Programme: BAMM

Medium: English

Paper:

Paper Title: Design Fundamentals & Digital Graphics

Semester: 3

Subject Code:

Year of Implementation:

Title of the Paper	L	Cr	P/T	D (EE)	EE	IE	TM
Design Fundamentals & Digital Graphics	60	4		2.5hrs	75	25	100

#L=Lecture, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, TM=Total Marks

Course Objectives: This course enables students to:
- To introduces interactive computer graphics and drawing algorithms.
- To make students create interactive graphics applications.
- To provide comprehensive introduction about computer graphics system, design algorithms and two-dimensional transformations.

Learner Outcomes:

- Have an understanding of the core concepts of computer graphics.
- Enable them to create interactive graphics applications

Module	Module Specific Objectives	Content	Weightage	Instruction Time	Credits	Evaluation	
						IE Weightage	EE Weightage
Introduction to the Graphic	Understand Content and Graphics	Printing & Scanning	20	5 L	1	2 Any two Logo Design	10

Design Industry through magazines, brochures, internet etc. . .	Marketing Plan Look and feel	Types of Printers Printing Concepts Printing Technologies Printer Paper Post Press – Print Project Finishing Scanning					
Introduction to **Corel Draw**	BASICS OF COREL DRAW	Introduction to Corel Draw Interface Tool Box Introduction, Title Bar, Menu Bar, Work Area, Printable Page, Colour Palette, Toolbox. Drawing and Coloring Introduction Selecting Objects Creating Basic Shapes Reshaping Objects Organising objects Applying color fills and Outlines	25	15L	1	3 Design: Visiting Card Sticker, Letterhead Design	20
Advance **Corel Draw**	File Exports, Different File Formats	Mastering with Text Introduction Text Tool Artistic and paragraph text Formatting Text Embedding Objects into text Wrapping Text around Object Linking Text to Objects Applying Effects Introduction Power of Blends Distortion Contour Effects Envelopes Lens Effects Transparency Creating Depth Effects Power Clips Working with Bitmap Commands Introduction Working with Bitmap Editing Bitmaps Applying effects on Bitmaps Printing	25	10L	1	10 Design: Any 2 Wedding Card Flex Banner, Flyer with Coupon, Brochure Package Designing, Wedding Card design, Banner Designing, Advertisement layout, Greeting Card, Brochure Design, Flyer Design	20

Adobe Photoshop	Differences between Bitmap and Vector Images, Understanding Image Resolution, Understanding Pixel Logic, Changing the Resolution of an Image, Changing the Size of a Document, Working with Selections: Transforming a Selection Working with color mode: Mastering Layers in Photoshop Layer Style and Filter Effects Exporting Formats: PSD, Eps, Jpeg, Gif, Tiff, PDF, BMP, TGA, PNG and etc.	**Working with Images** Working with Multiple Images, Rulers, Guides & Grids Adjusting Color with the New Adjustments Panel The New Masks Panel & Vibrance Color Correction Command The New Auto-Blend & Auto-Align Layers **RESIZING & CROPPING IMAGES** Understanding Pixels & Resolution The Image Size Command Interpolation Options Resizing for Print & Web Cropping & Straightening an Image Adjusting Canvas Size & Canvas Rotation **WORKING WITH BASIC SELECTIONS** Selecting with the Elliptical Marquee Tool Using the Magic Wand & Free Transform Tool Selecting with the Regular & Polygonal Lasso Tools **GETTING STARTED WITH LAYERS** Understanding the Background Layer, Creating, Selecting, Linking & Deleting Layers Locking & Merging Layers Copying Layers, Using Perspective & Layer Styles Filling & Grouping Layers Introduction to Blending Modes Blending Modes, Opacity & Fill Creating & Modifying Text **PAINTING IN PHOTOSHOP** Using the Brush Tool Working with Colors &	30	20L	1	10 Design: Layout of any two of following: advertisement creation, wallpapers, jewellery creation, fashion designing, 3d effects Photo modification Change Black n white image to colour.	25

		Swatches Creating & Using Gradients Creating & Working with Brushes Using the Pencil & Eraser Tools Painting with Selections **PHOTO RETOUCHING** The Red Eye Tool The Clone Stamp Tool The Patch Tool & the Healing Brush Tool The Spot Healing Brush Tool The Color Replacement Tool The Toning & Focus Tools Painting with History **INTRODUCTION TO COLOR CORRECTION** Color Spaces & Color Modes The Variations Command The Auto Commands Adjusting Levels **CREATING SPECIAL EFFECTS** Getting Started with Photoshop Filters Smart Filters Creating Text Effects Applying Gradients to Text **EXPORTING YOUR WORK** Saving with Different File Formats Saving for Web & Devices Printing Options					

SMT MMP SHAH WOMEN'S COLLEGE OF ARTS AND COMMERCE

(AUTONOMOUS)

Smt. Parmeshwari Devi Gordhandas Garodia Educational Complex
338, RA Kidwai Road, Matunga, Mumbai 400019.

NAAC Reaccredited B+ Grade, CGPA 2.98/4.00
UGC Status: College with Potential for Excellence
Adjudged The Best College (2017-18) by SNDT Women's University

Syllabus for Core Component (CC) English (English Medium)
Semester III, Bachelor of Arts, English Medium
The Title of the Paper: In an Imaginary Place
Subject Code: ****

Empowering English Paper I	L	Cr	P/T	D (EE)	EE	IE	T
	03	04	01	2.5 hrs	75 Marks	25 Marks	100 Marks

#L=Lecture, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, T=Total Marks

The Course Context:
1. The course is for students who can read books about 200 pages in English on their own. The students should be able to write correct English sentences and express their ideas about characters and events of a prose text in writing.
2. A student opting for this course will have to undergo a screening process- an examination consisting of MCQs and Answer in Brief. Objective of this assessment would be to check English language comprehension, writing skills and knowledge about literature.
3. The number of students would be capped at 25.
4. The students selected for this course need not appear for the regular C.C. English course.
5. The students selected for this course should pay an increased fee.

Objectives:
1. Encourage the habit of reading fiction/literary text among students.
2. Introduce students to a variety of prose fictions and train them to discuss characters, events, historical background and significant themes of a literary text.
3. Train students to think critically about the texts.

Learning Outcomes:
1. Students will become familiar with the strategies to explore literary writing.
2. They will learn to appreciate the narrative style of various authors.
3. Students will acquire tools to analyse the themes of a text and cultural issues that a text raises in through its narrative.

