

DIPLOMA COURSES

(2026 -2027)

CENTRE FOR DISTANCE AND ONLINE EDUCATION



INFORMATION BROCHURE



MAHARAJA SRIRAM CHANDRA BHANJA DEO UNIVERSITY
SRIRAM CHANDRA VIHAR, TAKATPUR, BARIPADA,
MAYURBHANJ, ODISHA- 757003.

Visit: <https://mscbu.ac.in>, Email: directorcdoe@gmail.com

THE CREST OF THE UNIVERSITY

The ship in the logo represents maritime culture of Odisha. This also represents Odisha's past glory in trade and commerce. The "inkpot" with "pen" symbolizes education in the ancient period which needs to be developed in recent times to cater to modern needs. The "tribal couple with firewood on their heads" represents the tribal life and culture in Mayurbhanj district. The "pulley" used in extracting minerals from the mines and the vehicle used for transportation of those minerals to the "industries" symbolize rich potential of minerals in Mayurbhanj district that are the basic ingredients in setting up of industries in this district.

ABOUT THE MSCB UNIVERSITY

The Maharaja Sriram Chandra Bhanja Deo University (MSCB University), formerly North Orissa University (NOU) was established by the Government of Orissa, under the Section 32 of the Odisha University Act, 1989 (Act 5 of 1989), vide notification No. 880 dated 13th July 1998. It was carved out of the Utkal University and became operational since 1999 at Takatpur (98.84 acres) of Baripada in the Mayurbhanj District of Odisha as an affiliating university. The University is recognized by the University Grants Commission under Sections 2(f) and 12(B) of UGC Act, 1956 with effect from 15th February 2000 and 21st June 2006, respectively. MSCBU is accredited with an 'A' grade by NAAC in its 3rd cycle (valid until April 10, 2028). It is also recognized by the Bar Council of India, DEC, IGNOU, NCTE, and is a member of the Association of Indian Universities and the Association of Commonwealth Universities. The university's campus, Sriram Chandra Vihar, spans 98.84 acres, located 250 km from Kolkata and 260 km from Bhubaneswar. MSCBU's jurisdiction covers 56 colleges including 2 Autonomous Colleges, 1 Medical College, 1 Teachers' Education (B.Ed.) College along with 26 P.G. Departments running in the University campus and imparting education to a large number of students at the graduate and post-graduate levels.

ABOUT CDOE OF MSCB UNIVERSITY

The Centre for Distance and Online Education (CDOE), formerly the Directorate of Distance and Continuing Education, was established in 2003 to provide accessible, high-quality education to distant learners. It has evolved into a leading hub for distance education in Odisha, offering flexible postgraduate Programmes supported by modern technology and comprehensive study materials. By the 2019–20 academic year, CDOE had educated 14,496 students. After a brief hiatus, it resumed operations with UGC-DEB approval, offering five postgraduate Programmes M.A. in Economics, English, Odia, Sanskrit, and Master of Social Work (MSW) for the 2025–26 academic year, with admissions commencing in July–August 2025. Based on the latest recommendations of the Distance Education Bureau (DEB), UGC, CDOE is further expanding its academic portfolio by introducing additional postgraduate Programmes M.A. in Santali, M.A. in Political Science, M.A. in Education, M.A. in Anthropology & Tribal Studies, M.A. in History, Master of Commerce (M.Com.), and Master of Library & Information Science (M.Lib.I.Sc.), subject to the final approval and notification of the competent authorities. These additions will strengthen CDOE's commitment to providing inclusive, multidisciplinary, and career-oriented higher education through the Open and Distance Learning (ODL) mode.

ABOUT THE DIPLOMA COURSES

Diploma courses at Maharaja Sriram Chandra Bhanja Deo University (MSCB University), Baripada are designed to provide learners with practical knowledge, professional skills, and industry-oriented training in various disciplines. These programmes focus on bridging the gap between academic learning and employment by combining theoretical concepts with hands-on experience. The courses are suitable for students, working professionals, and lifelong learners who wish to enhance their knowledge, develop specialized skills, or improve their career prospects. With a flexible and learner-centred approach, the diploma programmes aim to promote skill development, employability, entrepreneurship, and lifelong learning while contributing to the academic, social, and economic development of society. In CDOE, MSCB University, we are providing 1year diploma courses in the below mentioned subjects.

DIPLOMA COURSES

Sl. No.	Name of the Course	Course Code	Offering Department
1	Yoga and Health	D-YH	Yoga & Naturopathy Course Co-ordinator Dr. Sujata Panda :9625702236 Dr. Himanshu Parida :9124061366
2	Nutrition And Dietetics	D-ND	
3	Naturopathy	D-N	
4	Dietetics & Nutrigenomics	D-DN	
5	Clinical Psychology	D-CP	
6	Early Childhood Care And Education	D-ECCE	Education Course Co-ordinator Mrs. Laxmipriya Mohanty : 7438848228 Mr. Pranabkanti Dutta : 8144738811 Mr. Snehashish Mohanty : 7008702881
7	Digital Marketing & E-Commerce	D-DME	Commerce Course Co-ordinator Ms Diksha Kumari Shaw : 8327753764 Mr Biswajit Das : 8260757359
8	Entrepreneurship Development	D-ED	
9	Maternal And Child Healthcare	D-MCHC	ATS Course Co-ordinator Mrs. Santana Maity : 8927176873
10	Heritage And Tourism Management	D-HTM	History Course Co-ordinator Ms. Anjana Mohanty : 7847053309
11	Public Administration And Public Policy	D-PAPP	Political Science Course Co-ordinator Dr Dhananjay Nayak : 7008990085 Satyanarayan Mandal : 6370374696
12	Creative Writing And Content Development	D-CWCD	English Course Co-ordinator Ms. Abhipsa Pattanayak : 8249343819 Ms. Pritilogna S. Mahakud :

			07787975069
13	Applied Economics & Data Analytics	D-AEDA	Economics Course Co-ordinator Ms. Sujata Mohakud : 7606890732
14	Disaster Management	D-DM	Social Work Course Co-ordinator Dr Sujoy Kundu 9234462619
15	Rural Development	D-RD	
16	GIS and Remote Sensing	D-GISRS	RS & GIS
17	Hi-tech Surveying with DGNSS, Total Station & GIS	D-HSDGNSSTSGIS	
18	Generative AI and Machine Learning	D-GAIML	Computer Science
19	Computer Applications	D-CA	
20	Computer Fundamentals	D-CF	
21	Cyber Security	D-CS	
22	Business Administration	D-BA	MBA
23	Export Import Management	D-EIM	
24	Intellectual Property Rights and Traditional Knowledge System	D-IPRTKS	
25	Agricultural Development & Management	D-ADM	
26	Automation and Sensor Systems	D-ASS	Physics
27	Electronic System Design	D-ESD	

STANDARD OPERATING PROCEDURES OF DIPLOMA COURSES

01. Purpose of Diploma Courses

Diploma Courses are structured academic and professional programs designed to:

- Provide comprehensive knowledge and practical skills in a specific discipline or profession.
- Develop professional competencies through a balanced combination of theoretical learning and practical training.
- Prepare learners for employment, entrepreneurship, or higher education in their chosen field.
- Enhance technical, vocational, and industry-relevant skills to improve career opportunities.
- Offer flexible and career-oriented learning opportunities for students, working professionals, and lifelong learners.
- Promote experiential learning through fieldwork, internships, laboratory work, projects, and industry collaboration.
- Build confidence, critical thinking, problem-solving, and professional ethics required in the workplace.
- Support continuous skill development in response to changing industry needs and technological advancements.

02. Eligibility Criteria

The eligibility criteria for taking admission into the diploma courses are as follows

- Open for all learners, depending on program design.
- Minimum educational qualification is **10+2 Pass** in any discipline from a recognized board.
- Relevant background experience, where applicable.
- One candidate is eligible for multiple diploma courses
- Special provisions for working professionals or students depending upon the course.

03. Duration of the Course

- Minimum 25 candidates per batch to start any diploma course
- Minimum duration: **1 Year duration** (12 Months), divided into **2 semesters** (6 months each).
- May be offered full-time, part-time, weekend, holidays or online with due approval

04. Course Structure

Each diploma course includes:

- Unit wise syllabus.
- Theory/Practical balance based on discipline.

- Assessment formats through final exam/practical.

05. Mode of Delivery

Diploma Courses may be delivered through

- Classroom-based learning/Offline classroom teaching
- Blended/Hybrid /Online (If required).
- Workshops/Lab visit/Field visit, where relevant
- Practical/Instrument Handling where relevant
- **Course Coordinator** will contact the respective HODs of the department and fix time. Students will conduct/observe the practical in the fixed time slot.

06. Admission Procedure

- Notification through university website.
- Online application form submission.
- Verification of eligibility.
- Full Payment of Course fee. No installment payment is allowed
- The **Course Coordinator in association with CDOE official staff** will verify the admission process.

07. Attendance Requirements

- Minimum **75% attendance** is required for final assessment and evaluation.
- Flexibility for online learners may be allowed through participation tracking.

08. Fees Structure and Bank Details

- The course fee is **Rs 10000** /- per candidate per course. Students required to deposit the course fee at a time during the online payment/ NEFT/ Bank Challan.

Account Name	DIPLOMA COURSE CDOE
Account Number	551010210000218
IFSC Code	BKID0005510

09. Assessment & Evaluation

Final assessment shall be done by a written exam/practical/project depending on course type. The **Course Coordinator** will finalize the date of exam with due consultation with course faculty in each course. The date of exam may be same or different depending upon the course completion.

Exam Types

- **Fill in the blanks/MCQs (Multiple Choice Questions)** – Most common.
- **Descriptive/Short Answer Questions** – For theoretical understanding.
- **Practical/Project Work** – Especially for IT, programming, or skill-based courses.
- **Internal Assessment (Assignments/Quiz)** – Some courses give grades based on assignments or quizzes throughout the course.

Marks Distribution (Typical)

- Theory (Long/Short type/Fill in the blanks/MCQs) : 70%
- Internal Assessment (Quiz/assignment/MCQs) : 30%

Passing Criteria

- Minimum passing percentage is 50% individually for theory and practical.

Mode

- **Offline** – All classes are conducted in University campus and written exams in exam centers of the university

1. YOGA AND HEALTH

Course objectives:

- Develop understanding of the philosophy, principles, and practices of Yoga.
- Understand the role of Yoga in health promotion and disease prevention.
- Acquire practical skills in Asana, Pranayama, Meditation, Mudra, Bandha, and Kriya practices.
- Understand basic human anatomy, physiology, and yogic concepts of health.
- Learn therapeutic applications of Yoga for lifestyle and psychosomatic disorders.
- Promote physical fitness, mental well-being, emotional balance, and stress management.
- Develop skills in Yoga teaching methodology and class management.
- Understand principles of Yogic diet, lifestyle, and natural health practices.
- Develop professional ethics, communication skills, and leadership qualities in Yoga education.

Full Content:

SEMESTER-I: FOUNDATIONAL CONCEPTS

PAPER-1: FOUNDATIONS OF YOGA PHILOSOPHY AND PRACTICES

Course Content (Credits–4)

Unit–I: Introduction to Yoga

- Meaning, Definition and Scope of Yoga
- Historical Development of Yoga
- Branches and Types of Yoga
- Importance of Yoga in Modern Life
- Yoga as a Science of Holistic Health
- Aims and Objectives of Yoga

Unit–II: Yogic Philosophy

- Introduction to Indian Philosophy
- Samkhya and Yoga Philosophy
- Eight Limbs of Ashtanga Yoga

- Concepts of Yama and Niyama
- Concepts of Chitta, Vritti and Chitta Vritti Nirodha
- Karma Yoga, Bhakti Yoga, Jnana Yoga and Raja Yoga

Unit–III: Yogic Practices

- Introduction to Asana
- Introduction to Pranayama
- Introduction to Meditation
- Introduction to Mudra and Bandha
- Introduction to Shatkarma
- Benefits and Precautions of Yogic Practices

Unit–IV: Yogic Ethics and Lifestyle

- Yogic Discipline and Conduct
- Yogic Daily Routine
- Yogic Attitude and Behaviour
- Concept of Holistic Living
- Spiritual and Moral Values in Yoga
- Yoga for Personality Development

PAPER-2: HUMAN ANATOMY, PHYSIOLOGY AND YOGIC HEALTH CONCEPTS

Course Content (Credits–4)

Unit–I: Human Anatomy

- Introduction to Human Body
- Skeletal System
- Muscular System
- Digestive System
- Respiratory System
- Circulatory System

Unit–II: Human Physiology

- Nervous System
- Endocrine System
- Reproductive System
- Excretory System

- Functions of Human Body Systems
- Homeostasis and Health

Unit–III: Yogic Concepts of Health

- Meaning and Concept of Health
- Physical, Mental and Spiritual Health
- Panchakosha Theory
- Triguna and Tridosha Concepts
- Prana and Nadis
- Yogic View of Disease

Unit–IV: Yoga and Body Functioning

- Physiological Effects of Yoga
- Yoga and Nervous System
- Yoga and Respiratory Health
- Yoga and Digestive Health
- Yoga and Mental Health
- Preventive and Promotive Role of Yoga

PAPER-3: ASANA, PRANAYAMA AND MEDITATION PRACTICES

Course Content (Credits–4)

