

**Sri SatyaSai University of Technology & Medical Sciences, Sehore (M.P.)**

Part A Introduction			
<b>Program :</b> Certificate/Diploma/Degree		<b>Class : I Year</b>	<b>Year :</b> 2021
			<b>Session : 2021-2022</b>
1	<b>Course Code</b>	<b>V1-BOT-MPLT</b>	
2	<b>Course Title</b>	Medicinal plants	
3	<b>Course Type (Core Course/Elective/Generic Elective/Vocational)</b>	Vocational	
4	<b>Pre-Requisite (if any)</b>	(Open for All)	
5	<b>Course Learning outcomes (CLO)</b>	After Studying this course the student will be able to understand: <ul style="list-style-type: none"> <li>• The utility of plants as medicines</li> <li>• The preparation of basic herbal medicinal products</li> <li>• The idea of cultivation practices.</li> <li>• The storage, packaging and marketing of herbal medicines.</li> <li>• To work with individual plant and plant products.</li> </ul>	
6	<b>Expected job Role/ Career Opportunities</b>	Students will be able to:- <ul style="list-style-type: none"> <li>• Start processing unit of selected medicinal plant products.</li> <li>• Cultivate the medicinal plants.</li> <li>• Get employment opportunities in area of health services as community services, rural health services and NGO related with health awareness etc.</li> <li>• set up a venture of nursery of medicinal plants.</li> <li>• Start sales and marketing of herbal medicines.</li> </ul>	
7	<b>Credit Value</b>	(Credit) 4	
8			
Part B - Content of the Course			
<b>Total No. of Lectures + Practical (in hours per week) : L-1 Hr. / P-1 Lab Hr.</b>			
<b>Total No. of Lectures / Practical: L-30 hrs./P-30 hrs.</b>			
<b>Module</b>	<b>Topics</b>		<b>No. of Hourse</b>
<b>1</b>	<b>General aspects of Medicinal plants:</b> 1.1 Definition, history, present and future needs. 1.2 Introduction of plant parts (Fruit, leaves, roots, stem, seeds)		<b>10</b>

	<p>and their modifications).</p> <p>1.3 Cultivation and harvesting practices.</p> <p>1.4 Processing and storage practices.</p> <p>1.5 Marketing of medicinal products.</p> <p>1.6 Role in human health and balanced diet.</p> <p>1.7 Basic idea of quality control and contribution of national research laboratories like CDRI, CIMAP, NBRI etc.</p> <p>1.8 Precautions during use of herbal medicinal products.</p>	
2	<p><b>Important Indian medicinal plants (Part-01)</b></p> <p><b>1.1 Plant parts used as powder:</b> Identification and utilization of Amla (<i>Embellicaofficinalis</i>), Bahera (<i>Terminaliabellerica</i>), Harad (<i>Terminaliachebulla</i>), Turmeric (<i>Curcuma longa</i>), Garlic (<i>Allium sativum</i>), Bitter guard (<i>Momordicacharantia</i>), Black Plum (<i>Syzygiumcumini</i>), Fenugreek (<i>Trigonellafoenumgraecum</i>), Cinnamon (<i>Cinnamomumverum</i>), Sarpghandha (<i>Raulfiaseroentina</i>), Black pepper (<i>Piper nigram</i>), Ashwagandha (<i>Withaniasominifera</i>) Psyllium husk (<i>Plantagoovata</i>).</p> <p><b>1.2 Plant parts used as juice/decoction:</b>Identificationioin and utilization of Amla (<i>Embellicaofficinalis</i>), Ginger (<i>Zingiberofficinale</i>), Onion (<i>Allium cepa</i>), Bottle gourd (<i>Lagenariasiceraria</i>), Basil (<i>Osicum sanctum</i>), Arjun (<i>Terminaliaarjuna</i>), Neem (<i>Azadirachtaindica</i>), Gwarpatha (<i>Aloe Vera</i>), Brahmi (<i>BacopaMonnieri</i>), Giloy (<i>Tinosporacordifolia</i>), Shankhpushpi (<i>Convolvulus prostrate</i>), Bael (<i>Aeglemarmelos</i>).</p>	10
3	<p><b>Important Indian Medicinal Plants (Part-02)</b></p> <p><b>1.1 Plant parts used as lotion/ointment:</b> Identification and utilization of Gwarpatha (<i>Aloe Vera</i>), Genugreek (<i>Trigonellafoenum-graecum</i>), Pot marigold (<i>Calendula officinalis</i>), Neem (<i>Axadirachtaindica</i>).</p> <p><b>1.2 Plant parts used as oild:</b> Clove (<i>Syzygiumaromaticum</i>), Neem (<i>Azadirachtaindica</i>), Coconut (<i>Coccusnucifera</i>), Nilgiri (<i>Eucalyptus so.</i>).</p> <p><b>1.3 Plant parts used as surgical fibre, sutures and dressings:</b>Identification and utilization of cotton (<i>Gossypium sp.</i>), Jute (<i>Corchoruscapsularis</i>), Banana (<i>Musa sp.</i>)</p> <p><b>1.4 Plant parts used as poultice:</b> Identification and utilization of Turmeric (<i>Curcuma longa</i>), Nilgiri (<i>Eucalyptus sp.</i>), Ginger (<i>Zingiberofficinale</i>), Garlic (<i>Allium sativum</i>), Onion (<i>Allium cepa</i>), Dhatura (<i>Datura sp.</i>), Aak (<i>Calotrpis sp.</i>) Arandi (<i>Ricinuscommunis</i>).</p>	10
<b>Practical</b>		
I	<p>1. Identification of locally available common medicinal plants.</p> <p>2. Basic preparations of herbal products as Kadha, Powder (e.g. neem leaf, moringa leaf, tulsi leaf, giloy, anardana), juice (e.g. Amla, Aloe vera), Trifla, chyavanprash, Amla</p>	15

