Part A Introduction			
Program :Certificate/Diploma/Degree/ certificate	Class: B.A.	Year: First Year	Session :2021-2022
Subject :psychology			
1	Course Code	**V1-PSY-DEVT**	
2	Course Title	**Personality Development(paper 1/2)**	
3	Course Title (Core Course/Elective /Generic Elective /Vocational/…….	**Core Course**	
4	Pre- requisite (if any)	To study this course, a student must have had the subject open for all in class/12th/certificate/diploma. …………………………………………….. This course can be opted as an elective by the students of following subjects: open for all/open for all	
5	Course Learning outcomes (CLO)	1. Students will gain knowledge of personality 2. Students will learn to implement coping strategies for better adjustment 3. Student will develop skills to enhance self esteem . 4. Students will learn the skills of SWOC, Communication. time and stress management for their life 5. Acquisition of life skills based on happiness and positive thinking	
6	Credit Value	Four	
7	Total Marks	Max. Marks: 25+75	Min. Passing Marks: 33

Part B- Content of the Course		
Total no of Lectures –Tutorials –Practical (in hours per week): 6 hours per week		
Unit	**Topics**	**No. of Lectures**
Unit I	Conceptand approaches of Personality Nature and types of personality Determinants personality Approaches of personality-type .Trait, Psychodynamic-Freud,Neo Freudin- Erickson,Social learning-Bamdura, Humanistic-Rogers	12
Keywords /Tags : Approaches of personality		
Unit II	Adjustment and Coping Adjustment –concept, Type of .Psychological adjustive reactions –Task Oriented and DE compensation and Recompensation under excessive stress Coping – Concept.Strategies – appraisal Focused.Problem focused constructive coping	13
Keywords /Tags : Adjustment and coping strategies		

III	Self Concept Nature factors shaping the self Concept, Self Esteem. Self perception , self regulation and self 13 presentation	11

Keywords /Tags : Shaping the self concept

VI	Personality measurement Personality Test-Nature and Types Personality Inventories and Projective test- nature, uses and limitation	12

Keywords /Tags : Personality test-uses and limitations

V	Applied areas of personality development SWOC analysis, communication skills, time management, stress management, happiness and positive thinking	12

Keywords /Tags : Applied areas of personality development

<div align="center">

Part C-Learning Resources

Text Book, Reference books, other resources

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1. Cervone, D.& Lawrence P.A(2013) Personality Psychology(ed.12) New York Wiley
2. Coleman, J.C(1971) Psychology and Effective behavior, D.B. Taraporevala Sons & Co. Private Ltd. Bombay
3. Covey, S.R(2004). The 7 habits of highly effective people. Free Press
4. Dweek, C.S(2006) Mindset: The New Psychology of Success. Random house
5. Hall, C.S, Lindzey. G.& Campbell. J.B. (2007). Theories of Personality. 4th Edn. Wiley:India
6. Kundu, C.L. (1989). Personality Development. N.D:Sterling Pub
7. Larsen, R.J & Buss D.M (2013) Personality Psychology Domains of Knowledge about Human Nature (5th ed.) New York McGraw Hill
8. Mischel, W;Shoda, Y& Smith R.E(2004). Introduction to personality. John Wiley & sons
9. Peale, N.V. (2019) The power of positive thinking. Samaira Book Publishers
10. Ruch, F.L(1970) Psychology and Life 7th ed. D.B Taraporevala Sons & Co. Private Ltd. ,Bombay
11. Snyder, C.R Lopez, S.J & pedrotti, J.T 2010. Positive Psychology SAGE south asia ed.
12. Tuhovsky I(2015) Communication skills: A pratical guide to improving your social intelligence, presentation, persuasion and public speaking. Create space independent publishing Platform.
13. Weiten. W.W & Lioyd, M.A(2007) Psychology Applied to modern Life-adjustment in the 21st century Eighth ed. , Thomson Wadsworth, Indian reprint akash press, Delhi