Unit–I: Asana Practices

- Principles and Guidelines of Asana Practice
- Standing Asanas
- Sitting Asanas
- Supine and Prone Asanas
- Balancing Asanas
- Relaxation Asanas

Unit–II: Pranayama Practices

- Meaning and Importance of Pranayama
- Yogic Breathing Techniques
- Nadi Shodhana Pranayama
- Bhastrika and Kapalabhati
- Bhramari and Ujjayi
- Benefits and Contraindications of Pranayama

Unit–III: Meditation Practices

- Meaning and Principles of Meditation
- Types of Meditation
- Breath Awareness Meditation
- Om Meditation
- Mindfulness Meditation
- Yoga Nidra and Deep Relaxation

Unit–IV: Mudra, Bandha and Kriya

- Introduction to Mudras
- Hasta Mudras
- Bandhas and Their Benefits
- Introduction to Shatkarma Practices
- Cleansing Techniques in Yoga
- Safety Measures and Precautions

PAPER-4: HEALTH EDUCATION, NUTRITION AND YOGIC LIFESTYLE

Course Content (Credits–4)

Unit–I: Foundations of Health Education

- Meaning and Scope of Health Education
- Dimensions of Health
- Principles of Health Promotion
- Personal Hygiene and Community Health
- Preventive Health Care
- Health Awareness Programmes

Unit–II: Nutrition and Dietetics

- Meaning and Importance of Nutrition
- Nutrients and Balanced Diet
- Yogic Diet and Satvic Food
- Malnutrition and Nutritional Disorders
- Food Hygiene and Safety
- Diet for Health and Wellness

Unit–III: Yogic Lifestyle Management

- Yogic Way of Living
- Dinacharya and Ritucharya
- Sleep and Rest
- Exercise and Physical Activity
- Time Management and Self-discipline
- Healthy Habits and Lifestyle Modification

Unit–IV: Yoga and Public Health

- Yoga in Schools and Educational Institutions
- Yoga for Women and Elderly
- Yoga for Occupational Health
- Community Yoga Programmes
- Health Camps and Awareness Activities
- National and International Promotion of Yoga

SEMESTER-II: PRACTICAL APPLICATION AND THERAPEUTIC YOGA PAPER-5: YOGA THERAPY AND MANAGEMENT OF LIFESTYLE DISORDERS

Course Content (Credits–4)

Unit–I: Foundations of Yoga Therapy

- Meaning and Principles of Yoga Therapy
- Therapeutic Applications of Yoga
- Holistic Healing through Yoga
- Preventive and Curative Aspects of Yoga
- Limitations and Precautions in Yoga Therapy
- Role of Yoga Therapist

Unit–II: Yoga for Lifestyle Disorders

- Yoga for Obesity
- Yoga for Diabetes
- Yoga for Hypertension
- Yoga for Cardiovascular Disorders
- Yoga for Respiratory Disorders
- Yoga for Digestive Disorders

Unit–III: Yoga for Mental and Psychosomatic Disorders

- Stress and Anxiety Management
- Yoga for Depression
- Yoga for Insomnia
- Relaxation Techniques
- Meditation for Emotional Balance
- Mind–Body Relationship in Health

Unit–IV: Therapeutic Yogic Practices

- Therapeutic Asanas
- Therapeutic Pranayama
- Meditation for Healing
- Relaxation and Yoga Nidra
- Integrated Yoga Therapy Practices
- Case Studies in Yoga Therapy

PAPER-6: TEACHING METHODOLOGY AND COMMUNICATION SKILLS IN YOGA

Course Content (Credits–4)

Unit–I: Foundations of Yoga Teaching

- Meaning and Principles of Teaching
- Role of Yoga Teacher
- Ethics and Professional Conduct
- Teaching Environment and Discipline
- Class Preparation and Planning
- Demonstration Skills

Unit–II: Methods of Yoga Teaching

- Lecture Method
- Demonstration Method
- Practice Method
- Group Teaching Method
- Individualized Instruction
- Use of Audio-Visual Aids in Yoga

Unit–III: Communication and Leadership Skills

- Verbal and Non-verbal Communication
- Listening and Interaction Skills
- Public Speaking Skills
- Leadership and Motivation
- Group Management Skills
- Counseling Skills in Yoga Education

Unit–IV: Evaluation and Professional Development

- Assessment of Yogic Practices
- Observation and Feedback Techniques
- Record Maintenance
- Organizing Yoga Events and Camps
- Continuing Professional Development
- Career Opportunities in Yoga

PAPER-7: MENTAL HEALTH, STRESS MANAGEMENT AND WELLNESS

Course Content (Credits–4)

Unit–I: Mental Health and Wellness

- Meaning and Importance of Mental Health
- Emotional Well-being
- Positive Thinking and Happiness
- Self-awareness and Self-esteem
- Mental Hygiene
- Wellness Concepts

Unit–II: Stress and Stress Management

- Meaning and Causes of Stress
- Types and Symptoms of Stress
- Stress and Lifestyle Disorders
- Coping Mechanisms
- Yogic Stress Management Techniques
- Relaxation Practices

Unit–III: Yoga and Psychological Well-being

- Yoga and Emotional Balance
- Meditation and Mindfulness
- Yoga for Concentration and Memory
- Yoga for Behavioral Balance
- Yoga and Personality Development
- Yoga for Social Harmony

Unit–IV: Wellness Promotion and Community Health

- Wellness Programmes
- Workplace Wellness
- School Health and Yoga Education
- Community Mental Health Promotion
- Holistic Health Approaches
- Contemporary Trends in Wellness and Yoga

PAPER-8: PRACTICAL TRAINING, INTERNSHIP AND VIVA VOCE

Course Content (Credits–4)

Unit–I: Practical Yoga Training

- Daily Yoga Practice Sessions
- Practice Teaching of Asanas
- Practice Teaching of Pranayama
- Meditation Demonstration
- Yoga Class Management
- Practical Record Maintenance

Unit–II: Internship and Field Work

- Yoga Camp Participation
- Health Awareness Programmes
- Community Yoga Activities
- Observation Visits to Yoga Centers
- School Yoga Programme Participation
- Wellness Centre Exposure

Unit–III: Project and Case Study

- Preparation of Yoga Project
- Lifestyle Modification Case Study
- Therapeutic Yoga Observation
- Health Assessment Activities
- Documentation and Reporting
- Presentation of Practical Work

Unit–IV: Viva Voce and Practical Examination

- Demonstration of Yogic Practices
- Teaching Demonstration
- Practical Evaluation
- Internship Report Submission
- Viva Voce Examination
- Professional Conduct Assessment

Course Outcome

- Understand the philosophy, principles, and practices of Yoga.
- Demonstrate practical skills in Asana, Pranayama, Meditation, Mudra, and Bandha.
- Explain the relationship between Yoga, health, and holistic well-being.
- Apply yogic practices for physical fitness, mental wellness, and stress management.
- Understand basic anatomy, physiology, and yogic health concepts.

2. NUTRITION AND DIETETICS

Course objective:

- Develop understanding of the principles and concepts of nutrition and dietetics.
- Understand the relationship between food, nutrients, health, and disease prevention.
- Acquire knowledge of balanced diet, nutritional requirements, and meal planning.
- Learn therapeutic diet planning and dietary management for various diseases.
- Understand food science, food hygiene, and food safety practices.
- Promote healthy eating habits and preventive healthcare practices.

Contents

SEMESTER-I: FOUNDATIONAL CONCEPTS

PAPER-1: FUNDAMENTALS OF NUTRITION AND HUMAN PHYSIOLOGY

Course Content (Credits–4)

Unit–I: Introduction to Nutrition

- Meaning and Scope of Nutrition
- Functions of Food
- Nutrients and Their Classification
- Balanced Diet Concept
- Nutritional Status and Health
- Malnutrition and Deficiency Disorders

Unit–II: Macronutrients and Micronutrients

- Carbohydrates and Their Functions
- Proteins and Amino Acids
- Fats and Lipids
- Vitamins and Minerals
- Water and Electrolyte Balance
- Dietary Sources and Recommended Intake

Unit–III: Human Physiology and Metabolism

- Digestive System and Digestion
- Absorption and Metabolism of Nutrients
- Endocrine Functions and Metabolism
- Energy Balance and Body Composition
- Metabolic Functions of Nutrients
- Nutrition and Immunity

Unit–IV: Nutrition Across Lifespan

- Nutrition During Pregnancy and Lactation
- Infant and Child Nutrition
- Adolescent Nutrition
- Adult Nutrition
- Geriatric Nutrition
- Nutritional Requirements at Different Life Stages

PAPER-2: FOOD SCIENCE, FOOD SAFETY AND HYGIENE

Course Content (Credits–4)

Unit–I: Food Science and Food Groups

- Introduction to Food Science
- Classification of Foods
- Cereals, Pulses, Fruits and Vegetables
- Milk and Milk Products
- Meat, Fish and Egg Products
- Food Preparation and Cooking Methods

Unit–II: Food Hygiene and Sanitation

- Food Hygiene Principles
- Kitchen Hygiene and Sanitation
- Food Contamination
- Foodborne Diseases
- Safe Food Handling Practices
- Personal Hygiene in Food Preparation

Unit–III: Food Preservation and Safety

- Food Preservation Techniques
- Refrigeration and Storage Methods
- Food Adulteration
- Food Packaging and Labeling
- Food Safety Standards and Regulations
- Role of Food Safety Authorities

Unit–IV: Applied Food Science

- Changes During Cooking
- Nutrient Loss During Processing
- Food Quality Evaluation
- Balanced Meal Preparation
- Menu Planning Principles
- Practical Food Demonstrations

PAPER-3: HUMAN NUTRITION AND DIET PLANNING

Course Content (Credits–4)

Unit–I: Principles of Human Nutrition

- Nutritional Requirements
- Recommended Dietary Allowances
- Energy Requirements
- Factors Affecting Nutritional Needs
- Nutritional Assessment Methods
- Dietary Guidelines

Unit–II: Diet Planning and Meal Management

- Meaning and Objectives of Diet Planning
- Factors Affecting Meal Planning
- Menu Planning Techniques
- Budgetary Planning of Meals
- Vegetarian and Non-vegetarian Diets
- Packed and Institutional Meals

Unit–III: Applied Nutrition

- Nutrition for School Children
- Nutrition for Adolescents
- Nutrition for Women
- Nutrition for Elderly Persons
- Sports Nutrition Basics
- Weight Management Diets

Unit–IV: Practical Dietetics

- Preparation of Balanced Diet Charts
- Nutrient Calculation Methods
- Diet Surveys
- Nutritional Counseling Basics
- Practical Meal Planning Activities
- Dietary Modifications for Health Promotion

PAPER-4: COMMUNITY NUTRITION AND HEALTH EDUCATION

Course Content (Credits–4)

Unit–I: Community Nutrition

- Meaning and Scope of Community Nutrition
- Nutritional Problems in Communities
- Public Health Nutrition
- Nutritional Surveillance
- Maternal and Child Nutrition
- Community-based Nutrition Programmes

Unit–II: Nutrition Education

- Meaning and Importance of Nutrition Education
- Communication Methods in Nutrition
- Health Awareness Programmes
- Nutrition Counselling Techniques
- Behaviour Change Communication
- Role of Media in Nutrition Education

Unit–III: National Nutrition Programmes

- Integrated Child Development Services (ICDS)
- Mid-Day Meal Programme
- Poshan Abhiyaan
- Anaemia Control Programme
- School Health and Nutrition Programmes
- Government and NGO Initiatives

Unit–IV: Community Health and Wellness

- Lifestyle Disorders and Nutrition
- Obesity and Public Health
- Diabetes Prevention Through Diet
- Physical Activity and Health
- Community Wellness Promotion
- Holistic Health Approaches

SEMESTER-II: THERAPEUTIC APPLICATIONS AND PRACTICAL TRAINING

PAPER-5: THERAPEUTIC DIETETICS AND DISEASE MANAGEMENT

Course Content (Credits–4)

Unit–I: Foundations of Therapeutic Dietetics

- Meaning and Principles of Therapeutic Nutrition
- Modification of Normal Diet
- Nutritional Assessment in Disease
- Hospital Diet Planning
- Role of Dietitian in Healthcare
- Diet Therapy Principles

Unit–II: Diet in Lifestyle Disorders

- Diet for Obesity
- Diet for Diabetes Mellitus
- Diet for Hypertension
- Diet for Cardiovascular Diseases
- Diet for Thyroid Disorders
- Diet for Metabolic Disorders

Unit–III: Diet in Clinical Conditions

- Diet for Gastrointestinal Disorders
- Diet for Liver Disorders
- Diet for Renal Disorders
- Diet for Fever and Infections
- Nutrition in Cancer Care
- Nutrition During Recovery and Rehabilitation

Unit–IV: Therapeutic Meal Planning

- Preparation of Therapeutic Diet Charts
- Low-calorie and High-protein Diets
- Soft and Liquid Diets
- Nutritional Supplements
- Case Studies in Therapeutic Dietetics
- Practical Diet Counseling

PAPER-6: LIFESTYLE MANAGEMENT AND NUTRITIONAL COUNSELLING

Course Content (Credits–4)

Unit–I: Healthy Lifestyle Management

- Concept of Healthy Lifestyle
- Physical Activity and Fitness
- Stress and Lifestyle Disorders
- Sleep and Wellness
- Weight Management Strategies
- Lifestyle Modification Approaches