Texts Proposed for the Course:
1. Diaspora Writers:
    - Jhumpa Lahiri- *The Namesake*
    - Chitra Banerjee Divakaruni- *The Palace of Illusions*
2. Partition Literature:
    - Bhisham Sahni- *Tamas*
    - Khushwant Singh-*Train to Pakistan*
3. Introducing other Genders/Gender Fluidity
    - Devdutt Pattanaik- *The Pregnant King*
4. World Literature:
    - George Orwell: *Animal Farm*
    - Ernest Hemingway: *The Old Man and the Sea*
    - JD Salinger: *The Catcher in the Rye*

Research Gateway

Add-on Course

To be implemented from February, 2022

In today's global era research is drawing special attention in various fields. Research gives us scientific & systematic vision which is used for self-development. In the field of education where youth has a lot of innovative and creative talent, there is ample scope to utilize their talents by channelizing it properly through research activity. It will contribute in real development of institution, society, industry, technology, agriculture, education and in overall growth of the nation. To utilize talent of the students and to cultivate a research environment, Economics department has designed a two-credit course on **"Research Gateway"** for the students of economics.

OBJECTIVES:

- ➢ To cultivate the spirit of research amongst students
- ➢ To make students understand process of research
- ➢ To train the students in framing research problem, data collection and data analysis
- ➢ To make students proficient in writing a research report

Course Outcomes:

- Students will develop positive mindset towards research
- Students will be able to undertake a research project
- Students will be able to present an analytical and evaluative research report at the end of the course.

Course Design: Certificate Course with 2 credits.

Eligibility: All students from semester VI with Economics Specialization

No. of Students: 50

Course duration: 30hrs.

Title of the course	L	Cr	Theory Exam(MCQs)	Research work & PPT presentation	Total Marks
Research Gateway	30 Hrs.	2	25	75	100

Course Content

Module	Content	Instruction Time	Credit
1	1. Research Concept 1.1 Meaning, scope and significance of Research 1.2 Types of Research & Research Design 1.3 Identifying Research problem and topic selection 1.4 Review of Literature: Online sources 1.5 Hypothesis concept and formulation 1.6 Preparing research Proposal 1.7 Framing Questionnaire 1.8 Evaluation of Questionnaire	15	1
2	2. Research conduction & Report writing 2.1 Selection of sample 2.2 Techniques of Data Collection 2.3 Data Analysis Techniques part 1 2.4 Data Analysis Techniques part 2 2.5 Interpretation of Data 2.6 Report writing part 1 2.7 Report writing part 2 2.8 Concept and preparation of case study 2.9 PPT presentation by Students	15	1

References:

1. Nageswara Rao G (2011) Research Methodology And Quantitative Methods by Bsp publication..
2. Paneerselvam R.(2013) Research Methodology, Prentice Hall India Learning Private Limited
3. C.K.Kothari (2019) Research Methodology : Methods And Techniques, New Age International Publishers.
4. Ranjit Singh(2021) Research Methodology, RT Publications, Ranjit Nagar, Kharar, Punjab

SMT. MANIBEN M.P. SHAH WOMEN'S COLLEGE OF ARTS & COMMERCE (AUTONOMOUS)

Course in Elder Care

Duration: 6 months

BA – III   Sem. - V

Year: June/ July 2021-22

Eligibility: Graduate (Interdisciplinary)

Pass percentage: 40%

Credits: 2

Assessment: (continuous assessment) Assignment, Presentation, Internship (one month) , Written Test

Objectives:
- **To create awareness and sensitize students towards elderly population and their issues**
- **To provide information and knowledge about services and organisations working for older adults.**
- **To give students hands on experience of working with the elderly**
- **To encourage the importance of lifelong learning amongst students and older adults.**

Learning Outcomes –

1. Students will become familiar about the diet, health and hygiene of the older adults.
2. The course will empower the students to handle elderly individuals independently.
3. Students will become aware of common diseases in older adults.

SYLLABUS

Module	Course Contents	Lectures	Marks
1	**Why study Aging?** a) Defining Aging b) Demographic Trends in Aging c) Difference between individual and population aging (Merge) d) Myths and Realities of Aging e) Concept of Healthy Aging	8	10
2	**What is Gerontology and Geriatrics?**	6	10

	a) Relevance of Gerontology and its multidisciplinary nature		
	b) Theories in Gerontology		
	c) Levels of care in older adults		
3	**Illness and Health care**	**10**	**15**
	a) Process of Aging and changes which take place- Physiological Changes in Ageing		
	b) Common Conditions/ diseases of elderly		
	c) Chronic Disorders		
	d) Activities of Daily Living; Instrumental Activities of Daily Living; Advanced Activities of Daily Living		
	e) Health Promotion and Treatment (healthy ageing, nutrition, exercise)		
	f) Dealing with Long Term Health Care		
	g) Palliative Care		
	h) Home Care		
4	**Social and Psychological Aspects of Aging**	**10**	**15**
	a) Ageing & Globalization		
	b) Social Roles and Social Influences on Aging		
	c) Perspectives in Caregiving		
	d) Successful Aging		
	e) Psychological Factors in Aging		
	f) Psychological Problems in Old Age		
5	**Policies for Elderly**	**10**	**15**
	a) The Rights of Older Persons		
	b) Schemes, programs and services for Older Adults		
	c) National and International Policies for Older Adults		
6	**Family Dynamics, Skills and Interventions**	**6**	**10**
	a) Skill for dealing with specific issues of older adults		
	b) Counseling Older Adults		
	c) Lifelong Learning in older adults		
	Total -	**50**	**75**

Practical Component   -   Total - 25 Marks

- **Communication Skills required to work with the elderly**
- **Approaching an older adult**
1. Lifestyle Management
2. Intergenerational Bonding
- **Health care and Assistance.**
- **Prevention of accidents**
- **Basic CPR**
- **Understanding emergencies**
- **Support Group Activities**

- Conduct a face-to-face interview with an older adult relative or family friend (preferably75+), and ask the person to share things that have been important in his/her life along with his/her fears and concerns. What were some of the major choices that this person has to make throughout his/her life? What were significant moments or events in your life? What lessons the person learned about life and living? Describe the people who guided or influenced him/her the most. What risks did he/she take in life? What regrets or unfilled desires does he/she have? What dreams or hopes do they have for the future? What advice about life do they have for young people?

Semester

Draft Syllabus and question Paper Pattern
with Effect from the Academic Year 2021-2022

Core Course (CC)
Vedic math
Basic module

Objectives
- To remove the math's phobia prevalent in students and to generate their love for mathematics.
- To do calculation in day to day life with easy.
- To promote Indian Mathematics.
- To enhance computation skills in students.
- Improve clarity on mathematical concepts.
- Develop analytical thinking through Vedic Mathematics.