Suggested Readings:

Suggestive digital platforms web links
Psychology if stress and well being
https://nptel.ac.in/courses/109/103/109103182
Interpersonal Skills
https://nptel.ac.in/courses/109/107/109107/155
Communication Skills
https://nptel.ac.in/courses/109/104/109104030
Body Language
https://nptel.ac.in/courses/109/107/109107154

Suggestive equivalent online courses:

Part A Introduction

Suggested Cotinuous Evaluation Methods:

Maximum Marks:100

Continuous Comprehensive Evaluation (CCE): 25marks Uiversity Exam (UE) 75 marks

Internal Assessment: Continuous Comprehensive Evaluation(CCE):25	Class Test	15
	Assignment/Presentation	10
External Assessment: University Exam Section: 75 Time:02.00 Hours	**Section (A):** Three Very Short Questions(50Words Each)	03*03=09
	Section(B): Fore Short Questions(200Words each)	04*09=36
	Section(C): Two Long Questions(500Words Each)	02*15=30 Total 75
Any remarks suggestions:		

Program U.G, Level Certificate	Class: UG I Year	Year ;FIRST Year	Session :2021-2022 onwards

Subject :Environmental Education		
1	**Course Code**	**V1-COS-WEBT**
2	**Course Title**	**Web Designing**
3	**Course Type**	**Vocational**
4	**Pre- requisite (if any)**	Open for all
5	**Course Learning outcomes (CLO)**	After studying this course the student will be able to- • Code a handful of useful HTML & CSS example • Build semantic, HTML & CSS webpage • Write basic Scripts • Use Names, objects and Methods • Add interactivity to a Web page • Create Dynamic Web pages using Java script in HTML forms.
6	**Expected Job Role / Career Opportunities**	Job Rule- Web Designer / Front End Developer/ Creative Ad Designer Job Description- Web designers develop functional and appealing web pages, websites, and web applications. Online Advertisements for individual business and government agencies to establish their online presence. They use knowledge of computer programming and graphic design to create websites that meet client needs. Career Opportunities- Typical employers of Web Designers are- • Software companies • IT Consultancies • Specialist web design companies • Large corporate organizations. • Any organization that uses computer systems. • Self- employment/ freelance work is often possible for indivuals with appropriate experience, • Vacancies are advertised online, by career services and by recruitment agencies
	Credit Value	(4) Theory- Practical - 2
Part B – Content of the course		
Total NO OF Lecture +(in hours per week) L-2 hrs./ P- 2 Hrs.		
Total No of Lecture/practical : L- 30 hrs./ p- 30 hrs.		

	Topics	**No. of Lectures**

		6
I	**Introduction to Internet**- World Wide Web. Internet Addressing, Browser, URL, Web Server, Website, homepage, Domain Name, Basic concepts. **Software for** web **designing** - Notepad/ Notepad++ Dreamweaver, Blue Griffon, Net beans, Sea Monkey, World press, Sublime. **Introduction to HTML**: HTML Tags and Attributes, HTML Basic Tags, Formatting Tags, HTML Color Coding, Div. and Span Tags for Grouping. **Lists**: Unordered Lists, Ordered Lists, Definition list. Image and Image Mapping. **Hyperlink: URL – Uniform Resource Locater, URL Encoding. Table : < table>, <th>,<td>, <caption>, <head>, <body>, <toot>,<colgroup>, <col>. Attribute Using I frame as the Target** **Form** :< input>, < text area>, < button>, < select>, < label> **Headers**: Tittle, Base, Link, Styles, Script. HTML Meta Tag, XHTML, HTML deprecated Tags & Attributes	