Unit–II: Nutritional Counselling

- Meaning and Principles of Counselling
- Counselling Process
- Communication Skills
- Behavioural Approaches in Counselling
- Motivational Counselling
- Ethics in Nutrition Counselling

Unit–III: Wellness and Preventive Healthcare

- Preventive Nutrition
- Immunity and Nutrition
- Nutrition for Mental Wellness
- Yoga and Healthy Living
- Holistic Wellness Approaches
- Workplace Wellness Programmes

Unit–IV: Professional Development

- Professional Ethics in Nutrition Practice
- Documentation and Record Keeping
- Public Speaking Skills
- Entrepreneurship in Nutrition and Wellness
- Career Opportunities in Nutrition and Dietetics
- Continuing Professional Development

PAPER-7: FUNCTIONAL FOODS, WELLNESS AND PUBLIC HEALTH NUTRITION

Course Content (Credits–4)

Unit–I: Functional Foods and Nutraceuticals

- Meaning and Scope of Functional Foods
- Nutraceuticals and Their Importance
- Probiotics and Prebiotics
- Antioxidants and Phytochemicals
- Herbal and Natural Foods
- Functional Foods in Disease Prevention

Unit–II: Public Health Nutrition

- Public Health Nutrition Concepts
- Nutrition and Sustainable Development
- Food Security and Food Policy
- Nutritional Epidemiology Basics
- Nutrition in Emergencies
- Nutrition and Environmental Health

Unit–III: Modern Trends in Nutrition Science

- Personalized Nutrition Concepts
- Digital Nutrition Technologies
- Sports and Performance Nutrition
- Nutritional Supplements and Safety
- Contemporary Nutrition Research
- Emerging Trends in Food and Nutrition

Unit–IV: Research and Innovation in Nutrition

- Basics of Nutrition Research
- Research Ethics
- Data Collection and Interpretation
- Case Studies in Nutrition Practice
- Innovations in Nutrition Science
- Future Perspectives in Dietetics

PAPER-8: PRACTICAL TRAINING, INTERNSHIP AND VIVA VOCE

Course Content (Credits–4)

Unit–I: Practical Nutrition Training

- Nutritional Assessment Practice
- Anthropometric Measurements
- Diet Survey Techniques
- Meal Planning Exercises
- Therapeutic Diet Preparation
- Food Hygiene Demonstration

Unit–II: Internship and Field Work

- Hospital Dietetics Observation
- Community Nutrition Programmes
- Health Camp Participation
- School Nutrition Activities
- NGO-based Nutrition Awareness Programmes
- Wellness Centre Exposure

Unit–III: Project Work and Case Study

- Preparation of Nutrition Project
- Dietary Case Study
- Lifestyle Modification Observation
- Nutritional Counseling Practice
- Documentation and Reporting
- Presentation of Practical Work

Unit–IV: Viva Voce and Practical Examination

- Demonstration of Diet Planning
- Practical Evaluation
- Internship Report Submission
- Viva Voce Examination
- Professional Conduct Assessment
- Final Practical Presentation

Course Outcome

- Understand the principles and applications of nutrition and dietetics.
- Explain the relationship between food, nutrients, health, and disease prevention.
- Assess nutritional requirements and prepare balanced diets for different age groups.
- Apply therapeutic diet principles in the management of various diseases.
- Demonstrate practical skills in nutritional assessment and diet Counselling.

3. NATUROPATHY

Course objective:

- Develop understanding of the philosophy, principles, and practices of Naturopathy.
- Understand the role of natural therapies in health promotion and disease prevention.
- Acquire practical skills in hydrotherapy, mud therapy, massage, fasting therapy, and diet therapy.
- Understand basic anatomy, physiology, and natural health concepts.
- Learn therapeutic applications of naturopathy for lifestyle and psychosomatic disorders.
- Promote healthy lifestyle practices, natural healing, and wellness education.

Contents

SEMESTER-I: FOUNDATIONAL CONCEPTS

PAPER-1: FOUNDATIONS OF NATUROPATHY AND NATURE CURE PHILOSOPHY

Course Content (Credits–4)

Unit–I: Introduction to Naturopathy

- Meaning, Nature and Scope of Naturopathy
- Historical Development of Nature Cure
- Principles of Naturopathy
- Concept of Vital Force
- Healing Power of Nature
- Naturopathy as a Drugless System of Healing

Unit–II: Philosophical Foundations of Nature Cure

- Panchamahabhuta Theory
- Unity of Body, Mind and Spirit
- Concept of Toxins and Elimination
- Natural Lifestyle and Health
- Holistic Health Concepts
- Preventive and Curative Aspects of Naturopathy

Unit–III: Basic Concepts of Natural Health

- Nature Cure and Modern Health Challenges
- Body Cleansing and Detoxification
- Importance of Air, Water, Sunlight and Earth
- Sleep, Rest and Relaxation
- Mental and Emotional Balance
- Natural Living Practices

Unit–IV: Ethics and Professional Practice

- Ethics in Natural Healthcare
- Professional Conduct and Responsibilities
- Communication Skills in Health Practice
- Counselling and Patient Care
- Health Education and Awareness
- Scope and Career Opportunities in Naturopathy

PAPER-2: HUMAN ANATOMY, PHYSIOLOGY AND NATURAL HEALTH CONCEPTS

Course Content (Credits–4)

Unit–I: Human Anatomy

- Introduction to Human Body
- Skeletal System
- Muscular System
- Digestive System
- Respiratory System
- Circulatory System

Unit–II: Human Physiology

- Nervous System
- Endocrine System
- Reproductive System
- Excretory System
- Functions of Human Body Systems
- Homeostasis and Health

Unit–III: Natural Health Concepts

- Physical, Mental and Spiritual Health
- Disease and Healing Process
- Immunity and Natural Resistance
- Causes of Disease in Naturopathy
- Lifestyle and Health
- Health Assessment Basics

Unit–IV: Physiological Effects of Natural Therapies

- Effect of Water Therapies
- Effect of Mud Applications
- Effect of Fasting on Body Systems
- Role of Nutrition in Healing
- Relaxation and Stress Reduction
- Preventive Role of Natural Therapies

PAPER-3: NUTRITION, DIET THERAPY AND FASTING THERAPY

Course Content (Credits–4)

Unit–I: Principles of Nutrition

- Meaning and Scope of Nutrition
- Nutrients and Their Functions
- Balanced Diet
- Food Groups and Nutritional Value

- Natural Foods and Raw Foods
- Nutrition and Immunity

Unit–II: Diet Therapy

- Principles of Diet Therapy
- Therapeutic Diet Planning
- Juice Therapy
- Raw Food Therapy
- Diet in Lifestyle Disorders
- Satvic and Natural Diet Concepts

Unit–III: Air therapy & Fasting Therapy

- Pranayama
- Pranayama effect on Diseases
- Meaning and Principles of Fasting
- Types of Fasting & Physiological Effects of Fasting
- Benefits and Precautions of Fasting
- Therapeutic Applications of Fasting

Unit–IV: Nutrition and Lifestyle Disorders

- Diet for Obesity
- Diet for Diabetes
- Diet for Hypertension
- Diet for Digestive Disorders
- Nutrition for Stress Management
- Healthy Lifestyle Practices

PAPER-4: HYDROTHERAPY, MUD THERAPY AND MASSAGE

Course Content (Credits–4)

Unit–I: Hydrotherapy

- Meaning and Principles of Hydrotherapy
- Physiological Effects of Water
- Hot and Cold Applications

- Steam Bath and Sauna
- Spinal Bath and Hip Bath
- Therapeutic Uses and Precautions

Unit–II: Mud Therapy

- Meaning and Importance of Mud Therapy
- Properties of Therapeutic Mud
- Mud Packs and Mud Bath
- Physiological Effects of Mud Applications
- Therapeutic Uses of Mud Therapy
- Precautions and Contraindications

Unit–III: Massage Therapy

- Meaning and Principles of Massage
- Types of Massage
- Massage Manipulation Techniques
- Physiological Effects of Massage
- Therapeutic Applications of Massage
- Safety Measures in Massage

Unit–IV: Chromotherapy

- Chromo Therapy definition types
- Sungazing & Sunbath
- Sun Charging Water Therapy
- Therapeutically Effect of Chromo therapy

SEMESTER-II: THERAPEUTIC APPLICATIONS AND PRACTICAL TRAINING

PAPER-5: YOGA, LIFESTYLE MANAGEMENT AND MENTAL WELLNESS

Course Content (Credits–4)

Unit–I: Introduction to Yoga in Naturopathy

- Meaning and Scope of Yoga

- Yoga and Holistic Health
- Asana and Pranayama Basics
- Meditation and Relaxation
- Yoga for Wellness
- Integrated Approach of Yoga and Naturopathy

Unit–II: Lifestyle Management

- Healthy Lifestyle Practices
- Dinacharya and Natural Routine
- Sleep and Rest Management
- Exercise and Physical Activity
- Stress Management Techniques
- Addiction-free Living

Unit–III: Mental Wellness and Emotional Health

- Mental Health Concepts
- Stress and Anxiety Management
- Positive Thinking and Emotional Balance
- Relaxation Techniques
- Meditation for Mental Health
- Mind–Body Relationship

Unit–IV: Yoga and Naturopathy for Lifestyle Disorders

- Yoga and Naturopathy for Obesity
- Management of Diabetes
- Hypertension Management
- Digestive Disorder Management
- Stress-related Disorders
- Wellness Promotion Practices

PAPER-6: DRUGLESS THERAPIES AND ALTERNATIVE HEALING METHODS

Course Content (Credits–4)

Unit–I: Manipulative and Physical Therapies

- Chiropractic Concepts
- Osteopathic Principles
- Acupressure Basics
- Magnet Therapy
- Color and Chromotherapy
- Reflexology Principles

Unit–II: Herbal and Natural Remedies

- Introduction to Herbal Medicine
- Common Medicinal Plants
- Home Remedies for Common Ailments
- Aromatherapy Basics
- Herbal Preparations and Uses
- Safety and Precautions in Herbal Use

Unit–III: Alternative Healing Approaches

- Holistic Healing Methods
- Energy Healing Concepts
- Natural Detoxification Techniques
- Relaxation Therapies
- Spiritual Healing Concepts
- Integrative Wellness Approaches

Unit–IV: Emerging Trends in Natural Healthcare

- Wellness Tourism and Nature Cure Centres
- Digital Health and Wellness Education
- Community-based Natural Healthcare
- Preventive Healthcare Trends

- Research in Naturopathy
- Future Scope of Natural Healing Systems

PAPER-7: COMMUNITY HEALTH, PREVENTIVE CARE AND WELLNESS PROMOTION

Course Content (Credits–4)

Unit–I: Community Health and Hygiene

- Meaning and Scope of Community Health
- Personal Hygiene
- Environmental Hygiene
- Sanitation and Public Health
- Communicable and Non-communicable Diseases
- Health Awareness Programmes

Unit–II: Preventive Healthcare

- Preventive and Promotive Health
- Immunity and Natural Resistance
- Lifestyle Disease Prevention
- Health Screening and Assessment
- Wellness Education
- Community Health Camps

Unit–III: Wellness Promotion

- Holistic Wellness Concepts
 - Physical Fitness and Wellness
 - Mental Wellness Promotion
 - Nutrition and Healthy Living
 - Community Wellness Activities
 - Workplace Wellness

Unit–IV: Public Health and Professional Development

- National Health Programmes

- Role of NGOs and Wellness Organizations
- Ethics in Wellness Practice
- Leadership and Communication Skills
- Entrepreneurship in Wellness Sector
- Career Opportunities in Naturopathy

PAPER-8: PRACTICAL TRAINING, INTERNSHIP AND VIVA VOCE

Course Content (Credits–4)

Unit–I: Practical Natural Therapy Training

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- Mud Therapy Practice
- Massage Therapy Demonstration
- Diet Therapy Practice
- Fasting Therapy Observation
- Yoga and Relaxation Practice

Unit–II: Internship and Field Work

- Nature Cure Centre Visit
- Wellness Camp Participation
- Community Health Activities
- Observation of Therapy Sessions
- School and Community Wellness Programmes
- NGO-based Health Awareness Activities

Unit–III: Project Work and Case Study

- Preparation of Naturopathy Project
- Lifestyle Modification Case Study
- Therapy Observation Reports
- Health Assessment Activities
- Documentation and Reporting
- Presentation of Practical Work

Unit–IV: Viva Voce and Practical Examination

- Demonstration of Natural Therapies
- Practical Evaluation
- Internship Report Submission
- Viva Voce Examination
- Professional Conduct Assessment
- Final Practical Presentation

Course Outcome

- Understand the philosophy, principles, and applications of naturopathy and natural healing.
- Demonstrate practical skills in hydrotherapy, mud therapy, massage, fasting therapy, and diet therapy.
- Explain the relationship between lifestyle, nutrition, natural therapies, and health.
- Apply naturopathic principles for preventive and promotive healthcare.
- Demonstrate understanding of anatomy, physiology, and natural health concepts.
- Promote healthy lifestyle practices and wellness education in community settings.