Learning Outcome

- The students learn to understand Vedic math concept and using in their life in daily use
- The students improve memory and boosts self-confidence.
- The students cultivate an interest in you for numbers.
- Math-Phobia High Speed Vedic Math is a Fun-Filled way to do Math and arises interest

Teaching Pedagogy
Use of technology ,Google meet , laptop , Digit pen , Test sheet . Viva

Modules at a Glance

Sr. No.	Modules	No. of Lectures
1	Module I	10
2	Module II	10
3	Module III	10
	Total	30

Recommended Syllabus

Unit. No.	Modules / Units
1	**Module I**
	- HOLISTIC MATHS Course overview, history of our number system. 10-point circle, completing 10s, addition. Mental addition from left to right - COMPLETING THE WHOLE Early history of Vedic math. Looking for 10s in addition, including adding columns Using addition and subtraction together - DOUBLING AND HALVING Number splitting: doubling and repeated doubling. Maths teaching. Halving and repeated halving - CREATIVE MATHS Improvising and extending the multiplication tables - Multiplying and dividing by 5, 50, 25 - A MAGIC NUMBER Digit sums, 9-point circle, casting out nines.
2	**Module II**
	- Addition using dot method - Subtraction from left to right - Magic of Multiplication a) Multiplication – Base 10 (Nikhilam) b) Multiplication – Base 100 (Nikhilam) c) Multiplication – Base 20, 30, 40 (Nikhilam) - Division by 9, 8 and 11 - Multiplication 2 digit * 2 digit (left to right) - Multiplication 2 digit * digit (left to right) - Multiplication 3 digit * 3 digit (left to right) - Multiplication by 12, 13, 14 - Multiplication by series of 11, 111, 1111, ….
3	**Module III**
	- Squares a) Two digit b) Three digit - Square root a) Prefect b) Imperfect - Multiplication by 16 , 17, 18. - Cube root only perfect

Allocation of 50 Marks---Internal evaluation

SEMESTER

Method of evaluation	Marks
Concept Test module I	20
Concept Test module II	10
Concept Test module II	10
Class participation and attendance	10
TOTAL	**50**

Allocation of 50 Marks---External evaluation

SEMESTER

Method of evaluation	Marks
Speed Test module I	20
Speed Test module II	20
Speed Test module II	10
TOTAL	**60**

Certificate/CBCS Course offered to students across all the faculties

Title: Women and Fundamental Laws

(4 Credits) 2021-2022

Objectives:

- To educate students on Women's Rights.

- To empower them to fight discrimination and all forms of violence against girl child as well as women.

- To instil self-esteem and self-confidence in girl students

- To bring behavioural change in the students.

Learning Outcomes:

At the end of the course, the student will be able to:

▪ Develop a feeling of self-worth, a belief in their ability and confidence to control their life.
▪ To capacitate themselves to fight any injustice.
▪ Use the Constitutional and Legal framework for protection of their rights and fight for justice.
▪ To help women in their surroundings and neighbourhood to get empowered and lead a confident life

Module	Module Specific Objectives	Content	Weightage	Instruction Time	Credits
1. Important Constitutional provisions in India	-- To understand the concept of women rights according the Constitution of India, equality to women, empowering the State to use measures of positive discrimination in favour of women for neutralizing the cumulative socio-economic, education and political disadvantages faced by them. Fundamental Rights and basic rights of women.	a. The Constitution of India: b. Special Provisions safeguarding the rights of women- Articles 14, 15, 15(3), 16, 39(a), 39(b), 39(c) and 42 of the Constitution. c. Other necessary Articles under the Constitution of India. d. 73rd and 74th Amendment of the Constitution.	25%	13 lectures	1
2. Women specific laws	To make students aware of various rights available to women and the remedies thereto	a. The Immoral Traffic (Prevention) Act, 1956 b. The Dowry Prohibition Act, 1961 c. The Indecent Representation of Women (Prohibition) Act 1986 d. The Commission of Sati (Prevention Act), 1987 e. Protection of Women from Domestic Violence Act 2005 f. The Sexual Harassment of Women at Workplace Act 2013 g. Rape and sexual offences under IPC h. Protection of 1children from s1exual offences Act	25%	13 lectures	1

3. Women Related Laws	To provide awareness to the students about the legal provisions relating to women rights under the Indian Penal Code and the Indian Evidence Act	a. Rape and sexual offences under Indian Penal Code b. Provisions under the Indian Evidence Act c. Personal Laws & Gender Justice	25%	13 Lectures	1
4. Third gender & Children's Rights	To make the students aware about the rights of children.	a. Protection of Children from Sexual Offences Act (POCSO) b. Third gender rights	25%	13 lectures	1
		Evaluation		8 Lectures	
		TOTAL	100%	60 Lectures	

Evaluation Scheme:

A. Internal Exams: Total Marks: 25

- 1 written internal exam of 25 marks
- 2 Projects in the form of scrap book, poster presentations on topics, power point presentation, film screening report, (25).
- The final internal marks would be an average of these 3 methods of evaluation

Evaluation Scheme:

B. External Exam: Total Marks: 75

The pattern of the written exam as suggested can be as follows:

- students have to attempt any 5 out of 8 questions
- Q1 to Q7 will be long answers 15 marks each
- Q8 will be short notes (any two out of three) of 7.5 marks each

References:

A. **Essential Reading:**

1. Women Rights in India by Sukanta Sarkar & Dr. Manaswini Patra, Global Vision Publishing House(2015)

2. Law relating to women and children by Mamta Rao, Eastern Book Company(2012)

B. **Suggested Reading :**

1. Vishakha case law
2. Women Rights in India: Constitutional Rights and Legal Rights
3. https://edugeneral.org/blog/polity/women-rights-in-india/

4. The development discourse in India neglects women by SushmaIyengar
5. https://idronline.org/the-development-discourse-in-india-neglects-women/?gclid=CjwKCAiAvonyBRB7EiwAadauqUDSd8oVkPSSLdj5k2vElo6eKurVYPJDyrmUrd7IpSo6bLhgEcL4cBoC_U8QAvD_BwE

S No	Course Categories	Course Name	Module Name
1	Certificate Course	Certificate in English Communication and IT	Communicative English (6_new)
			Workplace Readiness
			Workplace IT
			Cloud Fundamentals
			Logical Reasoning
			I&ML
			Mobile Apps
			Revision & Assessment
3	Certificate Course	Certificate in English Communication and Digital education with Excel Specialization.	Workplace readiness
			Communicative English (8_new)
			Digital Literacy
			MOS Excel
			Financial Literacy
			Cloud Fundamentals
			Logical Reasoning
			Analytics
			Revision and Assessment
5	Advanced Course	Advanced Program in accounting with Tally Prime	Tally (with GST)
			Soft Skills
			Workplace IT
			Communicative English (8_new)
			Logical Reasoning
			Cloud Fundamentals
			Analytics
			Revision and Assessment
6	Advanced Program	Advanced Program in Digital Marketing (Combo)	Digital Marketing
			Soft Skills
			Communicative English (10_new)
			Social Media
			I&ML
			Analytics
			Advanced English
			Digital Literacy
			Revision and Assessment
8	Advanced Program	Advanced Program in Graphic Designing (Combo)	Photoshop
			CorelDRAW
			Illustrator
			Workplace IT
			Soft Skills
			Communicative English (8_new)
			Revision and Assessment
		Advanced Program in	Hardware
			Networking