II	**CSS:** Introduction using link, Multiple Style Sheets, Value lengths and percentages.	05
	Selectors: ID Selectors, Class Selector, Grouping Selectors, Universal Selectors, Descendant / Child Selectors, Attribute Selectors, CSS – Pseudo Classes.	
	, Features and benefits of CSS syntax, External Style Sheet **Color Background Cursor:** Background image, background repeat, background position, CSS- cursor.	
	Text Fonts: Color, background-color, text-decoration, text- align, Text-indent. text transform, white space, letter spacing, word spacing, line- height, font- family,, font- size, font- variant, font-weight.	
III	**Lists Tables:** list style type, list-position type, list style range, CSS, Tables, (border, width, & height, text- align, vertical align, padding, color)	05
	Box Model: Borders & Outline, Margin & Padding, Height and width, CSS, Dimension	
	Display Positioning: CSS visibility, CSS display, CSS scroll bars, CSS Positioning, (Static Positioning fixed positioning, relative positioning, absolute positioning) CSS Layers with Z- Index.	
	Floats: The float property, t5he clear property, the clear fix hack.	
IV	**The Java script:** Nature of Java, swcript writing basics, writing basics, enhancing HTML, Documents with Java script, the building blocks. Introduction to Java script, Java script Engines, Values, variables and operators, variable mutation, basic operators, operator procedure, Java script Types, Types definition, Types in java script, type conversion.	07
	Java script Conditionals: Introduction to conditional, conditionals in Java script, ternary operators, conditional Laddder, & switch statement.	
	Java Script Arrays: Introduction to arrays, Declaring and mutating Arrays, Array methods and properties, replication with Array methods, Multi dimensional Arrays.	
PRACTICALS		**15**

- Design a home page which displays information about your college department using heading, HTML, entities and paragraphs.
- Implement different type of list tags in the college department homepage
- Create a webpage for any clinic using marquee and formatting tags.
- Create 3 Hyperlinks in home page connecting it to 3 different pages.
- Create 3 hyperlinks in which jumps to 3 different headings on same page.
- Insert image (s) and I frame in a webpage.
- Design a page with image of block diagram of computer, mapping, each co0mponent as areath specific co- ordinates,
- Create a web page containing Frame 1 that contains link and another contents of th
- Design a time table and display ib tabular form.
- Demonstrate difference between "get" and "post" method of form tag in a form with password text.
- Design an admission form for any course in your college with text, password field, drop- down list, check-boxes, radio- button, submit and reset button etc.
- Create a website for online book store with Home, Login, catalogue, registration page, with links to all these in a menu on top of every page.
- Write a CSS style specification rule that would make all unordered list (<u> tags) have square bullets and purple background.
- Create a HTML form with the use of cascading style sheets.
- Create a Home page of your town with a attractive background color, text color, an image, font face, by using online CSS formatting.
- Create a catalog for an online shopping company that sells music records using style sheets.
- Create a sample code3 to illustrate the external style sheets for your web page.
- Design a web page by using different CSS border style.
- Change the color of all elements with the class "color text" to "BLUE"
- Set different margins for all four side borders

Part C- Learning Resources
Text Books, References, other resources

Suggested Reading:

- Jon Docket, HTML and CSS Design and build websites.
- JON Docket, Java script and query: Interactive front end Web development Wiley.
- Jennifer Neediest Robbins, learning web designer, web design, java script, O'REILLY.
- Steven Schafer, HTML, X html, and CSS Bible.
- **Fleche-Morris, Basics of web design, Html5 & Css3, 5th edition, Pearson E**ducation.
- **J**an Pounce, Richard york, beginning CSS, cascading style sheets for web design wiley India.
- Thomas A Powell, the complete reference to Html.
- Lee Anne Philips, using Html PHI
- **Xa**vier World Wide Web Design With Html.
- Laura Lemay, Mastering Html, CSS & Java script.
- Dt Editorial Services, Html5 Block Book- CoVERS css 3.