	candy, Herbal tea etc. 3. Study and documentation of commercial production of at least 5 medicinal plants. (using websites/youtube)	
II	1. Submission of digital photo album of at least 10 medicinal plants with brief description. 2. Study of basic tools/instruments/apparatus used in making herbal medicines. 3. Cultivation, maintenance and reporting of at least 5 medicinal plants within college campus.	15
<b>Educational visit to herbal medicine factory/small processing unit/medicinal agriculture field and submission of project report. (At least 01)</b>		

<b>Part C- Learning Resources</b>
<b>Text Books, Reference Books, Other resources</b>
<p><b>Suggested Readings :</b></p> <ul style="list-style-type: none"> <li>• Panda H., Hand Book on Ayurveda medicines, national Institute of Industrial Research, Delhi 7</li> <li>• CSIR-Cultivation and utilization of medicinal plants</li> <li>• Bramhvarchas, Ayurvedkapran: Vansodhivigyan, VedmataGayatri Trust, shantikunjharidwar, 2004,</li> <li>• Chaudhary R.D., Herbal drug insustry, Eastern publication.</li> <li>• Atal and Kapur, Cultivation and utilization of medicinal plants, RRL JammuTwai.1982</li> <li>• Raphellkan, Natural Products: A Lab Guide, Academic Press, 1991, 2<sup>nd</sup> edition.</li> <li>• DuttAshwin, An Introduction to medicinal plants, adhyayan publishers and distributors, 2009, 1<sup>st</sup> edition.</li> </ul>

Part A Introduction		
Program : Certificate/Diploma/Degree	Class : BSC Year	Year : 2021
Session : 2021-2022		
Subject : PERSONALITY DEVELOPMENT		
1	Course Code	V1-PSY-DEVT
2	Course Title	PERSONALITY DEVELOPMENT
3	Course Type (Core Course/Elective/Generic Elective/Vocational)	Vocational
4	Pre-Requisite (if any)	(Open for All)
5	Course Learning outcomes (CLO)	After Studying this course the student will be able to: <ol style="list-style-type: none"> <li>1. To cultivate skills for successful life and learn to handle failure.</li> <li>2. To learn the process of goal setting and SWOT analysis.</li> <li>3. To understand the importance of time and stress management.</li> <li>4. To develop core skills employability.</li> <li>5. To develop effective communication skills.</li> <li>6. To realize the role of technology in personality development.</li> </ol>
6	Expected job Role/ Career Opportunities	Growth and value addition in the respective job profiles.
7	Credit Value	(Credit) 4
8	Total Marks	<b>Max. Marks : 25+75 / Min. Passing Marks : 33</b>
Part B – Content of the Course		
<b>Total No. of Lectures + Practical (in course per week) : L-1 Hr / P-1 Lab Hr</b>		
<b>Total No. of Lectures / Practical : L-30 hrs/P-30 hrs</b>		
Module	Topics	No. of Hourse
1	<b>Personality, Success, and Facing Failure:</b> Concept of personality. What is Success? – Hurdles in achieving success, factors responsible for success, developing effective	<b>10</b>

	habits. What is failure? – Factors affecting failure, learning from failures. Overcoming failures, power of faith practicing faith, SWOT analysis and Goal-setting (Specific, Measurable, achievable, Realistic, Time-bound-SMART Goals)	
2	<b>Time and stress management and employability quotient:</b> Time as a resource, identifying time wasters, techniques for better time management, introduction to stress, causes and effects of stress, managing stress. Resume building, the art of participating in group discussion, interview frequently asked questions, mock interview sessions.	10
3	<b>Communication skills and digital etiquettes:</b> Communication skills: Effective reading/writing/listening skills, Hard skills & soft skills, overcoming stage fear, role of body language, art of professional presentation, use of audio & visuals in presentations, social etiquettes. Use of information & communication technology  (ICT) in day-to-day management, effective use of social media, E-mail etiquette, Netiquette, Useful electronic gadgets and mobile applications.	10
<b>Practical</b>		
	<ol style="list-style-type: none"> <li>4. SWOT analysis</li> <li>5. Goal-setting (SMART goals)</li> <li>6. Time management</li> <li>7. Resume writing and mock interview sessions</li> <li>8. Communication skills</li> <li>9. E-mail writing</li> </ol>	30
	<b>Project/field Trip:</b> <ol style="list-style-type: none"> <li>4. Submit a report based on your learning form the life of any one successful personality.</li> <li>5. Visit to personality development training institute and submit its report.</li> </ol>	