#	Program	Course	Module
10	Advanced Program	Advanced Program in Hardware and Networking (Combo)	Digital Literacy
			Communicative English (10_new)
			Soft Skills
			Revision and Assessment
12	Advanced Program	Advanced Program in Networking Associate Routing and Switching (Combo)	Networking
			CCNA (Netacad content)
			Soft Skills
			Communicative English (10_new)
			Revision and Assessment
14	Advanced Program	Advanced Program in Web Development with PHP	PHP
			MySql
			HTML & CSS
			JavaScript New
			JQuery New
			Bootstrap & Web Hosting
			Photoshop
			Communicative English (10_new)
			Revision, Project and Assessment
18	Advanced Program	Advanced Program in Web Designing (Combo)	HTML & CSS
			JavaScript New
			JQuery New
			Bootstrap & Web Hosting
			Photoshop
			Digital Literacy
			Soft Skills
			Communicative English (10_new)
			Revision and Assessment
15	Certificate Course	Certificate in Accounting and Excel Expert	Workplace IT
			Communicative English (6_new)
			Accounting Fundamentals
			Mos Excel
			Analytics
			Logical Reasoning
			Revision and Assessment
16	Future Skills College	Future Skills-Pilot (For Internal)	**Cloud Fundamentals**
			Logical Reasoning
			Social Media
			Mobile Apps
			Revision

Short Name	Self Learning Duration	ILT Duration	Module Duration (In Hours)	Pre-requisites (Apart from Fitment Test)	Total Self Learning
Com6W	23	12	35		
WPR1	8	12	20		
WPI	10	10	20		
CloudFund	10	8	18	NA	68
LoR	5	7	12		
IML	7	7	14		
Mob_Aps	5	5	10		
		6	6		
WPR1	8	12	20		
Com8W	24	16	40		
DLT	18	22	40		
MOE	11	24	35		
FLT	10	10	20	NA	94
CloudFund	10	8	18		
LoR	5	7	12		
Analy	8	10	18		
		10	10		
TAL_DIGZ	26	84	110		
		67	67		
SS	9	16	25		
WPI	10	10	20		
Com8W	24	16	40	NA	92
LoR	5	7	12		
CloudFund	10	8	18		
Analy	8	10	18		
		5	5		
DIMK	0	125	125		
SS	9	16	25		
Com10W	30	20	50		
SoM	7	5	12		
IML	7	7	14	NA	92
Analy	8	10	18		
ADV_ENG	13	12	25		
DLT	18	22	40		
		6	6		
PHOT_DIGZ	12	28	40		
CRLD	0	35	35		
ILS	0	50	50		
WPI	10	10	20	NA	55
SS	9	16	25		
Com8W	24	16	40		
		10	10		
HDW_DIGZ	52	78	130		
NTW_DIGZ	45	65	110		

Code	Col2	Col3	Col4	Description	Total
DLT	18	22	40	NA	154
Com10W	30	20	50		
SS	9	16	25		
		17	17		
NTW_DIGZ	45	65	110	Pre-Screening pass on DL	84
CCNA	0	140	140		
SS	9	16	25		
Com10W	30	20	50		
		17	17		
PhP_NW	49	11	60	Pre-Screening Pass on Pre-Requisite Pre-Screening test on HTML and OOPs concept Interview Ettiquetes, Resume Preparation	118
MySQL_NW	0	74	74		
HTMCS	13	42	55		
JAVS_NW	6	19	25		
jQ_NW	3	3	6		
BOOT_WEBH	5	11	16		
PHOT_DIGZ	12	28	40		
Com10W	30	20	50		
		17	17		
HTMCS	13	42	55	NA	96
JAVS_NW	6	19	25		
jQ_NW	3	3	6		
BOOT_WEBH	5	11	16		
PHOT_DIGZ	12	28	40		
DLT	18	22	40		
SS	9	16	25		
Com10W	30	20	50		
		13	13		
WPI	10	10	20	NA	61
Com6W	23	12	35		
ACC_FUND	4	61	65		
MOE	11	24	35		
Analy	8	10	18		
LoR	5	7	12		
		5	5		
CloudFund	10	8	18	WPIT and English (A2 Leve	27
LoR	5	7	12		
SoM	7	5	12		
Mob_Aps	5	5	10		
		4	4		

Total ILT	Total duration (In Hours)	Duration in days (Minimum-20 hours a week-approx)	Duration in Days (Standard-10 hours a week-approx)	min batch size	max batch size
67	135	47	95	10	25
119	213	75	150	10	25
223	315	110	220	10	25
223	315	110	220	10	25
165	220	77	154	10	25

218	372	130	260	10	25
258	342	120	240	10	25
225	343	120	240	10	25
174	270	95	190	10	25
129	190	67	133	10	25
29	56	20	40	NA	NA

Minimum Eligibility
Class XII
Class XII
Graduate Commerce
Graduate
Class XII

Class XII
Class XII
Graduate
Class XII
Class XII
Class XII

Memorandum of Understanding

This Memorandum of Understanding is hereby executed on **5th August, 2022** between **Anudip Foundation for Social Welfare**, having its head office at **Cimsys Tower 3rd Floor, Plot – Y 13 EP Block Sector V, Bidhannagar Kolkata West Bengal 700091.**

Represented Through:

Mr. Tanmay Mukherjee, VP- Operations, **Anudip Foundation** Authorized Signatory In One Part And **Dr. Leena Raje, Principal** of **Smt. Maniben M.P. Shah Women's College of Arts and Commerce,** Mumbai, having its campus address at Smt. Parmeshwari Devi Gordhandas Garodia Educational Complex, 338, R.A. Kidwai Road, Matunga, Mumbai – 400019.

Background of Anudip Foundation:

Anudip Foundation for Social Welfare, set up in 2007, is a Section 8 non- profit company as per Companies Act, 2013 having its head office at Vishnu Chambers, 2nd floor, J4, Block GP, Sector-V, Salt Lake, Kolkata-700 091, Anudip creates livelihood opportunities for marginalized women and youth of India.

Over the past 15 years Anudip has worked with international and national agencies, government units, corporations and community based organizations to offer sustainable livelihood programs for disadvantaged groups residing in the rural and semi-urban West Bengal, Odisha, Jharkhand, Andhra Pradesh, Telangana, Tamil Nadu, Rajasthan, Maharashtra, North East and Delhi. Anudip aims at improving the socioeconomic status of these people and locality by developing their employability and entrepreneurial skills for IT- enabled jobs and businesses.

Background of Smt. Maniben M.P. Shah Women's College of Arts and Commerce :
Seva Mandal Education Society (SMES) established in 1971 believes in the principle that Educate a man and you educate an individual; educate a woman and you educate the entire family! SMES has always been a pioneer in the field of women's education starting colleges and courses as per the demands of society and providing women students a wide choice of courses. SMES runs seven colleges in the Smt. Parmeshwaridevi Gordhandas Garodia Educational Complex:
Smt. Maniben M.P. Shah Women's College of Arts and Commerce
Shri M.P. Shah Junior College of Arts and Commerce for Women
Smt. Bhanuben Mahindra Nanavati College of Home Science
Smt. Shardaben Champaklal Nanavati Institute of Polytechnic
Smt. Hiraben Manilal Nanavati Junior College of Home Science
Smt Kamalaben Gambhirchand Shah Law School
SMES College of Nursing.