Suggestive digital platforms web links:

- http://www.w3school.com
- https://spoken-tutorial.org/
- https://www.doc-development-durable.org/file/projectsinformatics.com
- http://www.nematrian.com/pages/HTML/combined.pdf (PDF:514 PAGES)
- http://www.dnodisamir.com/references/vs

Suggested Equivalent Online Course:

- http://nptel.ac.in/courses/106/105/106105084/   (NPTEL course Internet technology- Part of the Course)
- https://onlinecourses.swayam2.ac.in/aic20
- https://www.coursera.org./learn/html/css-javascript-for-web-developers#syllabus (HTML,CSS, and Java script for web developers.
- https://www.classcentral.com/course/html-for-web-developers-4270   (HTML,CSS,)
- https://www.classcentral.com/course/duke-programming-web-4256
- https://www.coursea.org/learn/programming-web   (Programming Foundations with Java script , HTML and CSS)

FORMAT FOR SYLLABUS OF THEORY PAPER

PART A INTRODUCTION		
Program: Certificate	**Year: First**	**Session: 2021-22**
Course Code	V1-COM-DIGT	
Course Title	Digital Marketing	
Course Type	Vocational	
Pre-requisite (if any)	Open For All	
Course Learning outcomes (CLO)	**After the successful completion of the course, the student shall be able to-:** • Understand digital marketing, importance thereof, meaning of web site and levels of web site, difference between blog, portal & website. • Understand the working of SE0 (search engine optimization) on page optimization, off page optimization, and will learn to prepare reports • Learn about SMO (social media optimization) like Face book, twitter, Linkedln, Tumblr, Pinterest and other social media services optimization • Understand paid tools like Google ad words, display advertising techniques • Learn and apply hands on experience on tools useful to SEO for analysis on website traffic, keyword analysis and learn email marketing and ad designing.	
Expected Job Role / career opportunities	• Digital Marketing Manager • Search Engine Optimizer • Social Media Marketer • Content Marketer • Content creator for AR-VR (Augmented Reality —Virtual Reality) • SEC) Specialist for voice assistance	

Credit Value	4

PART B CONTENT OF THE COURSE		
Total No. of Lectures + Practical (in hours per week): L-1Hr / P-1 Lab Hr		
Total No. of Lectures/ Practical: L-30hrs/P-30hrs		
Module	**Topics**	**No. of Hours**
1	Introduction to Digital Marketing: Meaning of Digital Marketing, Differences from Traditional Marketing, Return of Investments on Digital Marketing vs. Traditional Marketing, E Commerce, Tools used for successful marketing, SWOT Analysis of Business for Digital Marketing, Meaning of Blogs, Websites, Portal and Their Differences, Visibility, Visitor Engagement, Conversion Process, Retention, Performance Evaluation. *Keywords:* Titles, Meta Tags	10
2	Search Engine Optimization (SEO): On page Optimization Techniques, Off Page Optimization Techniques, Preparing Reports, Creating Search Campaigns, Creating Display Campaigns. **Social Media Optimization (SMO):** Introduction to Social Media Marketing, Advanced Facebook Marketing, Word press Blog Creation, Twitter Marketing, Linkedln Marketing, Instagram Marketing, social media Analytical Tools. **Keywords:** Google, Word press, FB, Linkedln, Instagram, Analytics, SMO, Verbal Communication, Non- Verbal Communication, Infra personal and Interpersonal communication.	10
3	**Search Engine Marketing:** Meaning and Use of Search Engine Marketing, Tools used — Pay Per Click, Google Adwords, Display Advertising Techniques, Report Generation **Website Traffic Analysis, Affiliate Marketing and Ad Designing:** Google Analytics, Online Reputation Management, EMail Marketing, Affiliate Marketing, Understanding Ad Words Algorithm, Advertisement Designing. **Keywords:** PPC, Google Ad words, Reports, SEM, Google Analytics, Ad Design, Social Media, Affiliate	10

	Practical	
	• Design SEO To improve page rank of our college. • Monitor traffic of your website using google analytics. 30 • Using search engine submission improves online recognition and visibility of websites. • Designing a blog. • Use of cross linking. • On/Off optimization of the website. • Design Back link and outbound link of website. • Web Development, Audio Video Production, • Digital Content Creation, Product & Sales review analysis	
	Part-C Learning Resource	
	Text Books, Reference Books, Other resources	

