OPEN ELECTIVES

SYLLABUS

15OEL631 ADVANCED STATISTICAL ANALYSIS FOR RESEARCH 2002

Objective: To familiarize students in application of statistical tool to enable them to easily perform complicated quantitative analysis.

Unit 1
Relevance of statistical analysis in research – scope of analysis in research - types of research – types of analysis in different areas.

Unit 2
Test of hypothesis - hypothesis testing procedure – significance level – steps for testing.

Unit 3
Chi-Square – t Test.

Unit 4
Tools for statistical analysis – familiarising the tool window – common buttons – available menu – entering and editing data.

Unit 5
Different types of analysis using tool.

REFERENCE BOOK:
C, R Kothari, Research methodology – Methods and techniques, New Age International Publishers

15OEL632 BASICS OF PC SOFTWARE 2002

Objective: The main objective of this course is to familiarize the basic concepts of Microsoft Office 2007 applications which promote students to build their knowledge in business applications.

Unit 1

Unit 2
Handling multiple documents, Opening and closing of multiple documents, cut, copy and paste across the documents. Table Manipulation - Concept of table, rows columns and cells, draw table, changing cell width and height, alignment of text in cell, copying of cell, delete/insertion of row and columns, borders for table. Printing – printing, print preview, print a selected page. Language Utilities – spelling & grammar. Mail merge options, password locking, View – Macros, document views

Unit 3

Unit 4

Unit 5
Internet: Introduction to networks and internet, history, working of Internet, Modes of connecting to internet, ISPs, Internet address, standard address, domain name, Modems. World Wide Web-Introduction, Miscellaneous Web Browsers details, searching the www.

Directories search engines and meta search engines, search fundamentals, search engines, working of the search engines, Telnet and FTP.

TEXTBOOK:

REFERENCE BOOKS:
1. Microsoft Office 2000 Complete, BPB publications
**Syllabi**

**15OEL633 COMPUTER HARDWARE AND NETWORKING  2 0 0 2**

**Objectives:** The course aims to give a general understanding of how a computer works. Students will be able to understand the basics of hardware and networking technologies.

**Unit 1**

Popular CPU Chips and their Characteristics, Processor Architecture - Processor specifications - installing and uninstalling processor - CPU Overheating issues – common problems and solutions.

**Unit 2**
Memory and Storage: Memory features – Types of memory – working - Installing and uninstalling memory modules – maintenance and troubleshooting – common problems and solutions.


**Unit 3**


**Unit 4**

**Textbooks/Reference Books**


**Syllabi**

**15OEL634 CONSUMER PROTECTION ACT  2 0 0 2**

**Objective:** To know about consumer rights and to understand the grievances redressal forums established under the Consumer Protection Act, 1986.

**Unit 1**
Consumerism in India (Historical Background), Consumers: the concept, definition and scope. Object of Consumer Protection Act, 1986.

**Unit 2**
Unfair Trade Practice, Restriction Trade Practice, Defect in goods, Deficiency in service: Medical, Lawyering, Electricity, Housing, Postal services etc.

**Unit 3**
Consumer rights and its protection; consumer protection councils, powers and functions.

**Unit 4**

**Unit 5**
Appeals and orders: enforcement of orders of the consumer forum, Appeals against orders, Administrative control; Dismissal of frivolous and vexatious complaints, Penalties.

**Reference Texts:**

2. R.K.Bangia, Consumer Protection Act

**15OEL635 CORPORATE COMMUNICATION  2 0 0 2**

**Unit 1**
Structure and characteristics of an organization; Factors influencing communication - Flow of communication in an organization - Bottom step, top down vertical and horizontal barriers to communication; Organization of a PR department and counselling firms.

**Unit 2**
Role of PR in an organization; PR processes - image building - PR and various publics - internal & external; PR and crisis management- national community, labour unrest, and accidents.

**Unit 3**
PR tools - House journals - kinds and production of house journals; Open house; New media; Gossip, rumour mongering and criticism.
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UNIT 4
Media Relations - press conference, press releases, press visit, interviews, preparations and distributions of publicity materials to media.

UNIT 5
PR for Govt. PR for Non Govt. organizations, PR for armed forces, PR for entertainment and sports, PR for tourism. PR for philanthropic organizations, PR for celebrities. Event management, Ethics in PR.

BOOKS RECOMMENDED:
Balan K.R.: Lectures on applied Public Relations.
Mehta D.S.: Handbook of Public Relations in India
Scott M.Cutlip, Allen H. Centre & Glen M. Broom: Effective Public Relations.
Philip Lesley: Lesley’s Public Relations Handbook
Frank Jenkins: Planned Public Relations
Sam Black: The role of Public Relations in Management.