Training Methodology:

Anudip's digital livelihoods program follows a technology-driven, blended learning methodology that has evolved based on employer and student feedback, team evaluation, and impact studies conducted externally and internally. Anudip team continuously tries to align with changing job markets, digital trends, employer demand, and the state of the training technology worldwide. Anudip utilizes its multimedia and game based learning programs which allows them to retain the learnings more effectively. This industry-aligned digital skills training program will train these youth through customized and digitized multimedia content in video, audio, presentation, and game formats, which will enable students to be attracted to and enjoy their classroom experience on a Pilot Basis for onwards successful placement. This Project is sponsored **by BANK OF AMERICA & Implemented by Anudip Foundation.** After completing the training, students will get a chance to place with MNCs. Anudip foundation will Provide 100% Placement Assistance.

Curriculum:

The sector-specific job-oriented skills require special curriculum built to enhance students' employability skills. Anudip's curriculum team works at developing and adding new components to the customized curriculum based on the market demand and job requirement.

These are the list of courses offered:

- Advanced Program in Java Web Programming (4 months duration)
  Eligibility : IT Graduate

- Advanced Program in Dot Net Full Stack (4 months duration)
  Eligibility : IT Graduate

- CEDES (Certificate in English Communication and Digital Education with Excel Specialisation) (2-3 months duration)
  Eligibility : TY Pursuing / Graduate

Class Schedule:

Anudip would impart training to each batch of students as per the mutual consent of **Smt. Maniben M.P. Shah Women's College of Arts and Commerce,** Mumbai, Total training period for each batch of students would be according to the course opted by the student.

Course Fees:

Course fees will be Rs.1000/- (Rs. One Thousand only) per student per Course and will not collect any other extra Charges. The course fees will not be revised during the period in which the MOU is enforceable. Anudip shall issue a money receipt of each candidates against the fees paid.

Sharing Amount Payment:

Approx. Enrolment	Per Student Registration Fees	Share Per Student	Total Reg. Amount	Sharing Amount
50	1000/-	Rs. 400/-	Rs. 50,000/-	Rs.20,000/-

Beneficiaries' Profile:

Minimum age for the target group is 18 years and maximum age is 30 years. Minimum educational qualification TY Final Year student & Graduate as per the eligibility criteria of the particular given program.

Program Deliverable:

- To impart market aligned Skill development and training program for Approximate 50 (Fifty) Students. The entire enrolment is to be completed by 31/08//2022. The entire agreement is to be successfully completed by 31/03/2023. The MOU will be remain valid for a period of one year from the date of entering the agreement.

Training and Training location:

- All the training program either in the college premises or at our centre should be communicated and conducted with due knowledge to Training and Placement cell **Smt. Maniben M.P. Shah Women's College of Arts and Commerce,** Mumbai**.**

- Both the parties are aware that the record of candidate/students pertaining to every course, Placement and other activities is required by authorities. Hence issuing of appointment letter should be done through Training and Placement cell **Smt. Maniben M.P. Shah Women's College of Arts and Commerce,** Mumbai or atleast should be informed to Training and Placement cell with a copy of appointment.

- Any offices of Individual from Anudip Foundation will not directly contact to the students for any other paid courses or Training program.

- Anudip Foundation will appoint a training coordinator at their cost, who will be responsible for the overall conduct of the training. Anudip will act as a source point of contact for all logistic/administrative requirements, like monitoring the smooth conduct of lectures, maintaining attendance sheets, progress of the course, and other related matters.

- Anudip Foundation shall be solely responsible for payment of salary, allowances and any other form of remuneration to all the staff appointed by them.

- Anudip Foundation will provide and undertake certification of those students who have successfully passed all course requirements and guidelines.

- All the details and information of students will be kept confidential.

Placement Policy:

- Minimum 80% attendance is mandatory.
- Students should pass final assessment exams.
- Students should attend all interviews which Anudip Foundation will be providing.

Termination:

Either party may terminate this Memorandum of Understanding by giving 30 days prior notice.

For:

<div>

ANUDIP FOUNDATION
Mr. Tanmay Mukherjee
(VP – Operations)

</div>

For:

<div>

Smt. Maniben M.P. Shah
Women's College of Arts and
Commerce, Mumbai.

Dr. Leena Raje
(Principal)

</div>

Signature: _____

Stamp:

Date   MM / DD / YY

Signature: _____

Stamp:

Date: MM /   MM / DD / YY

Place: Mumbai.

Programs which we offer:

<mark>**Special Women Empowerment Program:**</mark>

1. **Career Edge- Data Entry & Customer Services**

Module Name:-

- ☐ Introduction Of Computers
- ☐ Microsoft word
- ☐ MS PowerPoint
- ☐ Advance Word
- ☐ Advance Excel
- ☐ Internet & Email
- ☐ Data Processing
- ☐ Professional Skills
- ☐ Communication Skills
- ☐ Interview Process Skills

NIIT FOUNDATION
DATA ENTRY OPERATOR

WE ARE PROVIDING GOOD EDUCATION WITH
CERTIFICATE AND PLACEMENT

MODULE	BENEFITS
❖ INTRODUCTION OF COMPUTER	❖ GET GOOD JOB OPPORTUNITIES
❖ MICROSOFT-WORD	❖ WORK ON DIFFERENT JOB ROLES
❖ MICROSOFT-EXCEL	⊘ BANK OFFICER
❖ POWERPOINT	⊘ HR. OFFICER
❖ ADVANCED WORD	⊘ OFFICE ADMIN
❖ ADVANCED EXCEL	⊘ WORD PROCESSING OPERATOR
❖ INTERNET & E-MAIL	
❖ PROFESSIONAL SKILLS	❖ LOWER OPERATIONAL COSTS
❖ COMMUNICATION SKILLS	❖ ACCESS TO ADVANCE TECHNOLOGY
❖ HEALTH HYGIENE & SAFETY	❖ GET CERTIFICATION

LIVE CLASS ON

Zero Fees
Gender - Male / Female

zoom

ELIGIBILITY CRITERIA

AGE CRITERIA: 18 TO 30

EDUCATION: 12TH, GRADUATION (ARTS/ COMMERCE)

