass Media</li><li>• Leadership- Types, Roles, Style</li><li>• Personality Traits, Functions, Performance</li><li>• Campaigns, Opinion Polls, Exit Polls</li><li>• T.V., Radio and Politics in India</li><li>• Information and Communication Technology</li><li>• Budgetary Process in India; Budget- Making</li><li>• Budget- Enactment and Budget- Implementation</li><li>• Agencies involved in Budgetary Process</li></ul>
<b>FACULTY OF COMMERCE AND MANAGEMENT</b>	
<b>COMMERCE</b>	
EMPLOYABILITY	<ul style="list-style-type: none"><li>• e-Filing of return</li><li>• Computerized Accounting &amp; generating report</li><li>• Procedure to open and close bank accounts</li><li>• Digital Advertising in India</li><li>• Major tools of sales promotion</li><li>• Digital Marketing &amp; Viral Marketing</li><li>• Job Interviews, Mock Interviews and CV, E-mail, Video Conferencing</li><li>• Merchant Banking in India</li><li>• Listing procedure and legal requirements of Companies</li><li>• Job and Contract Costing</li></ul>



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	<ul style="list-style-type: none"><li>• Functions of Stockbrokers</li><li>• Procedure of PAN Card and its Obligation</li><li>• E-banking and e-trading</li><li>• Money and capital markets</li><li>• Future of merchant banking in India</li><li>• Salesmanship</li><li>• Qualities and Functions of Project Manager, Rights and Responsibilities of a project manager</li><li>• Marketing of financial, hospitality, hospital, tourism and educational services</li></ul>
ENTREPRENEURSHIP	<ul style="list-style-type: none"><li>• Computerized Accounting &amp; generating reports</li><li>• Final Account, Choice of Suitable Form of Organization</li><li>• Importance of Elasticity of Demand</li><li>• Consumer Equilibrium, Efficiency of Labor</li><li>• The practice of quick calculation of addition, multiplication, division</li><li>• Procedure to apply for house loan, personal loan, education loan and commercial loan</li><li>• Claim filing</li><li>• Insurance proposal to policy, procedure, and settlement of claims</li><li>• Social Media Advertising, Salesmanship, Indian Contracts Act 1872</li><li>• Limited Liability Partnership Act, 2008, Liquidation of company</li><li>• Calculation of Commission, Discount and Brokerage, Concurrent Audit</li><li>• Segmentation and positioning</li><li>• Retailing and Wholesaling</li><li>• Sales promotion- tools and techniques</li><li>• Project Formulation: Pre-feasibility Study</li><li>• Project Feasibility Analysis: Market Analysis, Technical Analysis, Financial Analysis, Economic Analysis</li></ul>





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	<ul style="list-style-type: none"><li>• EXIM policy</li><li>• Liberalization, Privatization and Globalization</li><li>• Entrepreneurial challenges</li><li>• Innovation and Entrepreneurship</li><li>• Introduction to lean startups</li><li>• Service Market Segmentation</li><li>• Product planning for global markets</li><li>• International logistic decisions</li><li>• New Product Development</li><li>• Management of international brands</li><li>• Packaging labeling</li></ul>
SKILL DEVELOPMENT	<ul style="list-style-type: none"><li>• Functions of Business and Steps to Start an Enterprise</li><li>• Portfolio Consultants, Registration under GST</li><li>• Make or Buy and Shutdown decision</li><li>• Prevention of corruption act 1988 and information technology act 2000</li><li>• Print Media, Broadcasting Media, Non-Media Advertising</li><li>• Marketing strategies for Internet, mobile, telephone, debit/ credit card services</li><li>• Filling and Filing of ITR Forms</li><li>• Commission</li></ul>
<b>MANAGEMENT</b>	
EMPLOYABILITY	<ul style="list-style-type: none"><li>• Computerized Accounting software (cloud books, wave and Tally)</li><li>• Job Analysis</li><li>• Job Description</li><li>• Job Specification</li><li>• Recruitment, Selection, Induction, Placement, Promotion, And Transfer</li><li>• Advertising</li></ul>



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	<ul style="list-style-type: none"><li>• Publicity</li><li>• Selling, Sales Promotion and Public Relations</li><li>• Financial Services</li><li>• Health Services</li><li>• Hospitality Services</li><li>• Human Resource and Development for workers</li><li>• Role of trade unions</li><li>• Employee coaching</li><li>• Counselling and performance management</li><li>• Career management and development</li></ul>
ENTREPRENEURSHIP	<ul style="list-style-type: none"><li>• Planning for Start-ups</li><li>• Scope of Statistics in Management and Industry</li><li>• Wage &amp; Salary Administration</li><li>• Job Evaluation &amp; Designing</li><li>• Salary Structure</li><li>• Financial Institutions: Commercial banking introduction, its role in project finance and working capital finance</li><li>• Development Financial Institutions (DFIs) - An overview and role in the Indian economy</li><li>• Mutual Funds</li><li>• Finance Decision</li><li>• Investment decisions</li><li>• Working capital decisions</li><li>• Dividend decisions</li><li>• Online Marketing and Advertisement, Online</li><li>• Interactive Retailing</li><li>• E-Commerce--Business Models: B2B, B2C, C2C, B2 Government, Government to Government</li><li>• Meaning and nature of inventory</li></ul>



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	<ul style="list-style-type: none"><li>• Purpose and benefit of holding inventory</li><li>• Risk and cost of holding inventories</li><li>• Objectives of inventory management</li><li>• Tools and techniques of inventory management</li></ul>
SKILL DEVELOPMENT	<ul style="list-style-type: none"><li>• Business Correspondence</li><li>• Essentials of effective Business Correspondence</li><li>• Structure of Business Letter</li><li>• Types of Business Letter- Enquiry, Reply, Orders, Complaints, Circular Letter. Principles of clear business writing</li><li>• Preparation of Final Accounts: Trading Account, Profit and Loss Account, Balance Sheet</li><li>• Preparation of EMI Chart</li><li>• Questionnaire designing, Design attitude measurement techniques</li><li>• Scaling techniques</li><li>• Digital Marketing Channels</li><li>• Creating Initial Digital Marketing Plan</li><li>• Prepaid E-payment systems</li><li>• Post—paid E-payment systems</li><li>• E-Cash or Digital Cash</li><li>• E-Cheque</li><li>• Credit cards</li><li>• Smart Debit Cards</li><li>• Emerging Trends in Indian Capital Market</li><li>• Depositories and script less trading Book</li><li>• Building, Stock Lending Scheme</li><li>• Rolling Settlement</li><li>• Green Shoe Option</li><li>• Responsibilities and code of conduct for portfolio manager</li></ul>



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- Service marketing – Introduction, growth of service sector, concept, characteristics,
- Classification of service designing, and marketing of services