**Part C- Learning Resources**

**Text Books, Reference Books, Other resources**

**Suggested Readings :**

- Andrews, sudhir (1988). How to succeed at Interviews. 21<sup>st</sup> (rep.) Tata McGraw\_Hill, New Delhi.
- Covey, Stephen. (1989) The 7 Habits of highly effective people. NY: Free Press
- Hindle, Tim (2003) Reducing stress essential manager series. DK Publishing.
- Lucas, Stephen (2001), Art of Public speaking. Tata McGraw Hill, New Delhi.
- मार्टिन, स्वेट, 'व्यक्तित्व का विकास' आनंद पेपरबैक्स/  
Petes S.J. Framcos (2011) soft skills and professional communication. Tata McGraw hill Education, New Delhi.
- शर्मा पी. के. (2004) 'व्यक्तित्व का विकास' भारतीय प्रकाशन।
- Smith, B. (2004) Body language, Rohan Company, Delhi.

**Suggested web links:**

<b>Basic of communication:</b> <a href="http://www.glowandlovelycareers.in/en/course-detail/niit-156/basics-of-communication">http://www.glowandlovelycareers.in/en/course-detail/niit-156/basics-of-communication</a>			
<b>Social Etiquettes:</b> <a href="http://www.glowandlovelycareers.in/en/course-detail/englishedge-904/social-etiquette">http://www.glowandlovelycareers.in/en/course-detail/englishedge-904/social-etiquette</a>			
<b>Self-presentation:</b> <a href="https://www.glowandlovelycareers.in/en/course-detail/niit-161/self-presentation">https://www.glowandlovelycareers.in/en/course-detail/niit-161/self-presentation</a>			
<b>Part A Introduction</b>			
<b>Program :</b> Certificate/Diploma/Degree	<b>Class : BSC I</b> Year	<b>Year :</b> 2021	<b>Session : 2021-2022</b>
1	<b>Course Code</b>	<b>V1-COS-WEBT</b>	
2	<b>Course Title</b>	Web Designing	
3	<b>Course Type (Core Course/Elective/Generic Elective/Vocational)</b>	Vocational	
4	<b>Pre-Requisite (if any)</b>	(Open for All)	
5	<b>Course Learning outcomes (CLO)</b>	After studying this course the student will be able to- <ol style="list-style-type: none"> <li>1. Code a handful of useful HTML &amp; CSS example</li> <li>2. Build semantic, HTML &amp; CSS webpage</li> <li>3. Write basic Scripts</li> <li>4. Use Names, objects and Methods</li> <li>5. Add interactivity to a Web page</li> <li>6. Create Dynamic Web pages using Java script in HTML forms.</li> </ol>	
6	<b>Expected job Role/ Career Opportunities</b>	<p><b>Job Rule-</b> Web Designer / Front End Developer/ Creative Ad Designer</p> <p><b>Job Description-</b> 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.</p> <p><b>Career Opportunities-</b> Typical employers of Web Designers are-</p> <ul style="list-style-type: none"> <li>• Software companies</li> <li>• IT Consultancies</li> <li>• Specialist web design companies</li> <li>• Large corporate organizations.</li> <li>• Any organization that uses</li> </ul>	

		<p>computer systems.</p> <ul style="list-style-type: none"> <li>• Self- employment/ freelance work is often possible for individuals with appropriate experience,</li> <li>• Vacancies are advertised online, by career services and by recruitment agencies</li> </ul>
7	<b>Credit Value</b>	Theory (Credit)- 4, Practical (Credit)- 2
<b>Part B - Content of the Course</b>		
<b>Total No. of Lectures + Practical (in hours per week) : L-1 Hr. / P-1 Lab Hr.</b>		
<b>Total No. of Lectures / Practical: L-30 hrs./P-30 hrs.</b>		
Module	Topics	No. of Hours
1	<p><b>Introduction to Internet-</b> World Wide Web. Internet Addressing, Browser, URL, Web Server, Website, homepage, Domain Name, Basic concepts.</p> <p><b>Software for web designing</b> - Notepad/ Notepad++ Dreamweaver, Blue Griffon, Net beans, Sea Monkey, World press, Sublime.</p> <p><b>Introduction to HTML:</b> HTML Tags and Attributes, HTML Basic Tags, Formatting Tags, HTML Color Coding, Div. and Span Tags for Grouping.</p> <p><b>Lists:</b> Unordered Lists, Ordered Lists, Definition list. Image and Image Mapping.</p> <p><b>Hyperlink: URL</b> - Uniform Resource Locator, URL Encoding. Table : &lt; table&gt;, &lt;th&gt;, &lt;tr&gt;&lt;td&gt;, &lt;caption&gt;, &lt;thead&gt;, &lt;tbody&gt;,&lt;tfoot&gt;, &lt;colgroup&gt;, &lt;col&gt;. Attribute Using I frame as the Target</p> <p><b>Form:</b> &lt; input&gt;, &lt;text area&gt;, &lt; button&gt;, &lt; select&gt;, &lt; label&gt;</p> <p><b>Headers:</b> Tittle, Base, Link, Styles, Script.</p> <p>HTML Meta Tag, XHTML, HTML deprecated Tags &amp; Attributes</p>	6
2	<p><b>CSS:</b> Introduction feature and benefits of CSS, CSS syntax, External style sheet using &lt;link&gt;, multiple style sheets, value lengths and percentages.</p> <p><b>Selectors:</b> ID Selectors, Class Selector, Grouping Selectors, Universal Selectors, Descendant / Child Selectors, Attribute Selectors, CSS – Pseudo Classes.</p> <p><b>Color Background Cursor:</b> Background image, background repeat, background position, CSS- cursor.</p> <p><b>Text Fonts:</b> 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.</p>	5
	<b>Lists Tables:</b> list style type, list-style-position, list-style-image,	5