DOCUMENTS: AADHAR CARD, 12TH MARKSHEET, RATION
CARD, PASSPORT SIZE PHOTO,E-MAIL ID

CONATACT US :
9082749193 / 7045269183 / 9324559495

Program in Essential IT Skills: Books	Bussiness correspondent
CMLS Live Class 1- Welcome to the Change Maker Life Skill Module + Course Orientation Live Class	**CMLS Live Class 1- Welcome to the Change Maker Life Skill Module + Course Orientation Live Class**
Introduction to the Program CMLS and Change Maker qualities by Bollywood Movie Dialogues + CMLS Live Class 2- Your readiness	Introduction to the Program CMLS and Change Maker qualities by Bollywood Movie Dialogues + CMLS Live Class 2- Your readiness
CMLS Live Class 3- Program and You + CMLS PRE ASSESSMENT (Assess Yourself)	CMLS Live Class 3- Program and You + CMLS PRE ASSESSMENT (Assess Yourself)
How to be Happy + CMLS Live Class 4 - How to be Happy	How to be Happy + CMLS Live Class 4 - How to be Happy
Building a Valuable Life + CMLS Live Class 5 - Building a Valuable Life	Building a Valuable Life + CMLS Live Class 5 - Building a Valuable Life
CMLS Live Class 6 -Taking a Pause	CMLS Live Class 6 -Taking a Pause
Helpful Nature + CMLS Live Class 7 - Helpful Nature	Helpful Nature + CMLS Live Class 7 - Helpful Nature
Working Together + CMLS Live Class 8 - Working Together	Working Together + CMLS Live Class 8 - Working Together
Effective Communication + CMLS Live Class 9 - Effective Communication	Effective Communication + CMLS Live Class 9 - Effective Communication
CMLS POST Assessment (Re-assess YourSelf) + CMLS Live Class 10 -Taking a Pause	CMLS POST Assessment (Re-assess YourSelf) + CMLS Live Class 10 - Taking a Pause
CMLS Live Class 11 - Celebration Program Closing	CMLS Live Class 11 - Celebration Program Closing
1. Basic IT	BFSI: Session 1 - Evolution of Money and Banking
2. Basic Excel and The Internet	BFSI: Session 2 - Banking & Session 3 - Loans and Credit services
3. Advanced Word	BFSI: Session 3- Clearing and other financial services
4. Advanced Excel	BFSI: Session 4 - KYC guidelines AML regulation and Quiz
5. power point presentation	BFC: Session 5 - Finance Basic Concepts and Quiz on BFC
	DC: Session 6 - Delivery Channel - 1 & Session 2 - Delivery Channel - 2 and Quiz On Delivery Channel
Professional Skills Lesson 3 Video calls etiquette + Quiz	FI: Session 7 - Financial Inclusion and Quiz
Professional Skills Lesson 4 E-mail Etiquette + Quiz	SST: Session 8- Overview of Sales and Preparation
CGT Live Class 1: Introduction and purpose of CGT sessions.	SST: Session 9 - Understanding Customers
CGT Live Class 2 Lesson 2- Introduction and resume building to Interview	SST: Session 10- Identifying Prospects & Session 4 -Sales meeting and Opening call
CGT Live Class 3: Grooming and etiquettes for interview	SST: Session 11 - Developing a Call - Probing and Listening
CGT Live Class 4: Mock Interviews	SST: Session 12 - Proposing the Solution and Handling Objections
	SST: Session 13 - Closing a Sale After Sales Call and Quiz
	FP: Session 14 - Microinsurance - 1 -2
	FP: Session 15 - Mutual Funds
	Session 16- pension
	Session 17 - Financial Transcation
	Professional Skills Lesson 3 Video calls etiquette + Quiz
	Professional Skills Lesson 4 E-mail Etiquette + Quiz
	CGT Live Class 1: Introduction and purpose of CGT sessions.
	CGT Live Class 2 Lesson 2- Introduction and resume building to Intervie
	CGT Live Class 3: Grooming and etiquettes for interview
	CGT Live Class 4: Mock Interviews

29th ,NOV 2019

We are extremely privileged to present the training proposal as mentioned below to be conducted by us with your inputs and feedback.

Please approve the same and suggest if any alterations are to be incorporated.

Certification Program In Essential Skill Enhancement *– customized training for students*

ABOUT THE R A H

R A H Consultants is a professionally managed SOFT SKILLS & IMAGE MANAGEMENT firm, where we guide and provide holistic solutions on various aspects of SELF APPEARANCE and BEHAVIOURAL SKILLS, empowering the individuals to be impactful and effective professionals. Partnered by Ritu Sanklecha, Aman Phartyal & Hiram Shaikh with a collective work experience of 30+ years. They have an expertise in the field of Image Management & Soft Skills Training for Corporates, Organisations, Institutes & Individuals. Our aim is to train and guide individuals & groups by enhancing their appearance which includes fashion aspects (personal shopping, wardrobe evaluation, body shape analysis to achieve a winning social and corporate image) and provide coaching on topics like communication skills, body language, general & business etiquette and emotional intelligence. The customised solution that we provide helps you to excel and bring out the BEST in you and create a lasting impression.

TEAM

RITU CHOPRA SANKLECHA
CO Founder
Economics graduate
Internationally Certified Image Consultant & Soft Skills Trainer

AMAN PHARTYAL
CO Founder
Masters in Mathematics
Internationally Certified Image Consultant & Soft Skills Trainer

HIRAM SHAIKH
CO Founder
Masters in Commerce, CA
Diploma in IFRS from UK
Internationally Certified Image Consultant & Soft

MORE ABOUT US....

Apart from the different educational qualifications , we all are **Internationally Certified image consultants & soft skills trainer** from image consulting business institute(ICBI) in partnership with **Conselle Institute Of Image Management ,USA & accredited by SQA(Scottish Qualification Authority)**. We also have successfully completed our **TRAIN THE TRAINER(TTT)** programme certification by **NABET** (National Accreditation Board for Education and Training, a constituent Board of Quality Council Of India).

We all at **R A H** have similar dreams and passion for Training & Teaching which binds us together. Together we guide and enhance people's self presentation and behavioural skills along with their appearance hence increasing their confidence. We also guide them to bridge the gap between where they stand today and where they dream to be in the future.

Essential Skill Enhancement Training
Duration: 30 Hours

Our Scope:

- Students will be provided 15 training sessions on various topics mentioned under Esstial Skills Enhancement.
- The training will be conducted twice a week on Wednesdays and Thursdays from 10am-12 noon. Any cancellations due to whatsoever reason should be informed at least 48 hrs in advance. The cancelled session may be rescheduled as per availability.

Objectives:

Programme is designed to ensure that all participants understand and accept the need to provide a totally different and enriching experience , which exceeds their expectations. They will be able to project an enhanced image befitting them in personal and professional life ahead, matching their vision and dreams.