4. DIETETICS & NUTRIGENOMICS

Course objective:

- Develop understanding of the principles and concepts of nutrition, dietetics, and Nutrigenomics.
- Understand the relationship between food, genes, metabolism, and health.
- Acquire knowledge of nutrients, balanced diet, and nutritional requirements across lifespan.
- Learn therapeutic diet planning and dietary management for various diseases.
- Understand food science, food safety, hygiene, and nutritional assessment methods.
- Promote healthy eating habits, lifestyle modification, and preventive healthcare.

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SEMESTER-I:

FOUNDATIONAL CONCEPTS

PAPER-1: FUNDAMENTALS OF NUTRITION AND HUMAN PHYSIOLOGY

Course Content (Credits–4)

Unit–I: Introduction to Nutrition

- Meaning and Scope of Nutrition
- Functions of Food
- Nutrients and Their Classification
- Balanced Diet Concept
- Nutritional Status and Health
- Malnutrition and Deficiency Disorders

Unit–II: Macronutrients and Micronutrients

- Carbohydrates and Their Functions
- Proteins and Amino Acids
- Fats and Lipids
- Vitamins and Minerals
- Water and Electrolyte Balance
- Dietary Sources and Recommended Intake

Unit–III: Human Physiology and Metabolism

- Digestive System and Digestion
- Absorption and Metabolism of Nutrients
- Endocrine Functions and Metabolism
- Energy Balance and Body Composition
- Metabolic Pathways
- Nutrition and Immunity

Unit–IV: Nutrition Across Lifespan

- Nutrition During Pregnancy and Lactation
- Infant and Child Nutrition
- Adolescent Nutrition
- Adult Nutrition
- Geriatric Nutrition
- Nutritional Requirements at Different Stages of Life

PAPER-2: FOOD SCIENCE, FOOD SAFETY AND DIET PLANNING

Course Content (Credits–4)

Unit–I: Food Science and Food Groups

- Introduction to Food Science
- Classification of Foods
- Cereals, Pulses, Fruits and Vegetables
- Milk and Milk Products
- Meat, Fish and Egg Products
- Food Preparation and Cooking Methods

Unit–II: Food Safety and Hygiene

- Food Contamination and Foodborne Diseases
- Food Hygiene and Sanitation
- Food Preservation Techniques
- Food Adulteration
- Food Safety Standards and Regulations
- Safe Food Handling Practices

Unit–III: Principles of Diet Planning

- Meaning and Objectives of Diet Planning
- Factors Affecting Meal Planning
- Menu Planning Techniques
- Dietary Guidelines
- Nutritional Assessment Methods
- Calculation of Nutritional Requirements

Unit–IV: Applied Dietetics

- Therapeutic Modifications of Diet
- Diet Planning for Different Age Groups
- Vegetarian and Non-vegetarian Diets
- Weight Management Diets
- Sports Nutrition Basics
- Practical Meal Planning Activities

PAPER-3: NUTRITIONAL BIOCHEMISTRY AND NUTRIGENOMICS

Course Content (Credits–4)

Unit–I: Foundations of Nutritional Biochemistry

- Introduction to Biochemistry
- Biomolecules and Metabolism
- Enzymes and Hormones
- Carbohydrate Metabolism
- Protein Metabolism
- Lipid Metabolism

Unit–II: Molecular Basis of Nutrition

- DNA, RNA and Genes
- Gene Expression and Protein Synthesis
- Genetic Variations and Mutations
- Nutrition and Cellular Function
- Oxidative Stress and Antioxidants
- Nutrition and Epigenetics

Unit–III: Fundamentals of Nutrigenomics

- Meaning and Scope of Nutrigenomics
- Nutrient–Gene Interaction
- Personalized Nutrition
- Genetic Influences on Metabolism
- Nutrigenetics and Disease Risk
- Role of Nutrigenomics in Preventive Healthcare

Unit–IV: Applications of Nutrigenomics

- Nutrigenomics in Obesity Management
- Nutrigenomics in Diabetes and Cardiovascular Diseases
- Functional Genomics and Nutrition
- Precision Nutrition Approaches
- Ethical Issues in Genetic Nutrition Research
- Emerging Trends in Nutrigenomics

PAPER-4: COMMUNITY NUTRITION AND HEALTH EDUCATION

Course Content (Credits–4)

Unit–I: Community Nutrition

- Meaning and Scope of Community Nutrition
- Nutritional Problems in Communities
- Public Health Nutrition
- Nutritional Surveillance
- Maternal and Child Nutrition Programmes
- Nutrition and Sustainable Development

Unit–II: Nutrition Education

- Meaning and Principles of Nutrition Education
- Communication Methods in Nutrition
- Nutrition Counseling Techniques
- Health Awareness Programmes
- Behavior Change Communication
- Role of Media in Nutrition Education

Unit–III: National Nutrition Programmes

- Mid-Day Meal Programme
- Integrated Child Development Services (ICDS)
- Poshan Abhiyaan
- Anaemia Prevention Programmes
- School Health and Nutrition Programmes
- Role of Government and NGOs

Unit–IV: Community Health and Lifestyle

- Lifestyle Disorders and Nutrition
- Obesity and Public Health
- Diabetes Prevention through Diet
- Physical Activity and Health
- Community Wellness Programmes
- Holistic Health Promotion

SEMESTER-II: THERAPEUTIC APPLICATIONS AND PRACTICAL TRAINING

PAPER-5: THERAPEUTIC DIETETICS AND DISEASE MANAGEMENT

Course Content (Credits–4)

Unit–I: Foundations of Therapeutic Nutrition

- Meaning and Principles of Therapeutic Dietetics
- Modification of Normal Diet
- Nutritional Assessment in Disease
- Hospital Diet Planning
- Enteral and Parenteral Nutrition
- Role of Dietitian in Healthcare

Unit–II: Diet in Metabolic and Lifestyle Disorders

- Diet for Obesity
- Diet for Diabetes Mellitus
- Diet for Hypertension
- Diet for Cardiovascular Diseases
- Diet for Thyroid Disorders
- Diet for Metabolic Syndrome

Unit–III: Diet in Clinical Conditions

- Diet for Gastrointestinal Disorders
- Diet for Liver Disorders
- Diet for Renal Disorders
- Diet for Cancer Patients
- Diet for Fever and Infections
- Nutrition in Critical Care

Unit–IV: Therapeutic Meal Planning

- Preparation of Therapeutic Diet Charts
- Low-calorie and High-protein Diets
- Diet Modification Techniques
- Nutritional Supplements
- Case Studies in Therapeutic Dietetics
- Practical Diet Counseling

PAPER-6: LIFESTYLE MANAGEMENT AND NUTRITIONAL COUNSELLING

Course Content (Credits–4)

Unit–I: Healthy Lifestyle Management

- Concept of Healthy Lifestyle
- Physical Activity and Fitness
- Stress and Lifestyle Disorders
- Sleep and Wellness
- Weight Management Strategies
- Lifestyle Modification Approaches

Unit–II: Nutritional Counselling

- Meaning and Principles of Counselling
- Counselling Process
- Communication Skills
- Behavioral Approaches in Counselling
- Motivational Interviewing
- Ethics in Nutrition Counselling

Unit–III: Wellness and Preventive Healthcare

- Preventive Nutrition
- Immunity and Nutrition
- Nutrition for Mental Wellness
- Yoga and Nutrition
- Holistic Wellness Approaches
- Workplace Wellness Programmes

Unit–IV: Professional Development

- Professional Ethics in Nutrition Practice
- Documentation and Record Keeping
- Public Speaking and Presentation Skills
- Entrepreneurship in Nutrition and Wellness
- Career Opportunities in Dietetics
- Continuing Professional Development

PAPER-7: FUNCTIONAL FOODS, NUTRACEUTICALS AND PERSONALIZED NUTRITION

Course Content (Credits–4)

Unit–I: Functional Foods and Nutraceuticals

- Meaning and Scope of Functional Foods
- Nutraceuticals and Their Importance
- Probiotics and Prebiotics
- Antioxidants and Phytochemicals
- Herbal and Natural Foods
- Functional Foods in Disease Prevention

Unit–II: Personalized Nutrition

- Concept of Personalized Nutrition
- Genetic Variability and Diet Response
- Precision Nutrition
- Nutritional Biomarkers
- Dietary Assessment Tools
- Personalized Meal Planning

Unit–III: Modern Trends in Nutrition Science

- Nutritional Genomics
- Digital Nutrition Technologies
- Artificial Intelligence in Nutrition
- Sports and Performance Nutrition
- Nutritional Supplements and Safety
- Emerging Research in Nutrition Science

Unit–IV: Research and Innovation in Nutrigenomics

- Basics of Nutrition Research
- Research Ethics
- Data Collection and Interpretation
- Case Studies in Nutrigenomics
- Innovations in Personalized Healthcare
- Future Perspectives of Nutrigenomics

PAPER-8: PRACTICAL TRAINING, INTERNSHIP AND VIVA VOCE

Course Content (Credits–4)

Unit–I: Practical Nutrition Training

- Nutritional Assessment Practice
- Anthropometric Measurements
- Diet Survey Techniques
- Meal Planning Exercises
- Therapeutic Diet Preparation
- Food Hygiene Demonstration

Unit–II: Internship and Field Work

- Hospital Dietetics Observation
- Community Nutrition Programmes
- Health Camp Participation
- School Nutrition Activities
- NGO-based Nutrition Awareness Programmes
- Wellness Centre Exposure

Unit–III: Project Work and Case Study

- Preparation of Nutrition Project
- Dietary Case Study
- Lifestyle Modification Observation
- Nutritional Counselling Practice
- Documentation and Reporting
- Presentation of Practical Work

Unit–IV: Viva Voce and Practical Examination

- Demonstration of Diet Planning
- Practical Evaluation
- Internship Report Submission
- Viva Voce Examination
- Professional Conduct Assessment
- Final Practical Presentation

Course Outcome

- Understand the principles and applications of nutrition, dietetics, and Nutrigenomics.
- Explain the relationship between nutrients, genes, metabolism, and health.
- Assess nutritional requirements and plan balanced diets for individuals and communities.
- Apply therapeutic diet principles in the management of various diseases.
- Demonstrate practical skills in nutritional assessment and diet Counselling.
- Promote healthy eating habits and preventive healthcare practices.
- Understand personalized nutrition approaches and Nutrigenomics applications.

5. CLINICAL PSYCHOLOGY

Course objective:

- Develop an understanding of the foundations, concepts, and scope of Clinical Psychology.
- Understand human behavior, personality, emotions, cognition, and mental processes.
- Identify common psychological disorders and mental health problems.
- Learn basic Counselling and psychotherapy techniques.
- Acquire skills in psychological assessment and case study preparation.
- Promote mental health awareness, stress management, and emotional well-being.

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SEMESTER-I: FOUNDATIONAL CONCEPTS

PAPER-1: INTRODUCTION TO PSYCHOLOGY AND HUMAN BEHAVIOUR

Course Content (Credits–4)

Unit–I: Foundations of Psychology

- Meaning, Nature and Scope of Psychology
- Branches of Psychology
- Methods of Psychology

- Psychology as a Science
- Applications of Psychology in Daily Life
- Role of Clinical Psychology in Society

Unit–II: Human Behaviour and Mental Processes

- Sensation, Attention and Perception
- Learning and Memory
- Motivation and Emotion
- Intelligence and Creativity
- Thinking and Problem Solving
- Personality and Individual Differences

Unit–III: Biological and Social Basis of Behaviour

- Nervous System and Brain Functions
- Endocrine Glands and Behaviour
- Heredity and Environment
- Socialization Process
- Attitudes and Social Behaviour
- Group Dynamics and Social Influence

Unit–IV: Personality and Adjustment

- Meaning and Types of Personality
- Theories of Personality
- Self-concept and Self-esteem
- Stress and Frustration
- Adjustment Mechanisms
- Healthy Personality Development

PAPER-2: DEVELOPMENTAL AND ABNORMAL PSYCHOLOGY

Course Content (Credits–4)

Unit–I: Human Development

- Meaning and Principles of Development
- Stages of Human Development
- Physical Development
- Cognitive Development
- Emotional and Social Development
- Moral Development

Unit–II: Psychological Development Across Lifespan

- Childhood Development
- Adolescence and Identity Formation
- Adult Development
- Ageing and Psychological Changes
- Family and Social Relationships
- Developmental Challenges

Unit–III: Foundations of Abnormal Psychology

- Meaning and Concept of Abnormal behavior
- Causes of Psychological Disorders
- Biological, Psychological and Social Factors

- Classification of Mental Disorders
- Symptoms and Warning Signs
- Stigma and Mental Illness

Unit–IV: Common Psychological Disorders

- Anxiety Disorders
- Depression and Mood Disorders
- Obsessive Compulsive Disorder
- Personality Disorders
- Substance Use Disorders
- Stress-related Disorders

PAPER-3: MENTAL HEALTH AND PSYCHOLOGICAL DISORDERS

Course Content (Credits–4)

Unit–I: Mental Health and Well-being

- Meaning and Concept of Mental Health
- Characteristics of Mentally Healthy Person
- Mental Hygiene
- Emotional Well-being
- Psychological Resilience
- Positive Mental Health Practices

Unit–II: Mental Health Problems in Modern Society

- Stress and Burnout
- Anxiety and Fear
- Depression and Suicide Prevention
- Addiction and Substance Abuse
- Domestic Violence and Trauma
- Social Isolation and Loneliness