3	<p>CSS Tables, (border, width, &amp; height, text-align, vertical align, padding, color)</p> <p><b>Box Model:</b> Borders &amp; Outline, Margin &amp; Padding, Height and width, CSS, Dimension</p> <p><b>Display Positioning:</b> CSS visibility, CSS display, CSS scroll bars, CSS Positioning, (Static Positioning fixed positioning, relative positioning, absolute positioning) CSS Layers with Z- Index.</p> <p><b>Floats:</b> The float property, the clear property, the clear fix hack.</p>	
4	<p><b>The Java script:</b> Nature of Java, script writing basics, writing basics, enhancing HTML, Documents with Java script, the building blocks.</p> <p>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 and coercion static vs Dynamic type checking.</p> <p><b>Java script Conditionals:</b> Introduction to conditional, conditionals in Java script, ternary operators, conditional Ladder, &amp; switch statement.</p> <p><b>Java Script Arrays:</b> Introduction to arrays, Declaring and mutating Arrays, Array methods and properties, replication with Array methods, Multi-dimensional Arrays.</p>	7
5	<p><b>Java script Loops:</b> Introduction to Loops, Loops in JavaScript, While and Do/While Loops, For Loops, Break and continue in Loops, Iterating Arrays, Iterating objects.</p> <p><b>JavaScript Functions:</b> Introduction to Functions, Functions in JavaScript, Nested Functions in JavaScript, Arrow Functions in JavaScript, Function as an Argument, and Function as the Returned object.</p> <p><b>JavaScript Scope:</b> Scope Introduction, Scope in JavaScript, Lexical Scope, Module scope.</p> <p>Method of adding interactivity to a Web Page, Creating Dynamic Web pages: Concept of Java Scripting the forms.</p> <p>Java Scripting the Forms, basic script construction, talking to the form objects, organizing the objects and scripts, Field-Level validation, check required fields like validating Zip code, Automated formatting, format phone, format money, automatic calculation, calculate expiration date, calculate amount etc.</p>	7
<b>Practical</b>		
	<ol style="list-style-type: none"> <li>1. Design a home page which displays information about your college department using heading, HTML, entities and paragraphs.</li> <li>2. Implement different type of list tags in the college department homepage</li> </ol>	15



	<ol style="list-style-type: none"> <li>3. Create a webpage for any clinic using marquee and formatting tags.</li> <li>4. Create 3 Hyperlinks in home page connecting it to 3 different pages.</li> <li>5. Create 3 hyperlinks in which jumps to 3 different headings on same page.</li> <li>6. Insert image (s) and I frame in a webpage.</li> <li>7. Design a page with image of block diagram of computer, mapping, and each component as area specific co-ordinates, which when clicked may give their detail.</li> <li>8. Create a web page containing Frame 1 that contains link and another content of the link. When link is clicked appropriate contents should be displayed on Frame 2.</li> <li>9. Design a time table and display it in tabular form.</li> <li>10. Demonstrate difference between “get” and “post” method of form tag in a form with password text fields.</li> <li>11. 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.</li> <li>12. 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. Embed heading, paragraph, image, video, iframe, form controls, table, list in this website.</li> <li>13. Write a CSS style specification rule that would make all unordered list (&lt;u&gt; tags) have square bullets and purple background.</li> <li>14. Create a HTML form with the use of cascading style sheets.</li> <li>15. Design a web page of your Home town with a attractive background color, text color, an image, font face, by using inline CSS formatting.</li> <li>16. Create a catalog for an online shopping company that sells music records using style sheets.</li> <li>17. Create a sample code to illustrate the external style sheets for your web page.</li> <li>18. Create a sample code to illustrate the External style sheet for your web page.</li> <li>19. Design a web page by using different CSS border style.</li> <li>20. Demonstrate the use of CSS Box Model.</li> <li>21. Change the color of all elements with the class “color text” to “BLUE”</li> <li>22. Set different margins for all four sideParagraph.</li> </ol>	<p style="text-align: center;"><b>15</b></p>
	<ol style="list-style-type: none"> <li>1. Write a JavaScript program to display the current day and time.</li> <li>2. Write a JavaScript program to remove a character at the specified position of a give string and return the new string.</li> <li>3. Write a JavaScript program to get the current date.</li> </ol>	