Suggested Readings:

1. Textbooks:

1. Ahuja Vandana Digital Marketing. Oxford University Press (2016) ISBN: 9780199455447,

2. SainyRomi, NargundkarRajendra Digital Marketing: Cases from India, Notion Press (2018) ISBN 9781644291931, 1644291932

2. Suggestive digital platforms web links:

https:/Awww.wordstream.com/linkbuildins%20to%20your%20site.
https://www.targetinternet.com/the-top-32-most-useful-digital-marketing-

links/https://digitalmarketingphilippines.com/8-strategic-steps-to-natural-link-building/https://www.the-
web-guys.com/digital-marketing/

Suggested equivalent online courses:

https://onlinecourses.swayam2.ac.in

Part- A
Introduction

Program: Certificate		Year: First Year	Session : 2021-22
Course Code	V1-HOR-ORGT		
Course Title	**Organic Farming**		
Course Type	**Vocational**		
Pre-requisite (if any)	**Open for All**		
Course Learning outcomes (CLO)	After studying this Course the Student will be able to: - Prepare media for protected cultivation. - Demonstrate irrigation and fertigation, green house operations, irrigation and fertigation, care and maintenance of protected structure. - Demonstrate special horticultural practices in protected cultivation - Identify and control of insect-pest and diseases, harvest and post-harvest practices.		
Expected Job Role/career opportunities	Job opportunities in government sector as well as private sector and self-employment.		
Credit Value	4		

Part-B: Content of the course		
Total No. of Lectures + Practical (in hours per week): **L-1 h / P.-1 Lab h**		
Total No. of Lectures/ Practical: **L- 30h / P- 30 h**		
Module	Topics	No. of Hours
I	Introduction and Principles, Developing Organic farm, conversion of soil to organic Soil Cultivation and Tillage, Creating good growing conditions, soil compaction, Types of soil cultivation.	5
II	Crop planning and management, Crop rotation, intercropping, cover crops, crop -animal association. Mulching: Definition, Uses, Selection of mulch materials, source of mulching materials, Application of mulch.	8

III	Organically manage the field, Live fencing, Water and nutrient management, Weedmanagement, Pest and disease management. Plant propagation, Criteria for seed evaluation, characterization and multiplication,Importance of traditional varieties, Seed conservation.	10
IV	Other forms of organic management, Biodynamic agriculture., Rishi Krishi, naturalfarming, panchgavya krishi, Natueco farming, Homa farming.	7

	Practical	**No. of Hours**
	1. Soil sampling and determination of Soil pH. 2. Determination of soil organic carbon content. 3. Preparation of nursery and seed beds. 4. Seed treatment with fungicides and Bio-fertilizers. 5. Identification of different types of chemical fertilizers, composts, bio-fertilizers. 6. Calculation of fertilizer requirement of crops (for wheat, rice and maize) based ontheir nutrient needs. 7. Preparation of FYM and Compost. 8. Uses of sprayers and dusters for pest control and nutrient spray. 9. Determination of moisture content of crop seeds (wheat, rice, maize andmustard). 10. Visit to a crop field and compare healthy plant with a diseased and insectaffected plant. 11. Identification of different types of Insecticides, Fungicides and Herbicides.	**30**
	Project/ Field trip: Excursion of an Organic Farm/ Presentation of a project related to any topic of OrganicFarming.	

Part C : Learning Resources
Text Books, Reference Books, Other resources

Suggested Readings:

- Principles of Organic Farming-by S.R. Reddy, *Kalyani Publishers,* New Delhi.
- Organic Farming (Theory and Practice)- by S.P Palaniappan and Annadurai, *ScientificPublishers,* New Delhi

Suggestive digital platforms web links

- www.nptel.ac.in > organic farming> 126/105/126105014
- http://www.agmoocs.in/   organic farming