Unit–III: Prevention and Mental Health Promotion

- Preventive Mental Health Care
- Stress Management Techniques
- Yoga and Relaxation Practices
- Meditation and Mindfulness
- Lifestyle Management for Mental Health
- Community Awareness Programmes

Unit–IV: Mental Health Services and Support Systems

- Mental Health Institutions
- Community Mental Health Services
- Rehabilitation Services
- Role of Family in Mental Health Care
- Role of NGOs and Government Agencies
- Mental Health Policies and Rights

PAPER-4: COUNSELLING PSYCHOLOGY AND COMMUNICATION SKILLS

Course Content (Credits–4)

Unit–I: Foundations of Counselling

- Meaning and Nature of Counselling
- Principles of Counselling
- Goals of Counselling
- Types of Counselling
- Counselling Process
- Qualities of an Effective Counselor

Unit–II: Communication and Interpersonal Skills

- Meaning and Process of Communication
- Verbal and Non-verbal Communication
- Listening Skills
- Empathy and Rapport Building
- Interview Techniques
- Interpersonal Relationship Skills

Unit–III: Counselling Approaches and Techniques

- Behavioral Counselling
- Cognitive Counselling
- Humanistic Approach
- Client-centered Counselling
- Group Counselling
- Crisis Intervention Techniques

Unit–IV: Ethics and Professional Development

- Ethical Principles in Counselling
- Confidentiality and Professional Boundaries
- counselor Responsibilities

- Professional Competence
- Self-care and Stress Management for Counselors
- Reflective Practice and Supervision

SEMESTER-II: PRACTICAL APPLICATION AND SKILL DEVELOPMENT PAPER-5: PSYCHOLOGICAL ASSESSMENT AND TESTING

Course Content (Credits–4)

Unit–I: Foundations of Psychological Assessment

- Meaning and Purpose of Assessment
- Principles of Psychological Testing
- Types of Psychological Tests
- Reliability and Validity
- Ethical Issues in Assessment
- Test Administration Procedures

Unit–II: Intelligence and Personality Assessment

- Intelligence Testing
- Aptitude Testing
- Personality Assessment
- Interest Inventories
- Attitude Scales
- Behavioral Observation Techniques

Unit–III: Clinical Assessment Techniques

- Case History Taking
- Mental Status Examination
- Interview Methods
- Observation Methods
- Diagnostic Formulation
- Psychological Report Writing

Unit–IV: Applications of Psychological Assessment

- Assessment in Educational Settings
- Assessment in Clinical Settings
- Assessment in Rehabilitation Centers
- Child and Adolescent Assessment
- Career Guidance Assessment
- Contemporary Trends in Psychological Testing

PAPER-6: PSYCHOTHERAPY AND BEHAVIOUR MODIFICATION

Course Content (Credits–4)

Unit–I: Foundations of Psychotherapy

- Meaning and Scope of Psychotherapy
- Goals of Therapy
- Therapeutic Relationship
- Ethics in Psychotherapy
- Therapeutic Skills
- Counselling versus Psychotherapy

Unit–II: Major Therapeutic Approaches

- Psychoanalytic Therapy
- Behavior Therapy
- Cognitive behavior Therapy
- Humanistic Therapy
- Rational Emotive behavior Therapy
- Family and Group Therapy

Unit–III: Behaviour Modification Techniques

- Reinforcement Techniques
- Behaviour Shaping
- Token Economy
- Relaxation Training
- Systematic Desensitization
- Anger and Stress Management Techniques

Unit–IV: Emerging Trends and Applications

- Online Counselling and Teletherapy
- Mindfulness-based Therapies
- Art and Music Therapy
- Yoga-based Psychological Interventions
- Community-based Therapeutic Approaches
- Integrative and Holistic Therapy Models

PAPER-7: COMMUNITY MENTAL HEALTH AND REHABILITATION

Course Content (Credits–4)

Unit–I: Community Mental Health

- Meaning and Importance
- Community Mental Health Services
- Mental Health Awareness Programmes
- Role of Community Participation
- Preventive Mental Health Approaches
- Public Mental Health Education

Unit–II: Rehabilitation Psychology

- Meaning and Scope of Rehabilitation
- Rehabilitation of Persons with Mental Illness
- Vocational Rehabilitation
- Social Skills Training
- Family Rehabilitation Support
- Community-based Rehabilitation

Unit–III: Special Populations and Mental Health

- Child and Adolescent Mental Health
- Women's Mental Health
- Geriatric Mental Health
- Disability and Mental Health
- Mental Health in Educational Institutions
- Workplace Mental Health

Unit–IV: Policies, Rights and Contemporary Issues

- Mental Healthcare Act
- Rights of Persons with Mental Illness
- Ethical and Legal Issues
- Suicide Prevention Strategies
- Substance Abuse Prevention Policies
- Emerging Mental Health Challenges

PAPER-8: INTERNSHIP, CASE STUDY AND PRACTICAL TRAINING

Course Content (Credits–4)

Unit–I: Practical Orientation

- Introduction to Clinical Practice
- Observation of Counselling Sessions
- Psychological Interview Skills
- Documentation and Record Maintenance
- Professional Conduct
- Ethical Guidelines in Practice

Unit–II: Case Study Preparation

- Methods of Case Study
- Case History Collection
- Behaviour Observation
- Mental Status Reporting
- Case Analysis Techniques
- Writing Psychological Case Reports

Unit–III: Internship and Field Work

- Hospital Visit
- Rehabilitation Centre Visit
- Community Mental Health Programme Participation
- School Counselling Observation
- NGO-based Mental Health Activities
- Awareness Programme Organization

Unit–IV: Practical Skills and Viva Voce

- Counselling Demonstration
- Role Play Activities
- Stress Management Workshop
- Psychological Test Demonstration
- Internship Report Submission
- Viva Voce Examination

Course Outcome

- Understand the foundations and applications of Clinical Psychology.
- Demonstrate knowledge of human Behaviour, emotions, personality, and mental processes.
- Identify symptoms and characteristics of common psychological disorders.
- Apply Counselling and communication skills effectively in mental health settings.
- Conduct basic psychological assessment and case study preparation.
- Use therapeutic and behavior modification techniques appropriately.

6. EARLY CHILDHOOD CARE AND EDUCATION

Course objective:

- Develop an understanding of the foundations, concepts, and scope of Clinical Psychology.
- Understand human behavior, personality, emotions, cognition, and mental processes.
- Identify common psychological disorders and mental health problems.
- Learn basic Counselling and psychotherapy techniques.
- Acquire skills in psychological assessment and case study preparation.
- Promote mental health awareness, stress management, and emotional well-being.

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- Methods of Psychology
- Psychology as a Science
- Applications of Psychology in Daily Life
- Role of Clinical Psychology in Society

Unit–II: Human Behaviour and Mental Processes

- Sensation, Attention and Perception
- Learning and Memory
- Motivation and Emotion
- Intelligence and Creativity
- Thinking and Problem Solving
- Personality and Individual Differences

Unit–III: Biological and Social Basis of Behaviour

- Nervous System and Brain Functions
- Endocrine Glands and Behaviour

- Heredity and Environment
- Socialization Process
- Attitudes and Social Behaviour
- Group Dynamics and Social Influence

Unit–IV: Personality and Adjustment

- Meaning and Types of Personality
- Theories of Personality
- Self-concept and Self-esteem
- Stress and Frustration
- Adjustment Mechanisms
- Healthy Personality Development

PAPER-2: DEVELOPMENTAL AND ABNORMAL PSYCHOLOGY

Course Content (Credits–4)

Unit–I: Human Development

- Meaning and Principles of Development
- Stages of Human Development
- Physical Development
- Cognitive Development
- Emotional and Social Development
- Moral Development

Unit–II: Psychological Development across Lifespan

- Childhood Development
- Adolescence and Identity Formation
- Adult Development
- Ageing and Psychological Changes
- Family and Social Relationships
- Developmental Challenges

Unit–III: Foundations of Abnormal Psychology

- Meaning and Concept of Abnormal Behaviour
- Causes of Psychological Disorders
- Biological, Psychological and Social Factors
- Classification of Mental Disorders
- Symptoms and Warning Signs
- Stigma and Mental Illness

Unit–IV: Common Psychological Disorders

- Anxiety Disorders
- Depression and Mood Disorders
- Obsessive Compulsive Disorder
- Personality Disorders
- Substance Use Disorders
- Stress-related Disorders

PAPER-3: MENTAL HEALTH AND PSYCHOLOGICAL DISORDERS

Course Content (Credits–4)

Unit–I: Mental Health and Well-being

- Meaning and Concept of Mental Health
- Characteristics of Mentally Healthy Person
- Mental Hygiene
- Emotional Well-being
- Psychological Resilience
- Positive Mental Health Practices

Unit–II: Mental Health Problems in Modern Society

- Stress and Burnout
- Anxiety and Fear
- Depression and Suicide Prevention
- Addiction and Substance Abuse
- Domestic Violence and Trauma
- Social Isolation and Loneliness

Unit–III: Prevention and Mental Health Promotion

- Preventive Mental Health Care
- Stress Management Techniques
- Yoga and Relaxation Practices
- Meditation and Mindfulness
- Lifestyle Management for Mental Health
- Community Awareness Programmes

Unit–IV: Mental Health Services and Support Systems

- Mental Health Institutions
- Community Mental Health Services
- Rehabilitation Services

- Role of Family in Mental Health Care
- Role of NGOs and Government Agencies
- Mental Health Policies and Rights

PAPER-4: COUNSELLING PSYCHOLOGY AND COMMUNICATION SKILLS

Course Content (Credits–4)

Unit–I: Foundations of Counselling

- Meaning and Nature of Counselling
- Principles of Counselling
- Goals of Counselling
- Types of Counselling
- Counselling Process
- Qualities of an Effective counselor

Unit–II: Communication and Interpersonal Skills

- Meaning and Process of Communication
- Verbal and Non-verbal Communication
- Listening Skills
- Empathy and Rapport Building
- Interview Techniques
- Interpersonal Relationship Skills

Unit–III: Counselling Approaches and Techniques

- Behavioral Counselling
- Cognitive Counselling
- Humanistic Approach
- Client-centered Counselling
- Group Counselling
- Crisis Intervention Techniques

Unit–IV: Ethics and Professional Development

- Ethical Principles in Counselling
- Confidentiality and Professional Boundaries
- counselor Responsibilities
- Professional Competence
- Self-care and Stress Management for Counselors
- Reflective Practice and Supervision

SEMESTER-II: PRACTICAL APPLICATION AND SKILL DEVELOPMENT PAPER-5: PSYCHOLOGICAL ASSESSMENT AND TESTING

Course Content (Credits–4)

Unit–I: Foundations of Psychological Assessment

- Meaning and Purpose of Assessment
- Principles of Psychological Testing
- Types of Psychological Tests
- Reliability and Validity
- Ethical Issues in Assessment
- Test Administration Procedures

Unit–II: Intelligence and Personality Assessment

- Intelligence Testing
- Aptitude Testing
- Personality Assessment
- Interest Inventories
- Attitude Scales
- Behavioral Observation Techniques

Unit–III: Clinical Assessment Techniques

- Case History Taking
- Mental Status Examination
- Interview Methods
- Observation Methods
- Diagnostic Formulation
- Psychological Report Writing

Unit–IV: Applications of Psychological Assessment

- Assessment in Educational Settings
- Assessment in Clinical Settings
- Assessment in Rehabilitation Centres
- Child and Adolescent Assessment
- Career Guidance Assessment
- Contemporary Trends in Psychological Testing

PAPER-6: PSYCHOTHERAPY AND BEHAVIOUR MODIFICATION

Course Content (Credits–4)

Unit–I: Foundations of Psychotherapy

- Meaning and Scope of Psychotherapy
- Goals of Therapy
- Therapeutic Relationship
- Ethics in Psychotherapy
- Therapeutic Skills
- Counselling versus Psychotherapy

Unit–II: Major Therapeutic Approaches

- Psychoanalytic Therapy
- Behaviour Therapy
- Cognitive Behaviour Therapy
- Humanistic Therapy
- Rational Emotive Behaviour Therapy
- Family and Group Therapy

Unit–III: Behaviour Modification Techniques

- Reinforcement Techniques
- Behaviour Shaping
- Token Economy
- Relaxation Training
- Systematic Desensitization
- Anger and Stress Management Techniques

Unit–IV: Emerging Trends and Applications

- Online Counselling and Teletherapy
- Mindfulness-based Therapies
- Art and Music Therapy
- Yoga-based Psychological Interventions
- Community-based Therapeutic Approaches
- Integrative and Holistic Therapy Models

PAPER-7: COMMUNITY MENTAL HEALTH AND REHABILITATION

Course Content (Credits–4)

Unit–I: Community Mental Health

- Meaning and Importance
- Community Mental Health Services
- Mental Health Awareness Programmes
- Role of Community Participation
- Preventive Mental Health Approaches
- Public Mental Health Education

Unit–II: Rehabilitation Psychology

- Meaning and Scope of Rehabilitation
- Rehabilitation of Persons with Mental Illness
- Vocational Rehabilitation
- Social Skills Training
- Family Rehabilitation Support
- Community-based Rehabilitation

Unit–III: Special Populations and Mental Health

- Child and Adolescent Mental Health
- Women's Mental Health
- Geriatric Mental Health
- Disability and Mental Health
- Mental Health in Educational Institutions
- Workplace Mental Health

Unit–IV: Policies, Rights and Contemporary Issues

- Mental Healthcare Act
- Rights of Persons with Mental Illness
- Ethical and Legal Issues
- Suicide Prevention Strategies
- Substance Abuse Prevention Policies
- Emerging Mental Health Challenges

PAPER-8: INTERNSHIP, CASE STUDY AND PRACTICAL TRAINING

Course Content (Credits–4)

Unit–I: Practical Orientation

- Introduction to Clinical Practice
- Observation of Counselling Sessions
- Psychological Interview Skills
- Documentation and Record Maintenance
- Professional Conduct
- Ethical Guidelines in Practice

Unit–II: Case Study Preparation

- Methods of Case Study
- Case History Collection
- Behaviour Observation
- Mental Status Reporting
- Case Analysis Techniques
- Writing Psychological Case Reports

Unit–III: Internship and Field Work

- Hospital Visit
- Rehabilitation Centre Visit
- Community Mental Health Programme Participation
- School Counselling Observation
- NGO-based Mental Health Activities
- Awareness Programme Organization

Unit–IV: Practical Skills and Viva Voce

- Counselling Demonstration
- Role Play Activities
- Stress Management Workshop
- Psychological Test Demonstration
- Internship Report Submission
- Viva Voce Examination

Course Outcome

- Write code in C and execute programs
- Understand the flow of data and instructions in programming
- Get an in-depth understanding of the language elements

7. DIPLOMA COURSE ON DIGITAL MARKETING & E-COMMERCE

Course objectives

- To develop practical skills in website creation, search engine optimization, social media marketing, and online advertising.
- To equip students with the ability to design, implement, and evaluate digital marketing campaigns using modern tools and techniques.
- To enhance analytical and strategic decision-making skills through web analytics, performance measurement, and digital marketing strategy.