	<ol style="list-style-type: none"> <li>4. Write a JavaScript program to find the area of a triangle.</li> <li>5. Write a JavaScript program to determine whether a given year is a leap year.</li> <li>6. Write a JavaScript program to calculate multiplication and division of two numbers.</li> <li>7. Write a JavaScript program to convert temperatures to and from Celsius, Fahrenheit.</li> <li>8. Write a JavaScript program to check whether a given positive number is a multiple of 3.</li> <li>9. Write a JavaScript program to change the case of string. (i.e. upper case to lower case and vice-versa).</li> <li>10. Write a JavaScript program to computer the sum of elements of given array of integers.</li> <li>11. Develop and demonstrate a HTML file that includes JavaScript for taking a number n as input using prompt and display first n Fibonacci numbers in a paragraph.</li> <li>12. Develop and demonstrate a HTML file that includes JavaScript for taking full name in a text field and display first, middle, last name in 3 different labels. Middle and last name may be optional, thus message like “NA” should be displayed in corresponding labels. If input contains 2 words, then they should be considered as first and last name.</li> <li>13. Develop and demonstrate a HTML file that includes JavaScript script for switching an image source for a image on click of “change” and “original” button.</li> <li>14. Design HTML form for keeping student record, apply JavaScript validation in it for restriction of mandatory fields, numeric field, email-address field, specific value in a field etc.</li> <li>15. Write a JavaScript code that displays text “Bigger Text” with increasing font size in the interval of 10ms in red color, when the font size reaches 50pt displays “Smaller Text” in green color. Then the font size should decrease to 5pt and then stop.</li> </ol>	
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**Part C- Learning Resources**

**Text Books, Reference Books, Other resources**

**Suggested Readings :**

- Jon Docket, HTML and CSS Design and build websites. Wiley
- JON Docket, Java script and query: Interactive front end Web development Wiley.
- Jennifer Neediest Robbins, learning web designer: A Beginner’s Guide To HTML, CSS JavaScript and Web Graphics, O’reilly.
- Steven Schafer, HTML, X html, and CSS Bible.Wiley
- Felke-Morris, Basics of web design, Html5 & Css3, 5th edition, Pearson Education, Pearson Education, 2019
- Felke-Morris, Web development & Design Foundations with HTML5,10th edition, Wesley,

2020.

- Ian 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
- C. Xavier, World Wide Web and design, New age International.
- Laura Lemay, Mastering Html, CSS & Java script web publication.
- Dt Editorial Services, Html5 Block Book- CoVERScss 3, JavaScript, XML, XHTML, AJAX, PHP and JQuery, Dream Tech Press Publication.

**Suggested web links:**

- <http://www.w3school.com/>
- <https://spoken-tutorial.org/>
- <https://www.doc-development-durable.org/file/Projects-informatiques/course-&-manuels-informatiques/htm-html-xml-ccs/sams%20Tech%20Yourself%20HTML,%20CSS,%20and%20JavaScript%20All%20in%20One.pdf> (PDF: 608 Pages)
- <http://www.nematrian.com/pages/HTML/combined.pdf> (PDF:514 PAGES)
- [http://www.dnodisamir.com/references/vs\\_ebooks/html5\\_css3.pdf](http://www.dnodisamir.com/references/vs_ebooks/html5_css3.pdf)(PDF:681 PAGES)

**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\\_sp11/preview](https://onlinecourses.swayam2.ac.in/aic20_sp11/preview)(HTML and CSS)
- <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)

Part A Introduction			
<b>Program :</b> Certificate/Diploma/Degree	<b>Class : Bsc I</b> Year	<b>Year :</b> 2021	<b>Session : 2021-</b> <b>2022</b>
1	<b>Course Code</b>	<b>V1-COM-DIGT</b>	
2	<b>Course Title</b>	Digital Marketing	
3	<b>Course Type (Core Course/Elective/Generic Elective/Vocational)</b>	Vocational	
4	<b>Pre-Requisite (if any)</b>	(Open for All)	
5	<b>Course Learning outcomes (CLO)</b>	After studying this course the student will be able to- <ol style="list-style-type: none"> <li>1. Understand digital marketing, importance thereof, meaning of web site and levels of web site, difference between blog, portal &amp; website.</li> <li>2. Understand the working of SEO (search engine optimization), and will learn to prepare reports.</li> <li>3. Learn about SMO (Social media optimization) like Facebook, twitter, LinkedIn, Tumblr, Pinterest and other social media services optimization.</li> <li>4. Understand paid tools like</li> </ol>	