15OEL636 DESIGN STUDIES 2002

Objective: To introduce the students to the field of visual design.

UNIT 1
Drawing and illustration.

UNIT 2
Design basics.

UNIT 3
Principles of composition.

UNIT 4
Introduction to type design.

UNIT 5
Usage of images, colour in terms of visual design.

REFERENCES:
1. Thinking with Type by Ellen Lupton
2. How to be a Graphic Designer Without Losing Your Soul by Adrian Shaughnessy

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15OEL637 DISASTER MANAGEMENT 2002

Objectives: To appreciate the fundamentals of disaster management and to introduce the fundamentals procedure and working during the contingency.

UNIT 1
Introduction & Dimensions of Natural & Anthropogenic Disasters, Principles/Components of Disaster Management, Organizational Structure for Disaster Management,

UNIT 2

Operations Management (OM), Risk Assessment and Disaster Response, Quantification Techniques, NGO Management, SWOT Analysis based on Design & Formulation Strategies,

UNIT 3
Insurance & Risk Management, Role of Financial Institutions in Mitigation Effort, Group Dynamics, Concept of Team Building, Motivation Theories and Applications, School Awareness and Safety Programmes, Psychological and Social Dimensions in Disasters, Trauma and Stress, Emotional Intelligence, Electronic Warning Systems, Recent Trends in Disaster Information Provider, Geo Informatics in Disaster Studies, Cyber Terrorism, Remote Sensing & GIS Technology, Laser Scanning Applications in Disaster Management, Statistical Seismology, Quick Reconstruction Technologies,

UNIT 4
Role of Media in Disasters, Management of Epidemics, Bio-Terrorism, Forecasting/Management of Casualties.

UNIT 5
Case Studies - Natural Disaster and Man-made Disasters.

REFERENCES:
1) Disaster Management - Harsh K Guptha
2) Disaster Management - Damon.P

15OEL638 ESSENTIALS OF CULTURAL STUDIES 2002

Uniqueness of Indian culture.
Real Indian History.
Heritage – spiritual and cultural heritage.
Glory of ancient India – inventions and discoveries in all fields.
Importance of festivals.
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**REFERENCE TEXTS:**
1. Swami Harshananda – Hindu Culture
2. Amma – Eternal Truth

**15OEL639 FOUNDATIONS OF MATHEMATICS 2002**

**Objectives:** To develop an understanding of problem solving methods, to understand the basic concepts of mathematics and to apply the results to real life business problems.

**Unit 1**
Matrices: Type of matrices, addition, subtraction, multiplication of matrices, transpose, determinant of a matrix, adjoint and inverse of a matrix.

**Unit 2**
System of equations - Solution of equations in one(linear, quadratic), two and three variables, Solution of a system of linear equation having unique solution and involving not more than three variables by matrix method, Cramer’s rule.

**Unit 3**
Financial mathematics: Simple interest and compound interest.

**Unit 4**
Simple differentiation: functions, simple differentiation of algebraic functions, first and second order derivatives, maxima and minima.

**Unit 5**
Elementary integral calculus: Integration of simple algebraic functions.

**REFERENCES:**
2. Dr. Amarnath Dikshit, Dr. Jinendra Kumar Jain - Business mathematics, Himalaya publishing House.

**15OEL640 FOUNDATIONS OF QUANTUM MECHANICS 2002**

**Unit 1**
Historical Perspective of Quantum Physics: Failure of classical mechanics - Planck-Einstein, Bohr-de Broglie-Heisenberg’s Uncertainty.

**Unit 2**
Empirical confirmations of Wave Particle Duality, Schrödinger Equation - Particle in a box-Tunnel effect.

**15OEL641 GLIMPSES OF LIFE THROUGH LITERATURE 2002**

**Unit 1**
1. Introduction – What literature is – Language and literature – Indian literature – Values through literature – Literature and culture – Enjoying literature.
2. Father Giligan – WB Yeats

**Unit 2**
3. The West Wind – PB Shelley
4. Chicago Address – Swami Vivekananda

**Unit 3**
5. On Saying Please – AG Gardiner
6. My Lost Dollar – Stephen Leacock
7. The Importance of Being Earnest – Oscar Wilde (extracts)

**Unit 4**
8. The Refugee – AK Abbas
9. The Mirrored Hall – Swami Chinmayananda

**Unit 5**
10. The Windhover – GM Hopkins

**15OEL642 INFORMATION TECHNOLOGY IN BANKING 2002**

**Objective:** To provide an understanding on the technology enabled banking services and their applications.
Unit 1
Bank and Banking: Meaning and definition, development of banking in India, types of banks, banking systems, types of banking systems, commercial banks, functions, nationalization of commercial banks in India.