Sr. NO.	TOPICS	MODULE	SCHEDULED DATE	HOURS PER SESSION
1.	Image Enhancement	Students will learn basic about self – image and ways and means to enhance the self esteem	4/12/2019	2 Hours
2	Impeccable YOU	Students will learn the power of personal appearance and ways to create an impactful first impression leading to better confidence and Image	5/12/2019	2 Hours
3	Goal settings	Importance of Goal Setting in personal and professional life will be explained.	11/12/2019	2 Hours
4	Time and Stress Management	Importance of Time and Stress Management along with various techniques	12/12/2019	2 Hours

Contact us at : rahconsultants.info@gmail.com
+91 9821370697

Sr. NO.	TOPICS	MODULE	SCHEDULED DATE	HOURS PER SESSION
5	Vocal & Verbal Communication	Students will learn essentials of Communication i.e. Vocal communication, tone, pitch, volume of verbal communication.	18/12/2019	2 Hours
6	Body language	Students will learn essentials of Communication, i.e. Non Verbal communication e.g. Body language, eye contact, space and distance, posture, facial expressions, gestures, para linguistic.	19/12/2019	2 Hours
7	Presentation skills	Students will have different take part in different activities, role plays and mocks to revise all the sessions	8/1/2020	2 Hours
8	Mid session assessment	Students with undergo some activities and assessment to get more confident about their learnings	9/1/2020	2 Hours
9	Leadership	Various forms of leadership and understanding most suitable for oneself	16/1/2020	2 Hours

Sr. NO.	TOPICS	MODULE	SCHEDULED DATE	HOURS PER SESSION
10	Transactional analysis	Explanation of various forms of emotions during a communication process and how to win the same with Transactional Analysis	22/1/2020	2 Hours
11	Managing conflict	Importance of conflict management and empathy	23/1/2020	2 Hours
12	Team building	Students will understand importance of working and leading a team	29/1/2020	2 Hours
13	Interview skills	Preparing for basics of interviews	30/1/2020	2 Hours
14	Mock interview sessions	Mock interviews will be performed and all students will assess fellow candidate's as well.	5/2/2020	2 Hours

Sr. NO.	TOPICS	MODULE	Scheduled date	HOURS PER SESSION
15	Emotional intelligence	Importance of Emotional quotient and how to improve the same.		2 Hours
	Total	15 sessions		30 Hours

LEARNING OUTCOME:

On completion of the training the learner will be able to increase self confidence ,self image, develop her skills, abilities and competencies to enhance their performance . Learner will become more capable, competent and better able to reach their goals personally and professionally in future.

METHOD OF INSTRUCTION:

Session would be handled over PPT, with Role Plays and Interactive platform for exchange of ideas and learning. As the group is from a college, Role plays would be an effective means for learning and will assist in evaluation of understanding.

TERMS & CONDITIONS:

- Certificate of participation will be issued post successful attendance of all 15 trainings and completion of all assessments.
- The programme curriculum outlined should not be replicated or copied nor should be shared .

INFRASTRUCTURE REQUIREMENTS:

- Classroom fully equipped with projector etc.
- Students are required to carry their own stationary for making notes.

Course in Media and Marketing

Component A: Course in Video Editing and Sound Recording

Course Objectives:
- To introduce students to the technique of video editing & SoundRecording
- To acquaint students with the skill, required to professionally editvideo and record sound.

Learning Outcomes:

- Students will acquire a theoretical and practical knowledge ofvideo editing & sound recording and its related concepts.

Method of Instruction

- The course will use a combination of lecture, discussion, individualwork, and group work, with emphasis on hands-on editing of documents & Sound editing of a audio.

Module	Content
Module 1 • Student will learn What is editing • Importance of Sound	• Why editing is needed. Different types of editing software's. Scope for Editors. • Introduction of sound, Importance of sound, Film without sound, sound effects etc.
Module 2 • Introduction to Mac. • Understandingof sound effects	• Introduction to operation of Mac v/s windows, Difference between Mac and Windows • Listening/understanding types of sound effects. • Exercise by listening related audio- videos
Module 3 • **Showcasing different Videos for editing point of view.** • **Introducing Software** **Steinberg Nuendo**	• Shorts descriptions, • Angle of camera, • Locations, • Special effects, Animation etc. • Different types of sound recording software used by industry. • Introduction to Nuendo.
Module 4 Introduction of Final Cut Pro Test Recording of students	• Final Cut Pro Interface introduction • Recording of students on different subjects/topics

Component B: Course in Graphic Designing

Course Objectives: This course enables students to:

- To introduces interactive computer graphics and drawing algorithms.
- To make students create interactive graphics applications.
- To provide comprehensive introduction about computer graphics system, design algorithms andtwo-dimensional transformations.
- To introduce students to all aspects of computer graphics including hardware, software and applications.
- Learning the art of combining text and graphics for effective communication in forms of Logo, Graphics, Brochures, Newsletters, Posters, Signs, and many other types of visual communication.

Learning Outcomes:

- Have an understanding of the core concepts of computer graphics.
- Enable them to create interactive graphics applications
- Understand a graphics pipeline.
- Enable them to get jobs in advertising firms, design companies, publishers and other businesses that need designing professionals
-

Module	Module Specific Objectives	Content	Weightage	Instruction Time	Credits	Evaluation	
						IE Weightage	EE Weightage
Introduction to the Graphic	Understand Content and Graphics	Printing & Scanning	20	5 L	1	2 Any two Logo Design	10
Design Industry through magazines, brochures, internet etc. . .	Marketing Plan Look and feel	Types of Printers Printing Concepts Printing Technologies Printer PaperPost Press – Print Project Finishing Scanning					

Introduction to **Corel Draw**	BASICS OF COREL DRAW	Introduction to Corel DrawInterface Tool Box Introduction, Title Bar, Menu Bar, Work Area, Printable Page, Colour Palette, Toolbox. Drawing and Coloring Introduction Selecting Objects Creating Basic Shapes Reshaping Objects Organising objects Applyingcolor fills and Outlines	25	15L	1	3 Design: Visiting Card Sticker, Letterhead Design	20
Advance **Corel Draw**	File Exports, Different FileFormats	Mastering with Text Introduction Text Tool Artistic and paragraph text Formatting Text Embedding Objects into text Wrapping Text around Object Linking Text to Objects Applying Effects Introduction Power of Blends Distortion Contour Effects Envelopes Lens Effects Transparency Creating Depth Effects Power Clips Working with Bitmap Commands Introduction Working with Bitmap Editing Bitmaps Applying effects on Bitmaps Printing	25	10L	1	10 Design: Any 2 Wedding CardFlex Banner, Flyer with Coupon, Brochure Package Designing, Wedding Card design, Banner Designing, Advertisemen tlayout, Greeting Card, Brochure Design, Flyer Design	20

| Adobe Photoshop | Differences between Bitmap and Vector Images, Understanding Image Resolution, Understanding Pixel Logic, Changing the Resolution of an Image, Changing the Size of a Document, Working with Selections: Transforming a Selection Working with color mode: Mastering Layers in Photoshop Layer Style and Filter Effects Exporting Formats: PSD, Eps, Jpeg, Gif, Tiff, PDF, BMP, TGA, PNG and etc. | **Working with Images** Working with Multiple Images, Rulers, Guides &Grids Adjusting Color with the New Adjustments Panel The New Masks Panel & Vibrance Color CorrectionCommand The New Auto-Blend &Auto-Align Layers **RESIZING & CROPPINGIMAGES** Understanding Pixels &Resolution The Image Size Command Interpolation Options Resizing for Print & Web Cropping & Straightening an Image Adjusting Canvas Size &Canvas Rotation **WORKING WITH BASIC SELECTIONS** Selecting with the EllipticalMarquee Tool Using the Magic Wand & Free Transform Tool Selecting with the Regular &Polygonal Lasso Tools **GETTING STARTED WITH LAYERS** Understanding the Background Layer, Creating,Selecting, Linking & DeletingLayers Locking & Merging Layers Copying Layers, Using Perspective & Layer StylesFilling & Grouping Layers Introduction to Blending Modes Blending Modes, Opacity & Fill Creating & Modifying Text **PAINTING IN PHOTOSHOP** Using the Brush Tool Working with Colors & | 30 | 20L | 1 | 10 Design: Layout of anytwo of following: advertisemen tcreation, wallpapers, jewellery creation, fashion designing, 3d effects Photo modification Change Black n white image to colour. | 25 |