		<p>Google ad words, display advertising techniques,</p> <p>5. 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.</p>
6	<b>Expected job Role/ Career Opportunities</b>	<ul style="list-style-type: none"> <li>• Digital marketing manager</li> <li>• Search engine optimizer</li> <li>• Social media marketer</li> <li>• Content marketer</li> <li>• Content creator for AR-VR (Augmented Reality – Virtual Reality)</li> <li>• SEO Specialist for voice assistance</li> </ul>
7	<b>Credit Value</b>	4
<b>Part B – Content of the Course</b>		
<b>Total No. of Lectures + Practical (in hours per week) : L-1 Hr. / P-1 Lab Hr.</b>		
<b>Total No. of Lectures / Practical: L-30 hrs./P-30 hrs.</b>		
Module	Topics	No. of Hours
1	<p><b>Introuduction to Digital Marketing:</b>                      Meaning of digital marketing, differences form 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, website, portal and their differences, visibility, visitor engagement, conversion process, retention, performance evaluation.  <b>Keywords:</b> Titles, Meta Tags</p>	<b>10</b>
2	<p><b>Search Engine Optimization (SEO)</b>                      On page optimization techniques, off page optimization techniques, preparing reports, creating search campaigns, creating display campaigns.  <b>Social Media Optimization (SMO):</b>                      Introduction to social media marketing, advanced Facebook marketing, word press blog creation, twitter marketing, LinkedIn marketing, Instagram marketing, social media analytical tools.  <b>Keywords:</b> Google, Word press, FB, LinkedIn, Instagram, Analystics, SMO, Verbal Communication, Non-verbal communication, Intra personal and interpersonal Communication.</p>	<b>10</b>
3	<p><b>Search Engine Marketing:</b>                      Meaning and use of search engine marketing, tools used – pay</p>	<b>10</b>

	<p>per click, Google ad words, display advertising techniques, report generation.</p> <p><b>Website Traffic analysis, Affiliate Marketing and Ad Designing;</b></p> <p>Google analytics, Online reputation management, Email marketing, Affiliate marketing, Understanding Ad words algorithm, Advertisement designing.</p> <p><b>Keywords:</b> PPC, Google Ad words, SEM Google analytics, Ad design, Social Media, affiliate.</p>	
<b>Practical</b>		
	<p>23. Design SEO to improve page rank of our college</p> <p>24. Monitor traffic of your website using google analytics.</p> <p>25. Using search engine submission improves online recognition and visibility of websites.</p> <p>26. Designing a blog.</p> <p>27. Use of cross linking.</p> <p>28. On/off optimization of the website.</p> <p>29. Design back link and outbound link of website.</p> <p>30. Web development, audio video production.</p> <p>31. Digital content creation, product &amp; sales review analysis.</p>	<b>30</b>

<b>Part C- Learning Resources</b>	
<b>Text Books, Reference Books, Other resources</b>	
<p><b>Textbooks:</b></p> <ul style="list-style-type: none"> <li>Ahuja Vandana Digital marketing. Oxford University press (2016) ISBN: 9780199455447.</li> <li>Sainy Romi, Nargundkar Rajendra Digital marketing: Cases from india, Notion press (2018) ISBN 9781644291931, 1644291932</li> </ul> <p><b>Suggested Digital platforms web links:</b></p> <ul style="list-style-type: none"> <li><a href="http://www.wordstream.com/linkbuilding#:~:text=Building%20links%20is%20one%20of,buold%20links%20to%20your%20site">http://www.wordstream.com/linkbuilding#:~:text=Building%20links%20is%20one%20of,buold%20links%20to%20your%20site</a></li> <li><a href="https://www.targetinternet.com/the-top-32-most-useful-digital-marketing-links/">https://www.targetinternet.com/the-top-32-most-useful-digital-marketing-links/</a></li> <li><a href="https://digitalmarketingphilippines.com/8-strategic-steps-to-natural-link-building/">https://digitalmarketingphilippines.com/8-strategic-steps-to-natural-link-building/</a></li> <li><a href="https://www.the-web-guys.com/digital-marketing">https://www.the-web-guys.com/digital-marketing</a></li> </ul> <p><b>Suggested Equivalent Online Course:</b></p> <ul style="list-style-type: none"> <li><a href="https://onlinecourses.swayam2ac.in">https://onlinecourses.swayam2ac.in</a></li> </ul>	