Unit 2
Central Banking, functions, Reserve Bank of India, State Bank of India.

Unit 3

Unit 4
Role of information technology in banking services, Core Banking, Automated Teller Machine (ATM), Electronic Clearing Service (ECS), NEFT and RTGS, Mobile Banking.

Unit 5
Debit Card and Credit Card, banking and E-Commerce, Point of Sales (PoS), Online bill payment and ticket reservation – future of electronic banking.

REFERENCE BOOKS:
1. Sundaram and Varshney – Banking Law, Theory and Practice, Sultan Chand
2. B. Santhanam – Banking and Financial Systems, Margham Publications
4. Parameswaran – Indian Banking, S.Chand and Co

15OEL643 INTRODUCTION TO WEB TECHNOLOGIES 2002
Objective: To give an overview about developing attractive web sites and basic concepts of e-commerce.

Unit 1
Internet Basics: Introduction to Internet, Communications on Internet, Resources of Internet – H/w and s/w requirements of Internet – ISP – Choosing an ISP – Internet Domains - Internet Applications – WWW - FTP, Telnet.

Unit 2
Introduction to HTML: HTML Tags, Paired Tags, Singular Tags, Commonly Used HTML commands, DOCTYPE Element, The HTML element, The HEAD Element, BODY, TITLE and Footers, Layout HTML Tags, Formatting Tags, Text Formatting and style Formatting, Effects, Spacing, Bullets and Numbering, Ordered lists, Unordered Lists, Definition Lists, HyperLink, Working with Images.

Style Sheet: The CSS standards, Types, Introducing CSS, Applying styles to specific groups of elements, Font Attributes, Color and Background attributes, Text Attributes,

15OEL644 KNOWLEDGE MANAGEMENT 2002
Objective: To enable students to understand the basics of Knowledge Management and its applications in organizations

Unit 1
Knowledge management concepts – Introduction - Definitions of Knowledge – Data-information and knowledge - basic thoughts on knowledge - difference between wisdom and knowledge - information Management and knowledge Management - hierarchy model - knowledge types – explicitness – reach - abstraction level – propositionality – Earl’s schools of knowledge management.
Unit 2

Unit 3
Organizational knowledge – Need – benefits - components and functions - Knowledge management in virtual organizations - knowledge management in professions - a study of IT and ITES business - knowledge management system requirements - Organizational knowledge measurement techniques - organizational implementation barriers.

Unit 4
Designing Enterprise Knowledge Management System architecture – Multi-layer architecture for Knowledge Management Systems - knowledge management in decentralized and heterogeneous corporations - Web based knowledge management support for document collections.

Unit 5
Recent Tools for KM - Intelligent support systems - intelligent systems and artificial intelligence - comparing artificial and neural intelligence - conventional vs. Artificial intelligence - Emerging technology - virtual reality - Intellectual capital.

TEXTBOOKS AND REFERENCES:
5. Knowledge Management – Pankaj Sharma, APH Pub

15OEL645 MARKETING RESEARCH 2 0 0 2

Objective: To provide a basic knowledge on research methodology and market research.

Unit 1
Definition of Marketing Research, Objective of Marketing Research, Application of Marketing Research, Limitation of Marketing Research, Marketing Research Process.

Unit 2

Primary and Secondary Data: Methods of Collecting Primary Data, Advantages & Disadvantages of Primary Data & Secondary Data, Essentials Characteristics for Selecting Secondary Data.

REFERENCE TEXTS:
2. Luck and Rubin - Marketing Research, Prentice Hall of India, 7th Ed.

15OEL646 MEDIA FOR SOCIAL CHANGE 2 0 0 2

Unit 1 Health Communication
Introduction to theories in Health Communication. Awareness on Health Issues – Epidemic Diseases, knowledge about vaccination for various diseases - Health campaign will be organized with the help of Medical Practitioner.

Unit 2 Radio for Social Change
Awareness on Edaphic Issues - Soil Pollution, Water Pollution and other forms of pollution. Anti-Pollution campaign will be organized with the help of Environmental Scientist or Journalist.

Unit 3 Social Media Activism
Awareness on Blood Donation – How a tiny red drop makes someone’s life Green. Awareness campaign will be organized based on Eye Donation.