		Swatches Creating & Using GradientsCreating & Working with Brushes Using the Pencil & Eraser Tools Painting with Selections **PHOTO RETOUCHING** The Red Eye Tool The Clone Stamp ToolThe Patch Tool & the Healing Brush Tool The Spot Healing Brush ToolThe Color Replacement ToolThe Toning & Focus Tools Painting with History **INTRODUCTION TO COLOR CORRECTION** Color Spaces & Color ModesThe Variations Command The Auto Commands Adjusting Levels **CREATING SPECIAL EFFECTS** Getting Started withPhotoshop Filters Smart Filters Creating Text Effects Applying Gradients to Text **EXPORTING YOUR WORK** Saving with Different FileFormats Saving for Web & DevicesPrinting Options					

| Adobe Illustrator | Demonstrate discipline-based design ideas verbally, visually and digitally | **Interface Introduction to** Adobe Illustrator
The control panel
Workspace panels
The document area
Panels & Workspaces in Adobe Illustrator | 25 | 15 L | 1 | 2
Design: Magazine Cover | 10 |

		Panels review How to create a workspace**Artboards in Adobe Illustrator** The Artboard panelArtboard tool					
Adobe Illustrator		**Vector basics / Selection &Direct selection tool** Vector overview, Selection tool, Scale tool, The Rotate tool, Multiplying ,The Directselection tool ,Anchor points **Fill & Stroke effects in Adobe Illustrator** Using Colour / Swatches / Pantone's / Gradients **Creating shape vectors** Grouped vectors, Compounding vector shapes& Using the shape builder tool Grouped vectors, Compounding vector shapes& Using the shape builder tool Type tools **Image trace tool forsketches** Tracing a hand drawn sketch& Converting to vector artwork Compounding vector shapes & strokes / Pathfinder Tool, Colouring a vector drawingAdding type to a poster design Exporting ready for print	25	15L	1	3 Design: News Paper's Commercial Ads, 20	
Adobe In-Design		Working with InDesign toolsand panels The InDesign workspace. The document window Using guides, Viewing modes Saving your workspace Working with the Control panel, Navigating through a document, Master pages Planning your document Creating a custom-sized document Formatting master pages	30	20L	1	10 Brochure Design of anyfirm. 20	

		Using text variables Addinglayout pages Placing formatted text Adding images & text to master pages, Text and type Creating a text frame Changing character, attributes Changing, paragraph attributes, Finding and changing text, Checking and correcting spelling Using the Glyphs panel, Creating Glyph sets, Flowing text and threadingtext between frames, Styles Defining and applyingparagraph styles Defining and applying character styles, Updating and loadingstyles from another document, Organizing stylesinto groups, Creating and applying object styles, Graphics How InDesign handles graphics Locating missing images, The Links panel and Link badge, Creating a graphic frame, Adding graphics, Repositioning graphics, Fitting graphics to frames, Placing multiple graphics, Wrapping text around graphics, Importing layered Photoshop files, Tables Creating a table, Copying and pasting table content, Adding text to tables, Converting tables and text, Importing a table Editing table options Using cells, Merging cells Defining columns and rows Using graphics in cells,					

		Using color Applying color to text and frames, Creatingand saving a new swatch, Applying Live Corner Effects, Applying strokes to text, Creating a tint reduction, Working with gradients, Using the Eyedropper, Updating and editing colors,Using and saving spot colors, Pre-flight, printing and pdfs Package inventory,Actual vs. effective resolution, Package options Creating a PDF Adobe PDF Presets PDF Export Options Separation preview Printing a proof.					
Integratio nof software	preparing aportfolio		20	10L	1	10 Design: Layout of anyone: Tabloid NewsPaper of 10 pages OR Magazine of 20 pages	25

Component C: Digital Marketing

Course Objectives:
- To enable the students to use the vast source that is used as a tool for online branding andonline promotions.
- To equip the students with skills in using digital marketing tools such as SEO, SEM,Social Media & Blogs so as to enhance their prospects of getting good jobs.
- To help students understand the nuances of Social Media Marketing.

Learning Outcomes:
On successful completion of this course, the students will be able to:

- Explain the role and importance of digital marketing in a rapidly changing businesslandscape

- Discuss the key elements of a digital marketing strategy
- Illustrate how the effectiveness of a digital marketing campaign can be measured
- Develop advanced practical skills in common digital marketing tools such as SEO, SEM,Social media and Blogs and use these skills in practical life

The Certification course contains social media training sessions covering the following topics:

Topics	No. of Lectures	Weightage (%)
Introduction to Social MediaMarketing - What is Social Media? - History of Social MediaMarketing - Importance of Social Media - SMO Strategy for Business - Business Profile Creation - Brand Awareness - Viral Marketing	4	10%
- A B Testing - Content Marketing - Conversion Rate Optimization	10	20%
- Email Marketing - Facebook Marketing - Google + Marketing - Google Tag Manager - Instagram Marketing	16	20%
- Mobile Marketing - Online Marketing - PPC Tutorial - Pinterest Marketing - SEO	10	15%
- Social Media Marketing - Twitter Marketing - YouTube Marketing - Web Analytics	13	15%
Google apps (Docs, Forms, Calendar, Drive etc.)	7	20%

Course Title	Cr.	External	Internal	Total
Digital Marketing	4	75	25	100

Component D: Content Writing

Course Objectives:
- LEARN the core concepts of Content Writing, Copywriting & Content Marketing
- INCREASE your website/ blog traffic, sales and conversions by writing powerful content
- DEVELOP effective copywriting skills: writing powerful headlines, call to actions and persuade readers
- HOW to write interesting content that readers will love & share
- STAND out from the crowd by polishing your writing skills
- BLOG WRITING tips

3 Modules-

Content Writing: Its origin & need. Why there is so much demand for writers and how you can benefit from this.

Blog Writing: How you can write blogs in simple steps & optimize them for better rankings.

SEO Content Writing: You will learn to optimize the content using On Page & Off Page SEO practices.