Part A Introduction			
<b>Program: Certificate</b>	<b>Class: B.SC. I Year</b>	<b>Year : I<sup>st</sup> Year</b>	<b>Session :2021-2022 onwards</b>
<b>Subject : Handicraft</b>			
<b>1</b>	<b>Course Code</b>		<b>V1-DRA-HNDT</b>
<b>2</b>	<b>Course Title</b>		Handicraft
<b>3</b>	<b>Course Type</b>		Vocational
<b>4</b>	<b>Pre- requisite (if any)</b>		Open For All.
<b>5</b>	<b>Course Learning outcomes (CLO)</b>		After studying this course the students will be able to: <ol style="list-style-type: none"> <li>1. Get acquainted with craft traditions of india and get practical knowledge.</li> <li>2. Describe various craft materials.</li> <li>3. Understand different craft process and techniques.</li> <li>4. Design new products for craft revival and income generation.</li> <li>5. Contribute towards restoring lost cultural handicraft of Madhya Pradesh.</li> <li>6. To develop a sense of personal identity and self-esteem through practical achievements in the expressive,communicative and functionalmodes of craft.</li> </ol>
	<b>Expected Job Role/ Career opportunities</b>		<ul style="list-style-type: none"> <li>• Craftsman</li> <li>• Designer</li> <li>• Self-employment</li> <li>• Entrepreneur</li> </ul>
	<b>Credit Value</b>		4
Part B- Content of the Course			
<b>Total no of Lectures/Practical : L-30hrs/P-30 hrs</b>			
Unit	Topics	No. of Hours	
I	<b>I. Craft traditions of India.</b> <ol style="list-style-type: none"> <li>1. Introduction</li> <li>1.1 Craft traditions of India and its cultural significance.</li> <li>1.2 Role of Handicraft in Indian Economy.</li> <li>1.3 Craft Clusters of Madhya Pradesh.</li> </ol> <b>2. Handicraft material,product and process.</b> <ol style="list-style-type: none"> <li>2.1 Different types of handicraft material.</li> <li>2.2 Handicraft techniques (Dyeing,Printing and painting)</li> </ol>	10	
B.Sc <sup>1st</sup> Year		Wef-2021-22	

II	<p><b>I. Handicrafts of Madhya Pradesh.</b></p> <p><b>1. Motif based Handicraft of Madhya Pradesh.</b></p> <p>1.1 Maheshwari Motifs.</p> <p>1.2 Chanderi Motifs.</p> <p>1.3 Bagh Motifs</p> <p><b>2. Dyed, Printed and painted Handicraft of India</b></p> <p>2.1 Bagh (Block print)</p> <p>2.2 Bherugarh (Batik) Chhipa Art.</p> <p>2.3 Dadu print</p> <p>2.4 Bandhej/ Bandhani (Tie and Die)</p> <p>2.5 Madhubani.</p> <p>2.6 kalamkari</p>	10
III	<p><b>3. Handicraft traditions of Madhya Pradesh</b></p> <p>3.1 Comb Craft (Ujjain, Ratlam, Neemuch)</p> <p>3.2 Terracotta (Mandla, Alirajpur, Betul, Jhabua)</p> <p>3.3 Betel Nut Craft (Rewa)</p> <p>3.4 Stone Craft (Jhabua, Mandla, Betul, Ratlam, Mandasaur Jabalpur)</p> <p>3.5 Doll craft (Gwalior, Jhabua)</p> <p>3.6 Bamboo/Wooden craft (Mandla, Shahdol, Seoni Jabalpur)</p> <p>3.7 Leather craft (Dewas, Indore, Gwalior)</p> <p>3.8 Clay craft (Jhabua, Mandla, Betul)</p>	10
	<b>Practical</b>	



	<p>1. Prepare the samples of following Dyeing, Printing and Painting techniques.</p> <ul style="list-style-type: none"> <li>• Tie and Dye</li> <li>• Batik</li> <li>• Block Printing</li> <li>• Madhubani</li> </ul>	30
	<ul style="list-style-type: none"> <li>• Kalamkari</li> </ul> <p>Preparation of samples of any two on 10”X10” size fabric piece</p> <p>2. Samples preparation of any two basic craft of M.P. according institute convenience written in theoretical chapter 3.1 to 3.8</p> <p>3. Samples preparation of motifs of following traditional craft of M.P.</p> <ol style="list-style-type: none"> <li>1. Maheshwari Motif.</li> <li>2. Chanderi Motif</li> <li>3. Bagh Print Motif</li> <li>4. Chhipa Print Motif</li> </ol> <p>Preparation of samples of any one traditional Motifs on 10X10” size sheet according to institute convenience</p> <p><b>4. Product development;</b> Preparation of Handicraft product with Traditional techniques learnt above in theory (Set of any two product)</p> <p><b>5. Exhibition cum sale of prepared product at college premise or any other suitable place along with sales promotion activities according local convenience.</b></p>	
<p><b>1. Project/Field trip:</b> As per the syllabus requirement</p>		
	<p><b>Reference Books:</b></p> <ol style="list-style-type: none"> <li>1. Upasana Mishra-Madhubani design idea ,BFC Publication 2021</li> <li>2. Swati Mishra – Handlooms and Handicraft of Madhya Pradesh,Eicher Good Earth P.V.T Ltd 2016.</li> <li>3. Aashi Menorah ,Shampa Shah – Tribal Arts and Craft of Madhya Pradesh ,Mapin Publishing 1996.</li> <li>4. Chattopadhyay, K.Handicraft and Traditional Arts of India, Taraporevala sons &amp;co.P.V.T Ltd 1960</li> <li>5. Saraf, D.N India Craft ,Vikas Publishing House P.V.T Ltd 1982</li> <li>6. Madhya Pradesh kemitti ship dwarabasantNirgudeM.P.TribalLokkalaparishadbhawan Bhopal 1993.</li> </ol>	
	<p><b>Suggested equivalent course available on different platforms such as :</b></p> <ol style="list-style-type: none"> <li>A. Coursera .</li> <li>B. SWAYAM</li> </ol>	