Contents

PAPER 1: PRINCIPLES OF MARKETING AND E-COMMERCE

Course Content

(Credits -4)

Unit I: Nature, Scope, and Evolution of Marketing

- Meaning, objectives, and functions of marketing
- Traditional and modern marketing concepts
- Marketing environment and market dynamics
- Marketing mix (4Ps and 7Ps)
- Relationship marketing and customer value
- Evolution from traditional to digital marketing

Unit II: Consumer Behavior in the Digital Age

- Fundamentals of consumer behavior
- Factors influencing online consumer decisions
- Consumer decision-making process
- Digital consumer journey and touch points
- Online trust, reviews, and social proof
- Emerging trends in digital consumer behavior

Unit III: E-Commerce Models and Marketplace Structures

- Introduction to e-commerce and digital commerce

- Business-to-Business (B2B) model
- Business-to-Consumer (B2C) model
- Consumer-to-Consumer (C2C) model
- Consumer-to-Business (C2B) model
- Marketplace, aggregator, and inventory-based business models

Unit IV: Online Buying Process and E-Commerce Ecosystem

- Stages of online buying behavior
- Product discovery and evaluation
- Shopping carts and checkout systems
- Customer experience in online marketplaces
- E-commerce value chain
- Challenges and opportunities in online commerce

PAPER 2: INTRODUCTION TO DIGITAL MARKETING

Course Content

(Credits -4)

Unit I: Digital Marketing Concepts and Scope

- Meaning and evolution of digital marketing
- Components of the digital marketing ecosystem
- Digital marketing channels and platforms
- Role of digital marketing in business growth
- Benefits and challenges of digital marketing
- Future trends in digital marketing

Unit II: Traditional Marketing versus Digital Marketing

- Comparative analysis of marketing approaches
- Cost, reach, targeting, and measurement
- Consumer engagement in traditional and digital media
- Integrated marketing communications

- Case studies of digital transformation
- Hybrid marketing strategies

Unit III: Websites, Search Engines, Social Media, and Mobile Channels

- Importance of websites in digital marketing
- Search engines and online visibility
- Social media platforms and business communication
- Mobile marketing fundamentals
- Multi-channel marketing approaches
- Customer engagement across platforms

Unit IV: Customer Acquisition and Conversion Fundamentals

- Lead generation concepts
- Customer acquisition funnel
- Conversion process and optimization basics
- Customer retention and loyalty
- Introduction to digital sales funnels
- Measuring acquisition performance

PAPER 3: SEARCH ENGINE OPTIMIZATION AND CONTENT MARKETING

Course Content

(Credits -4)

Unit I: Fundamentals of Search Engine Optimization

- Introduction to SEO and search engines
- Search engine algorithms and ranking factors
- Crawling, indexing, and ranking processes
- SEO terminology and concepts
- Importance of SEO in digital marketing
- Search trends and user intent

Unit II: Keyword Planning and Competitor Analysis

- Keyword research methods
- Short-tail and long-tail keywords
- Search intent analysis
- Competitor research techniques
- SEO tools for keyword analysis
- Keyword mapping and content planning

Unit III: On-Page and Off-Page SEO

- Title tags and meta descriptions
- URL structure and website architecture
- Internal linking and content optimization
- Backlink building strategies
- Local SEO and business listings
- Ethical SEO practices and algorithm updates

Unit IV: Content Planning, Blogging, Video Content, and Storytelling

- Content marketing principles
- Editorial calendars and content planning
- Blogging strategies and article writing
- Video content creation fundamentals
- Storytelling techniques for brands
- Content performance measurement

PAPER 4: WEB DESIGN BASICS AND DIGITAL TOOLS

Course Content

(Credits -4)

Unit I: Website Layout, Design Principles, and User Experience

- Fundamentals of website design
- Website structure and navigation

- User experience (UX) principles
- User interface (UI) basics
- Responsive website design
- Website usability and accessibility

Unit II: Content Management Systems and Word Press Fundamentals

- Introduction to CMS platforms
- Features and applications of Word Press
- Installation and configuration basics
- Themes, plugins, and customization
- Content publishing and management
- Website maintenance practices

Unit III: Domains, Hosting, SSL, and Website Maintenance

- Domain registration and management
- Web hosting concepts and services
- SSL certificates and website security
- Website backups and updates
- Website performance optimization
- Security best practices

Unit IV: Canva, HTML Basics, and Landing Page Creation

- Introduction to Canva for digital design
- Designing social media and marketing creative
- Basic HTML concepts and webpage structure
- Landing page objectives and components
- Conversion-focused design principles
- Practical exercises in page creation

SEMESTER 2: ADVANCED DIGITAL MARKETING, E-COMMERCE OPERATIONS AND ANALYTICS

Paper 5: Search Engine Marketing and Social Media Marketing

Course Content

(Credits -4)

Unit I: Search Engine Marketing and Paid Search Advertising

- Introduction to Search Engine Marketing (SEM)
- Paid search advertising fundamentals
- Search advertising platforms and ecosystems
- Keyword bidding and ad auctions
- Ad quality scores and relevance
- SEM campaign structure

Unit II: Pay-Per-Click Campaign Planning and Management

- PPC advertising principles
- Campaign objectives and planning
- Ad copy creation and optimization
- Budget allocation and bidding strategies
- Performance tracking and reporting
- Campaign optimization techniques

Unit III: Social Media Platforms and Business Applications

- Overview of major social media platforms
- Social media marketing objectives
- Content strategies for businesses
- Community management and engagement
- Influencer marketing fundamentals
- Social commerce and emerging trends

Unit IV: Advertising Formats, Targeting, Budgeting, and Optimization

- Social media advertising formats
- Audience segmentation and targeting
- Retargeting and remarketing techniques
- Campaign budgeting methods
- Ad performance metrics
- Optimization and A/B testing

Paper 6: Email Marketing, Mobile Marketing and Affiliate Marketing

Course Content

(Credits -4)

Unit I: Email Marketing Fundamentals and Audience Segmentation

- Importance of email marketing
- Building email subscriber lists
- Permission-based marketing practices
- Audience segmentation strategies
- Personalization techniques
- Email marketing regulations and compliance

Unit II: Newsletter Creation and Marketing Automation

- Newsletter planning and design
- Writing effective email copy
- Automated email sequences
- Customer lifecycle campaigns
- Drip marketing strategies
- Performance measurement and optimization

Unit III: Mobile Marketing Strategies

- Mobile consumer behavior

- SMS and push notification marketing
- Mobile applications in marketing
- Location-based marketing
- Mobile-friendly content strategies
- Mobile advertising techniques

Unit IV: Affiliate Marketing Structure and Performance Tracking

- Affiliate marketing ecosystem
- Affiliate networks and partnerships
- Commission structures and models
- Affiliate campaign management
- Tracking technologies and attribution
- Ethical considerations in affiliate marketing

PAPER 7: E-COMMERCE OPERATIONS AND ONLINE PAYMENT SYSTEMS

Course Content

(Credits -4)

Unit I: Establishing and Managing an E-Commerce Business

- Planning an e-commerce venture
- Selecting products and market niches
- Business models and revenue streams
- Marketplace versus independent store models
- Legal and regulatory considerations
- Business scaling strategies

Unit II: Product Catalog and Inventory Management

- Product information management
- Product categorization and listings
- Inventory planning and control
- Warehouse and fulfillment management

- Demand forecasting basics
- Inventory optimization techniques

Unit III: Online Payment Systems and Transaction Security

- Digital payment gateways
- Payment processing mechanisms
- Payment security standards
- Fraud prevention and risk management
- Digital wallets and emerging payment methods
- Regulatory compliance in digital payments

Unit IV: Logistics, Returns, Customer Support, and Grievance Handling

- Order fulfillment processes
- Shipping and logistics management
- Return and refund policies
- Customer relationship management
- Complaint resolution mechanisms
- Service quality and customer satisfaction

PAPER 8: WEB ANALYTICS AND DIGITAL STRATEGY

Course Content

(Credits -4)

Unit I: Traffic Analysis and Audience Insights

- Introduction to web analytics
- Website traffic sources
- Audience demographics and behavior
- User journey analysis
- Acquisition channels and attribution
- Analytics tools and dashboards

Unit II: KPI Measurement and Marketing Reporting

- Key Performance Indicators (KPIs)
- Conversion metrics and funnel analysis
- Campaign performance measurement
- Report preparation and visualization
- Data interpretation and decision-making
- ROI and ROAS calculations

Unit III: Digital Campaign Planning and Strategy Development

- Strategic planning process
- Goal setting and objective formulation
- Audience segmentation and targeting
- Channel selection and media planning
- Budgeting and resource allocation
- Campaign execution frameworks

Unit IV: Data-Driven Marketing and Strategic Optimization

- Marketing analytics for decision-making
- Customer lifetime value analysis
- Predictive insights and trend analysis
- Optimization through experimentation
- Integrated digital marketing strategy
- Capstone digital campaign project

Course Outcome

- Learners will gain comprehensive knowledge of digital marketing concepts, tools, and strategies applicable to modern business environments.
- Learners will understand the fundamentals of e-commerce, including online business models, digital transactions, and marketplace operations.
- Learners will develop practical skills in website creation, search engine optimization, social media management, online advertising, and marketing automation.
- Learners will acquire hands-on experience with digital marketing platforms, advertising tools, analytics software, and content management systems.

8. DIPLOMA COURSE ON ENTREPRENEURSHIP DEVELOPMENT

Course objective:

- To equip learners with skills in business planning, startup development, and feasibility analysis.
- To provide knowledge of financial management, funding sources, budgeting, and startup finance.
- To enhance marketing, digital entrepreneurship, and business growth management skills.
- To develop practical understanding of operations, legal environment, and strategic decision-making in startups.
- To encourage innovation, self-employment, and entrepreneurial thinking for career and business success.