Unit 4 Development Communication and Social Learning
Locating the remote village where basic amenities like Water, Toilet facilities are not available - A campaign with the involvement of government officials and social scientists.
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Unit 5 Participatory Communication for Social Change
Organic Farming - Awareness of Organic Farming. Benefits of organic farming in the materialistic world. A campaign cum workshop will be conducted by inviting experts from Agricultural Husbandry.

REFERENCES

15OEL647 MEDIA MANAGEMENT 2002

Unit 1

Unit 2
Economics of newspaper – Advertising vs circulation – Management problems of small, medium, large newspapers: gathering, processing, printing, circulation, distribution, advertising, professionalism, trade unionism, News room diversity.

Unit 3

Unit 4
Economics of film Industry – creativity, production, marketing distribution, exhibition, ownership vs piracy.

Unit 5
News agencies and syndicates: Ownership and organization structures – committees to study the problems of various media in India.

BOOKS RECOMMENDED:
Aggarwal S.K : Press at the crossroads in India.
William and Rucker: Newspaper Organization and Management
Sarkar R.C: The press in India
Noorani A.G: Freedom of Press in India
Frank Thayer: Newspaper Management
Gulab Kothari: Newspaper Management in India

Reports of the enquiry committees appointed by the Ministry of Information and Broadcasting.

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15OEL648 OBJECT-ORIENTED PROGRAMMING 2002

Unit 1
Introduction to OOPS: Object Oriented Programming features, Applications, History, Difference from structured Programming, Object Oriented Programming Languages, Program execution.

Unit 2

Unit 3
Implementing Class, Object Data Types, User Defined Data Types, Defining a Class, e Access specifiers, The Scope Resolution Operator, Using Class Objects Like Built-in Types, Scope, Constructors, Member Initialization, Constructor Overloading, Destructors.

Unit 4

Unit 5
The iostream Library, Predefined Streams, Stream States, Formatted I/O, Disk Files, Reading and Writing Objects.

TEXTBOOKS

15OEL649 PAINTING AND SCULPTURE 2002

Objective: To make students develop critical thinking skill as well as make them creative in their field of painting and sculpture.
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Unit 1
Pencil drawing, life study.

Unit 2
Basics of water colour painting, Clay modelling.

Unit 3
Anatomy and figure study, Basics of oil and acrylic painting.

Unit 4
Basics of Figure modeling.

Unit 5
Moulding and casting.

REFERENCE BOOKS
1. Indian Sculpture and Painting – by E.B. Havell (Author)
2. Modern Painting And Sculpture: 1880 To Present From The Museum Of Modern Art – by John Elderfield (Editor)

15OEL650 PERSONAL FINANCE 2002

Objective: To analyse the process of making personal financial decisions, develop personal financial goals and identify the strategies for their achievement.

Unit 1

Unit 2
Introduction to Consumer Credit, sources of credit, Consumer Purchasing, strategies for housing decisions.

Unit 3
Insurance: types, selecting the right insurance policy, property and motor vehicle insurance, health insurance policies, Retirement Planning, NPS.

Unit 4
Investing fundamentals, investing in shares, bonds and mutual funds, investment in gold and real estate.

Unit 5
Investing in Schemes of Government: National Savings Certificates, KVP, Post Office Recurring Deposits and term deposits, PPF.

REFERENCE TEXTS:
1. Jeff Madura – Personal Finance, Pearson Education
2. Manish Chauhan – 16 Personal Finance Principles every Investor should know, Network18 Publishers

15OEL651 PRINCIPLES OF ADVERTISING 2002

Objective: The objective of this paper is to help student to make basic understanding on advertising, providing understanding on the processes behind successful advertising. The students are introduced to the processes, tools and techniques used in developing advertising concepts with the study areas including creative thinking and visualizing.

Unit 1 Introduction
History of advertising, Advertising-meaning and definition, Advertising as a tool of communication, Features of advertising.

Unit 2 Types of Media – Advantages & Disadvantages
Types of advertising, Types of media in advertising – Features – advantages – disadvantages – Print, Television, Radio, Internet, OOH.

Unit 3 Structure of an Advertising Agency
Structure of advertising agency – Small, Medium, National, In-house.

Unit 4 Other Promotion
Sales Promotion, Direct Marketing, Public Relations, Publicity and Corporate Advertising, Unconventional Promotional Media.