<b>Part A Introduction</b>			
<b>Program U.G, Level Certificate</b>	<b>Class: UG I Year</b>	<b>Year 2021</b>	<b>Session :2021-2022 onwards</b>
<b>1</b>	<b>Course Code</b>	<b>V1-ZOO-VERT</b>	
<b>2</b>	<b>Course Title</b>	<b>VERMICOMPOSTING</b>	
<b>3</b>	<b>Course Type(Core Course/Elective/Generic Elective Vocational)</b>	<b>VOCATIONAL</b>	
<b>4</b>	<b>Pre- requisite (if any)</b>	Open for all	
<b>5</b>	<b>Course Learning outcomes (CLO)</b>	<b>After studying this course the student will be able to:</b> <ul style="list-style-type: none"> <li>Understand concept of bio fertilizers like vermicomposting</li> <li>Understand techniques in vermicomposting</li> <li>Get the opportunities of employment.</li> <li>Improve the soil quality by promoting the bio fertilizers.</li> </ul>	
<b>6</b>	<b>Expected Job Role/ career opportunities</b>	Field sales Executive in bio fertilizers &vermicompost industry.	
<b>7</b>	<b>Credit Value</b>	<b>04 credits</b>	
<b>Part B- Content of the Course</b>			
<b>Total no. of lecture + Practical (in hours per week): L-1 Hr/P-1 Lab Hr</b>			
	<b>Topics</b>	<b>No. of Lectures</b>	
<b>I</b>	<ol style="list-style-type: none"> <li>1. Vermicomposting : Introduction and scope</li> <li>2. Types of Earthworm and classification Epidemic, Endogenic, Diageic.</li> <li>3. Life history of Earthworms (Earthworm species Eugenia fetid)</li> </ol>	<b>8</b>	
<b>II</b>	<ol style="list-style-type: none"> <li>1. Objectives of Vermicomposting.</li> <li>2. Vermicomposting Production: establishment of vermicomposting and vermin wash unit.</li> <li>3. Different methods of vermicomposting: small and large scale Bed method; Pit method.</li> <li>4. Harvesting the compost, storing and packing of vermicomposting.</li> </ol>	<b>12</b>	
<b>III</b>	<ol style="list-style-type: none"> <li>1. Precautions while vermicomposting.</li> <li>2. Physic-chemical analysis of vermicompost.</li> <li>3. Physical parameters of vermicompost</li> <li>4. Nutrient content of vermicompost and their role in agriculture.</li> </ol>	<b>10</b>	
	<b>PRACTICALS</b>	<b>15</b>	

	<ol style="list-style-type: none"> <li>1. Scientific classification of Earthworm.</li> <li>2. Study of external morphology of earthy worm- Eugenia fetid, Lubricous terrestris, Per onyx excavates Limpet Mauritius &amp; Lubricous rubella.</li> <li>3. Study of habit and habitat of earthworm – Eiseniafoetida.</li> <li>4. Study of digestive system of Earthworm</li> <li>5. Study of reproduction of Earthworm.</li> </ol>	
II.	<ol style="list-style-type: none"> <li>1. Establishment of vermicomposting unit Pit method</li> <li>2. Establishment of vermicomposting unit Bed method.</li> <li>3. Establishment of vermiwash unit.</li> <li>4. Vermicomposting production, harvesting and packaging</li> <li>5. Study of cocoon and Vermicast.</li> <li>6. Study of pests and diseases of earthworms.</li> </ol>	12
<b>Project /Field trip: Relevant field/ industry visit.</b>		
<b>PART C-Learning Resources</b>		
<b>Text books, Reference Books, Other resources</b>		
<ol style="list-style-type: none"> <li>1. Singh K “The text book of VERMICOMPOST, VERMIWASH and bio pesticides” publisher Biotech Books, 2014</li> <li>2. Board E,. “The Book hand book of Bio fertilizers &amp; vermiculates,” publisher; Engineers India research Institute 2009</li> <li>3. Board E, “Handbook of Organic farming and organic foods with vermicomposting Neem”., Publisher: Engineers India research Institute.</li> <li>4. SEETHA Lakshmi M. &amp; SANTHI R., “Vermitechnology”., Publishersaras publication.</li> <li>5. डॉ धर्मसिंहप्रायोगिककेचुआ खादसंदर्शिका</li> <li>6. डॉसुरेन्द्र सिंह सुथारवर्मिकल्परतकनीक एंवउपयोगिता</li> <li>7. मुकेशगुप्तावर्मिकल्पर एक सम्पूर्णमार्गदर्शिका</li> </ol>		
<b>Suggested digital platforms web links:</b>		
<ul style="list-style-type: none"> <li>• <a href="https://www.onlinebiologynotes.com/vermicomposting">https://www.onlinebiologynotes.com/vermicomposting</a></li> <li>• <a href="https://www.coursera.org/lecture/solid-waste-management/3-10-vermicomposting-of-biowaste-FIIj">https://www.coursera.org/lecture/solid-waste-management/3-10-vermicomposting-of-biowaste-FIIj</a></li> </ul>		