Contents

SEMESTER I: CORE FOUNDATIONS OF ENTREPRENEURSHIP

PAPER-I: PRINCIPLES OF ENTREPRENEURSHIP MANAGEMENT

Course Content

(Credits -4)

Unit I: Introduction to Entrepreneurship

- Meaning and concept of entrepreneurship
- Characteristics of an entrepreneur
- Types of entrepreneurs
- Role of entrepreneurship in economic development

Unit II: Entrepreneurial Mindset

- Creativity and innovation
- Risk-taking ability
- Opportunity identification
- Entrepreneurial motivation

Unit III: Business Environment

- Internal and external environment
- Economic, social, and technological factors
- Government policies for entrepreneurs
- MSME sector overview

Unit IV: Entrepreneurial Development Process

- Steps in setting up a business
- Idea generation to implementation
- Feasibility study basics
- Success factors of entrepreneurship

PAPER-2: BUSINESS PLANNING & STARTUP DEVELOPMENT

Course Content

(Credits -4)

Unit I: Business Idea Generation

- Sources of business ideas
- Market gap identification
- Creativity tools (SCAMPER, brainstorming)
- Innovation in startups

Unit II: Business Plan Development

- Meaning and importance of business plan
- Components of a business plan
- Executive summary writing
- Project report preparation

Unit III: Startup Structure & Models

- Types of business models (B2B, B2C, D2C)
- Lean startup model
- Franchise model basics
- Revenue models

Unit IV: Feasibility Analysis

- Market feasibility
- Technical feasibility
- Financial feasibility
- Risk analysis

PAPER-3: FINANCIAL MANAGEMENT FOR ENTREPRENEURS

Course Content

(Credits -4)

Unit I: Basics of Entrepreneurial Finance

- Meaning of business finance
- Types of capital (fixed, working)
- Importance of financial planning
- Cost concepts

Unit II: Funding Sources

- Internal funding
- External funding
- Angel investors and venture capital
- Government schemes

Unit III: Budgeting & Costing

- Budget preparation
- Cost estimation techniques
- Break-even analysis
- Cash flow planning

Unit IV: Financial Statements Basics

- Profit and Loss statement
- Balance sheet basics

- Financial ratios introduction
- Importance of accounting in startups

PAPER-4: MARKETING FOR ENTREPRENEURS

Course Content

(Credits -4)

Unit I: Introduction to Entrepreneurial Marketing

- Meaning of marketing
- Marketing vs. selling
- Importance for startups
- Market orientation

Unit II: STP Strategy

- Market segmentation
- Targeting strategies
- Positioning of startups
- Branding basics

Unit III: Marketing Mix for Startups

- Product development
- Pricing strategies
- Distribution channels
- Promotion strategies

Unit IV: Digital Marketing Basics for Entrepreneurs

- Introduction to online marketing
- Social media for startups
- Low-cost marketing strategies
- Customer engagement techniques

SEMESTER-II: ADVANCED & PRACTICAL ENTREPRENEURSHIP

PAPER-5: STARTUP OPERATIONS & MANAGEMENT

Course Content

(Credits -4)

Unit I: Operations Management

- Meaning and importance
- Production planning
- Workflow management
- Quality control basics

Unit II: Human Resource Management

- Recruitment process
- Training and development
- Leadership in startups
- Team building

Unit III: Supply Chain Management

- Procurement process
- Inventory management
- Vendor management
- Logistics basics

Unit IV: Business Growth Management

- Scaling strategies
- Expansion planning
- Performance monitoring
- Sustainability in business

PAPER-6: DIGITAL ENTREPRENEURSHIP & ONLINE BUSINESS BUILDING

Course Content

(Credits -4)

Unit I: Building an Online Business Presence

- Creating business websites using no-code tools
- Social media business setup (Instagram, Facebook, LinkedIn)
- Google Business Profile setup
- Digital branding basics

Unit II: E-Commerce Operations

- Product listing creation
- Pricing and discount strategies online
- Order management workflow
- Customer service handling

Unit III: Digital Marketing Practice for Startups

- Social media content creation
- Influencer collaboration basics
- Running small ad campaigns (Meta/Google Ads simulation)
- Engagement growth strategies

Unit IV: Tools & Platforms for Entrepreneurs

- Canva for branding and design
- Shopify/Woo Commerce basics
- WhatsApp Business tools
- AI tools for startups

PAPER -7: LEGAL & REGULATORY ENVIRONMENT FOR BUSINESS

Course Content

(Credits -4)

Unit I: Business Registration

- Types of business entities
- Sole proprietorship, partnership, company
- Startup India registration
- MSME registration

Unit II: Legal Compliance

- Licenses and permits
- GST basics
- Labour laws introduction
- Contract laws basics

Unit III: Intellectual Property Rights

- Patents, trademarks, copyrights
- Importance for startups
- Registration process basics
- Brand protection

Unit IV: Government Policies

- Startup India initiative
- Make in India program
- Subsidies and incentives
- Export promotion schemes

PAPER -8: ENTREPRENEURIAL STRATEGY & GROWTH MANAGEMENT

Course Content

(Credits -4)

Unit I: Strategic Planning

- Vision and mission
- Goal setting
- Strategic decision making
- Competitive advantage

Unit II: Market Expansion Strategies

- Domestic expansion
- Internationalization basics
- Diversification strategies
- Franchise expansion

Unit III: Digital Transformation in Business

- E-commerce integration
- Digital tools for startups
- Automation in business
- Online branding

Unit IV: Exit Strategies & Sustainability

- Business exit options
- Mergers and acquisitions
- Succession planning
- Sustainable entrepreneurship

Course Outcome

- Learners will gain comprehensive knowledge of entrepreneurship concepts, entrepreneurial mindset, and the role of entrepreneurs in economic development.
- Career opportunities include entrepreneur, startup founder, business consultant, business development executive, project manager, and innovation associate.
- The programme prepares learners for careers in startups, MSMEs, family businesses, incubation centers, financial institutions, and corporate business development departments.
- Learners will develop practical skills in business idea generation, business planning, feasibility analysis, and startup development.

9. MATERNAL AND CHILD HEALTHCARE

Course objective:

- Develop comprehensive knowledge about maternal and child health, reproductive health, and family welfare services.
- Provide understanding of the physical, psychological, nutritional, and social needs of mothers, infants, and children.
- Train learners in antenatal, intranatal, postnatal, and newborn care practices for ensuring safe motherhood and healthy child development.
- Enhance knowledge regarding child growth, development, immunization, nutrition, and common childhood diseases.
- Develop practical skills for identifying health problems related to mothers and children and providing appropriate basic healthcare support.

Contents

SEMESTER-I: THEORETICAL FOUNDATIONS

PAPER-1: Introduction to Maternal and Child Health Care (MCHC)

Course Content

(Credits-4)

Unit I: Fundamentals of Maternal and Child Health Care

- Meaning, Concept, and Scope of Maternal and Child Health Care
- Importance of Maternal and Child Health in Public Health
- Objectives and Principles of MCHC
- Determinants of Maternal and Child Health
- Role of Family, Community, and Healthcare Services in MCHC
- Indicators of Maternal and Child Health
- Maternal Mortality and Infant Mortality: Causes and Prevention

Unit II: Maternal Health and Care

- Reproductive Health and Women's Health
- Pregnancy: Meaning and Stages
- Antenatal Care: Importance and Components
- Nutrition During Pregnancy and Lactation
- Safe Motherhood Practices
- Common Problems During Pregnancy
- Postnatal Care and Maternal Well-being
- Family Planning and Birth Spacing

Unit III: Child Health and Development

- Child Health: Meaning and Importance
- Growth and Development of Children
- Newborn Care and Essential Neonatal Care
- Breastfeeding and Infant Nutrition
- Immunization and Child Health Programmes
- Common Childhood Diseases and Prevention
- Child Hygiene and Sanitation
- Role of Parents and Caregivers in Child Development

Unit IV: Community Health, Nutrition, and Health Education

- Community Health and Primary Healthcare
- Nutrition and Nutritional Deficiencies in Mothers and Children
- Health Education and Communication in MCHC
- Environmental Sanitation and Hygiene
- National Maternal and Child Health Programmes in India
- Role of Anganwadi Workers, ASHA, and ANM
- Community Participation in Maternal and Child Welfare
- Contemporary Challenges in Maternal and Child Health Care

PAPER-2: Maternal Health Care

Course Content

(Credits-4)

Unit I: Foundations of Maternal Health

- Meaning, Concept, and Scope of Maternal Health Care
- Importance of Maternal Health in Public Health
- Reproductive Health and Women's Health
- Anatomy and Physiology of Female Reproductive System
- Determinants of Maternal Health
- Maternal Mortality and Morbidity: Causes and Prevention
- Safe Motherhood Concept and Initiatives

Unit II: Pregnancy and Antenatal Care

- Pregnancy: Meaning, Signs, and Stages
- Physiological and Psychological Changes During Pregnancy
- Antenatal Care: Objectives and Importance
- Routine Antenatal Check-ups and Monitoring
- Nutrition During Pregnancy
- High-Risk Pregnancy: Identification and Management
- Common Problems and Complications During Pregnancy
- Immunization and Supplementation During Pregnancy

Unit III: Childbirth and Postnatal Care

- Labor and Childbirth: Stages and Process
- Safe Delivery Practices
- Institutional Delivery and Skilled Birth Attendance
- Postnatal Care: Importance and Components
- Care of Mother After Delivery
- Lactation and Breastfeeding Practices
- Postpartum Complications and Management
- Family Planning and Birth Spacing

Unit IV: Community-Based Maternal Health Services

- Maternal Health Services in Community Healthcare
- Role of ASHA, ANM, and Anganwadi Workers
- Maternal Health Education and Counselling
- National Maternal Health Programmes in India
- Janani Suraksha Yojana (JSY) and Related Schemes
- Maternal Nutrition and Public Health
- Community Participation in Maternal Welfare

PAPER-3: Child Health Care

Course Content

(Credits-4)

Unit I: Foundations of Child Health Care

- Meaning, Concept, and Scope of Child Health Care
- Importance of Child Health in Public Health
- Growth and Development of Children
- Principles of Child Care and Child Welfare
- Determinants of Child Health
- Child Morbidity and Mortality: Causes and Prevention
- Rights of the Child and Child Protection

Unit II: Newborn and Infant Care

- Newborn Care: Meaning and Importance
- Essential Newborn Care Practices
- Breastfeeding and Infant Feeding Practices
- Growth Monitoring and Developmental Milestones
- Immunization and Universal Immunization Programme
- Common Neonatal and Infant Health Problems
- Low Birth Weight and Premature Babies
- Prevention of Neonatal and Infant Mortality

Unit III: Child Nutrition and Development

- Nutrition and Nutritional Requirements of Children
- Complementary Feeding and Balanced Diet
- Malnutrition in Children: Causes and Prevention
- Micronutrient Deficiency Disorders
- School Health and Mid-Day Meal Programme
- Physical, Cognitive, and Emotional Development
- Early Childhood Care and Education (ECCE)
- Role of Family and Community in Child Development

Unit IV: Community-Based Child Health Services

- Child Health Services in Community Healthcare
- Role of ASHA, ANM, and Anganwadi Workers in Child Care
- Integrated Child Development Services (ICDS)
- Rashtriya Bal Swasthya Karyakram (RBSK)
- Child Health Education and Counselling
- Prevention and Management of Common Childhood Diseases
- Community Participation in Child Welfare Programmes
- Contemporary Challenges in Child Health Care

PAPER-4: Health Education and Communication

Course Content

(Credits-4)

Unit I: Foundations of Health Education

- Meaning, Concept, and Scope of Health Education
- Objectives and Principles of Health Education
- Importance of Health Education in Public Health
- Determinants of Health Behaviour
- Approaches and Methods of Health Education

- Role of Health Education in Disease Prevention and Health Promotion
- Health Education for Individuals, Families, and Communities

Unit II: Communication in Health Care

- Meaning and Process of Communication
- Types and Forms of Communication
- Elements and Barriers of Effective Communication
- Interpersonal Communication in Health Care
- Group Communication and Community Interaction
- Verbal and Non-Verbal Communication
- Communication Skills for Health Workers
- Counselling Techniques in Health Care

Unit III: Health Communication Media and IEC

- Information, Education, and Communication (IEC): Meaning and Importance
- Behaviour Change Communication (BCC)
- Use of Audio-Visual Aids in Health Education
- Print, Electronic, and Digital Media in Health Communication
- Folk and Traditional Media for Community Awareness
- Preparation of Health Education Materials
- Health Campaigns and Awareness Programmes
- Role of Social Media in Health Promotion

Unit IV: Community Health Education and Public Awareness

- Community Participation in Health Education
- School Health Education Programmes
- Maternal and Child Health Education
- Nutrition and Hygiene Education
- Health Education for Communicable and Non-Communicable Diseases
- Role of ASHA, ANM, and Community Health Workers in Health Communication

- National Health Programmes and Public Awareness Campaigns
- Contemporary Challenges in Health Communication and Education

SEMESTER-II: Practical Application & Skill Development

PAPER-5: Reproductive and Adolescent Health

Course Content

(Credits-4)

Unit I: Foundations of Reproductive Health

- Meaning, Concept, and Scope of Reproductive Health
- Importance of Reproductive Health in Public Health
- Reproductive Rights and Sexual Health
- Anatomy and Physiology of Male and Female Reproductive Systems
- Determinants of Reproductive Health
- Reproductive Health Across the Life Cycle
- Reproductive Health Problems and Their Prevention

Unit II: Family Planning and Reproductive Health Services

- Family Planning: Meaning and Importance
- Methods of Contraception and Birth Control
- Temporary and Permanent Methods of Family Planning
- Medical Termination of Pregnancy (MTP) and Related Issues
- Infertility: Causes, Prevention, and Management
- Sexually Transmitted Infections (STIs) and Reproductive Tract Infections (RTIs)
- HIV/AIDS: Prevention, Control, and Awareness
- Reproductive Health Services and Counselling

Unit III: Adolescent Health and Development

- Meaning and Concept of Adolescence
- Physical, Psychological, and Social Changes During Adolescence
- Nutritional Needs and Health Problems of Adolescents

- Adolescent Reproductive and Sexual Health (ARSH)
- Mental Health and Emotional Well-being of Adolescents
- Substance Abuse and Risk Behaviours Among Adolescents
- Life Skills Education and Personality Development
- Gender Sensitization and Adolescent Rights

Unit IV: Community-Based Reproductive and Adolescent Health Programmes

- Reproductive and Adolescent Health Services in Community Healthcare
- Role of ASHA, ANM, and Peer Educators
- Rashtriya Kishore Swasthya Karyakram (RKSK)
- School Health and Adolescent Education Programmes
- Counselling and Guidance for Adolescents
- Community Participation in Reproductive Health Programmes
- National Policies and Programmes Related to Reproductive Health
- Contemporary Challenges in Reproductive and Adolescent Health

PAPER-6: Nutrition and Public Health

Course Content

(Credits-4)