Unit 5 Case Studies

REFERENCE BOOKS:
Advertising, Frank Jefkins Revised by Daniel Yadin
Kleppner’s Advertising Procedure

15OEL652 PRINCIPLES OF PACKAGING 2002

Objective: To analyse the process of making personal financial decisions, develop personal financial goals and identify the strategies for their achievement.

Unit 1
Packaging: Meaning and importance, functions, marketing considerations of packaging.

Unit 2
Design of package, materials used for packaging, selection criteria of packaging materials, packing techniques.
Unit 3
Packaging systems, future of packaging.

Unit 4

Unit 5

REFERENCE TEXTS:
2. Frank Paine – A Handbook of Food Packaging, Springer

15OEL653 SCRIPTING FOR RURAL BROADCASTING 2002

Unit 1

Unit 2
Rural communities. Analysis of social and political life in a rural community. Caste / class dynamics and regional influences.

Unit 3
Scope and Impact of broadcast journalism in rural development. Two day workshop by an external expert from the broadcast industry on the rudiments of script writing focusing on rural aspects/ communities.

Unit 4
Practice on Scripting. Focus on covering special issues concerning rural women, youth, farmers, self-help groups cottage industries etc.

Unit 5
Developing the final script for rural broadcasting that will have practical application in the field. Final evaluation by the external expert.

REFERENCES

15OEL654 SOCIAL MEDIA WEBSITE AWARENESS 2002

Objectives; To understand the history, theory, technology and uses of social media; to create, collaborate, and share messages with audiences of all sizes; to know and explore the possibilities and limitations of social media. Hands on experience with several forms of social media technology; to understand and use social media productively and to evaluating new tools and platforms.

Unit 1
Introduction to Social media; Definition - Social Media and Digital transformation; Social Networking and online communities; Social support and service; Wikipedia, Facebook, Instagram, Tagging, LinkedIn; Social mobile applications; Security settings in Facebook, Whatsapp.

Unit 2
Blogging – History; Creating blog, effect of blogging, micro blogging; Protocol, Platform, Content strategies.

Unit 3
Tweeting - Introduction, History, Protocol; Twitter; Twitter apps; Managing Twitter; #hashtag# creation and following; Security settings in Twitter.

Unit 4
Social media sharing – History, Protocol; YouTube, Flickr, Slide share, Social news; News apps – Newshunt and others; Bookmarking - History, Digg, Reddit, Delicious.

Unit 5
Social theory in the information age; Social Network for professional, business, Digital Marketing; Using social networking sites for research, Security aspects of social networking.

REFERENCES:
2. The Social Media Marketing Book Dan Zarrella "O'Reilly Media, Inc.", 13-Nov-2009
15OEL655 THEATRE STUDIES 2002

Objective: To provide students with a firm grounding in the discipline of Theatre and Performance Studies.

Unit 1
Breathing exercises, warming up exercises.

Unit 2
Voice modulation, Monologue practice.

Unit 3
Facial expressions, emoting a character.

Unit 4
Stage direction, Makeup and costumes.

Unit 5
Choreography, Producing a play.

REFERENCES:
1. Theatre as Sign System: A Semiotics of Text and Performance by Elaine Aston, George Savona
2. Theatre Semiotics: Text and Staging in Modern Theatre by Fernando de Toro
3. Acting For Real: Drama Therapy Process, Technique, and Performance by Renee Emunah

15OEL656 WRITING FOR TECHNICAL PURPOSES 2002

Overview: The course aims at developing skills that will enable students to produce clear and effective scientific and technical documents as required in their work-life. Though the focus of the course is on writing, oral communication of scientific and technical information forms an important part of the course.

Objectives: To familiarize the students with the requirements of effective technical writing; to enable students to independently work on their publication and presentation of papers; developing skills required for presentation of reports, papers and proposals.

Unit 1
What is Technical Writing? - Purpose and characteristics of technical writing and need for developing technical writing skill. Use of Technical terms, Defining terms, Style and tone.

Unit 2
Use of resources, documentation style and citation; Standard operation procedures, Instruction Manuals and Handbooks.

15OEL657 YOGA AND PERSONAL DEVELOPMENT 2002

Objective: To give an understanding on the concept and advantages of yoga and simple yoga practices.

Unit 1
Yoga and Modern Life – Introduction - understanding Yoga – definition - four streams of yoga - Why yoga?

Unit 2

Unit 3

Unit 4

Unit 5
Pranayama, Meditation.

REFERENCE TEXTS:
1. N.S. Ravishankar – Yoga for Health, Pustak Mahal
2. BKS Iyengar – Yoga: The Path to Holistic Health, DK Publishers