Unit I: Foundations of Nutrition in Public Health

- Meaning, Concept, and Scope of Nutrition
- Importance of Nutrition in Public Health
- Nutrients and Their Functions in the Human Body
- Balanced Diet and Nutritional Requirements
- Nutritional Status Assessment
- Determinants of Nutritional Health
- Nutrition Across the Life Cycle

Unit II: Community Nutrition and Nutritional Problems

- Concept of Community Nutrition
- Malnutrition: Types, Causes, and Consequences
- Protein-Energy Malnutrition (PEM)

- Micronutrient Deficiency Disorders (Iron, Iodine, Vitamin A, etc.)
- Obesity and Lifestyle-Related Nutritional Problems
- Nutritional Problems in Rural and Tribal Populations
- Prevention and Control of Nutritional Disorders
- Nutrition Surveillance and Monitoring

Unit III: Maternal and Child Nutrition

- Nutritional Needs of Pregnant and Lactating Women
- Infant and Young Child Feeding (IYCF) Practices
- Breastfeeding: Importance and Techniques
- Complementary Feeding and Weaning Practices
- Growth Monitoring and Child Nutrition Assessment
- Malnutrition in Children: Prevention and Management
- School Nutrition and Mid-Day Meal Programme
- National Nutrition Programmes in India

Unit IV: Public Health Nutrition Programmes and Interventions

- Public Health Nutrition: Meaning and Scope
- National Nutrition Mission (POSHAN Abhiyaan)
- Integrated Child Development Services (ICDS)
- Supplementary Nutrition Programmes
- Food Fortification and Nutritional Interventions
- Role of Health Workers in Nutrition Education
- Community-Based Nutrition Rehabilitation
- Contemporary Challenges in Public Health Nutrition

PAPER-7: National Health Programmes

Course Content

(Credits-4)

Unit I: Introduction to National Health Programmes

- Meaning, Concept, and Scope of National Health Programmes
- Importance of Health Programmes in Public Health

- Health Policy and Health Planning in India
- Five-Year Plans and Health Sector Development
- National Health Mission (NHM): Overview
- Role of Government and Health Systems in Programme Implementation
- Monitoring and Evaluation of Health Programmes

Unit II: Maternal and Child Health Programmes

- Reproductive, Maternal, Newborn, Child and Adolescent Health (RMNCH+A) Approach
- Janani Suraksha Yojana (JSY)
- Janani Shishu Suraksha Karyakram (JSSK)
- Integrated Child Development Services (ICDS)
- Rashtriya Bal Swasthya Karyakram (RBSK)
- Universal Immunization Programme (UIP)
- National Iron Plus Initiative (NIPI)
- Poshan Abhiyaan and Nutrition Missions

Unit III: Communicable Disease Control Programmes

- National Tuberculosis Elimination Programme (NTEP)
- National AIDS Control Programme (NACP)
- National Vector Borne Disease Control Programme (NVBDCP)
- National Leprosy Eradication Programme (NLEP)
- COVID-19 Response and Public Health Measures
- Surveillance and Epidemic Control Systems
- Immunization and Disease Prevention Strategies
- Role of Community Health Workers in Disease Control

Unit IV: Non-Communicable Disease and Other Health Programmes

- National Programme for Prevention and Control of Cancer, Diabetes, Cardiovascular Diseases and Stroke (NPCDCS)
- National Mental Health Programme (NMHP)
- National Tobacco Control Programme (NTCP)
- School Health Programme

- Occupational Health and Environmental Health Programmes
- Challenges in Implementation of National Health Programmes

PAPER-8: Epidemiology and Biostatistics

Course Content

(Credits-4)

Unit I: Foundations of Epidemiology

- Meaning, Concept, and Scope of Epidemiology
- Importance of Epidemiology in Public Health
- Epidemiological Triad (Agent, Host, Environment)
- Natural History of Disease
- Modes of Disease Transmission
- Measures of Disease Frequency (Incidence and Prevalence)
- Uses and Applications of Epidemiology

Unit II: Epidemiological Methods and Study Designs

- Descriptive Epidemiology
- Analytical Epidemiology
- Experimental Epidemiology
- Cohort Studies
- Case-Control Studies
- Cross-Sectional Studies
- Randomized Controlled Trials

Unit III: Disease Surveillance and Public Health Epidemiology

- Concept of Disease Surveillance
- Types of Surveillance Systems
- Outbreak Investigation and Epidemic Control
- Screening of Diseases: Principles and Types
- Communicable Disease Epidemiology
- Non-Communicable Disease Epidemiology

- Role of Epidemiology in Health Programmes

Unit IV: Biostatistics and Data Interpretation

- Meaning and Scope of Biostatistics
- Types of Data and Data Presentation
- Measures of Central Tendency (Mean, Median, Mode)
- Probability and Sampling Methods
- Statistical Tests: Chi-square, t-test, etc.
- Correlation and Regression
- Interpretation and Presentation of Health Data
- Use of Biostatistics in Public Health Research

Course Outcome

- Understand the fundamental concepts and principles of maternal and child health care.
- Explain the healthcare needs of mothers, infants, children, and adolescents.
- Apply knowledge related to antenatal, postnatal, newborn, and child healthcare practices.
- Identify common maternal and childhood health problems and suggest preventive measures.
- Demonstrate basic skills in nutrition assessment, health education, and community healthcare services.
- Understand the importance of immunization, sanitation, hygiene, and disease prevention.

10. Heritage And Tourism Management

Course objective:

- Develop comprehensive understanding of heritage, culture, tourism, and their socio-economic significance.
- Understand the historical, architectural, archaeological, and cultural dimensions of heritage resources in India and beyond.
- Apply principles of tourism management, hospitality, and destination planning in professional contexts.
- Develop competencies in heritage conservation, preservation techniques, and sustainable tourism practices.

PAPER-1: INTRODUCTION TO HERITAGE STUDIES

Course Content

(Credits-4)

Unit I: Concept and Scope of Heritage

- Meaning, nature, and significance of heritage
- Tangible and intangible heritage
- Natural and cultural heritage
- Heritage and identity formation

Unit II: Heritage of India

- Ancient Indian heritage traditions
- Monuments, temples, and historical sites
- UNESCO World Heritage Sites in India
- Archaeological and architectural heritage

Unit III: Cultural Heritage and Society

- Folk culture and traditions
- Festivals, fairs, and rituals
- Language, literature, music, and dance traditions
- Tribal and regional cultural heritage

Unit IV: Heritage Conservation and Preservation

- Principles of conservation and preservation
- Threats to heritage resources
- Role of museums and archives
- National and international heritage organizations

PAPER-2: PRINCIPLES AND PRACTICES OF TOURISM MANAGEMENT

Course Content

(Credits-4)

Unit I: Introduction to Tourism

- Meaning, nature, and scope of tourism
- Types and forms of tourism
- Components of tourism industry
- Tourism trends and global tourism

Unit II: Tourism Resources

- Natural tourism resources
- Cultural and heritage tourism resources
- Wildlife, eco-tourism, and rural tourism
- Pilgrimage and medical tourism

Unit III: Tourism Planning and Organization

- Tourism planning process
- Tourism organizations and agencies
- Public and private sectors in tourism
- Role of government in tourism development

Unit IV: Tourism Impacts and Sustainability

- Economic impacts of tourism
- Socio-cultural impacts of tourism
- Environmental impacts of tourism

- Sustainable and responsible tourism

PAPER-3: INDIAN ART, ARCHITECTURE AND CULTURAL TRADITIONS

Course Content

(Credits-4)

Unit I: Indian Art Traditions

- Prehistoric and ancient Indian art
- Buddhist and Jain art traditions
- Hindu temple sculpture and paintings
- Medieval artistic developments

Unit II: Indian Architecture

- Temple architecture of India
- Indo-Islamic architecture
- Colonial architecture
- Modern architectural heritage

Unit III: Cultural Traditions of India

- Music and dance heritage
- Handicrafts and textile traditions
- Folk and tribal cultural practices
- Culinary heritage and traditional lifestyles

Unit IV: Heritage Tourism in India

- Heritage tourism circuits
- Museum tourism and heritage interpretation
- Heritage walks and cultural experiences
- Case studies of heritage destinations

PAPER-4: COMMUNICATION SKILLS, HOSPITALITY AND TOURISM SERVICES

Course Content

(Credits-4)

Unit I: Communication Skills

- Basics of communication
- Verbal and non-verbal communication
- Public speaking and presentation skills
- Professional writing and correspondence

Unit II: Professional Development

- Leadership and teamwork
- Personality development
- Time management and interpersonal skills
- Professional ethics and etiquette

Unit III: Hospitality Management

- Introduction to hospitality industry
- Front office and guest relations
- Accommodation and customer care services
- Food and beverage services

Unit IV: Tourism Service Skills

- Tour guiding techniques
- Itinerary preparation and travel planning
- Travel documentation and ticketing
- Use of digital technology in tourism services

SEMESTER II: PRACTICAL APPLICATION AND PROFESSIONAL DEVELOPMENT

PAPER-5: HERITAGE SITE, MUSEUM AND CULTURAL RESOURCE MANAGEMENT

Course Content

(Credits-4)

Unit I: Heritage Site Management

- Principles of heritage site management
- Visitor management techniques
- Interpretation and presentation of heritage
- Documentation and inventory methods

Unit II: Conservation Practices

- Methods of conservation and preservation
- Archaeological conservation
- Conservation ethics and laws
- Disaster management for heritage sites

Unit III: Museum and Archival Management

- Types and functions of museums
- Collection management and preservation
- Archival documentation and cataloguing
- Digital preservation practices

Unit IV: Community Participation in Heritage Management

- Community-based heritage management
- Heritage awareness programmes
- Role of local communities in preservation
- Sustainable heritage development

PAPER-6: TOURISM MARKETING, ENTREPRENEURSHIP AND DESTINATION MANAGEMENT

Course Content

(Credits-4)

Unit I: Tourism Marketing

- Principles of tourism marketing
- Tourism product development
- Branding and destination promotion
- Digital and social media marketing

Unit II: Entrepreneurship in Tourism

- Tourism entrepreneurship and innovation
- Travel agencies and tour operations
- Business planning and finance management
- Small tourism enterprises

Unit III: Tourism Policies and Planning

- National tourism policies and schemes
- International tourism organizations
- Tourism planning and destination development
- Government initiatives for tourism promotion

Unit IV: Event and Destination Management

- Event tourism management
- Festival and cultural event organization
- Destination branding and management
- Case studies of tourism destinations

PAPER-7: SUSTAINABLE TOURISM, ECO-TOURISM AND ENVIRONMENTAL MANAGEMENT

Course Content

(Credits-4)

Unit I: Sustainable Tourism

- Concept and principles of sustainable tourism
- Responsible tourism practices
- Sustainable development goals and tourism
- Ethical tourism management

Unit II: Eco-Tourism

- Nature and scope of eco-tourism
- Eco-tourism destinations and planning
- Wildlife tourism management
- Community participation in eco-tourism

Unit III: Environmental Management in Tourism

- Environmental conservation practices
- Climate change and tourism
- Waste management in tourism destinations
- Environmental laws and regulations

Unit IV: Rural and Tribal Tourism

- Rural tourism development
- Tribal heritage and tourism
- Homestay and village tourism
- Challenges and opportunities in rural tourism

PAPER-8: PROJECT WORK, INTERNSHIP AND FIELD STUDY

Content

(Credits-4)

Unit I: Research Methodology

- Basics of research methods
- Data collection techniques
- Documentation and report writing
- Referencing and citation methods

Unit II: Heritage Documentation and Field Survey

- Heritage site survey methods
- Tourism resource mapping
- Photography and visual documentation
- Preparation of field reports

Unit III: Internship and Practical Training

- Training in tourism organizations and museums
- Tour operation practices
- Visitor interaction and guiding
- Preparation of case studies

Unit IV: Project Report and Viva-Voce

- Preparation of project dissertation
- Presentation and communication skills
- Viva-voce examination
- Evaluation and assessment

Course Outcome

- Comprehensive understanding of heritage studies, tourism management, hospitality, and cultural resource preservation.
- Ability to design and manage tourism services, heritage Programmes, and destination activities
- Competence in sustainable tourism practices, heritage conservation, and community-based tourism development

11. PUBLIC ADMINISTRATION AND PUBLIC POLICY

Course objective:

- To provide a strong conceptual understanding of Public Administration, Public Policy, and Governance in both theoretical and practical contexts.
- To familiarize learners with major administrative thinkers, theories, and approaches that shape modern public administration.
- To develop analytical skills for understanding policy formulation, implementation, and evaluation in real-world governance systems.
- To enable students to understand the structure and functioning of Indian administration, including constitutional, administrative, and local governance systems.

Contents

Semester-1

Paper 1: Foundations of Public Administration

Course Content

(Credits-4)

Unit I: Introduction to Public Administration

- Meaning, Nature, and Scope of Public Administration
- Evolution of Public Administration as a Discipline
- Public Administration vs Private Administration
- Importance in Modern Welfare State

Unit II: Classical and Modern Approaches

- Classical approach (Fayol, Taylor, Weber)
- Human Relations Approach
- Behavioral and Systems Approach
- Post-Modern Perspectives

Unit III: Principles of Administration

- Hierarchy, Unity of Command, Span of Control
- Centralization vs. Decentralization
- Coordination and Supervision
- Delegation and Authority

Unit IV: Administrative Environment

- Political, Economic, and Social Environment
- Public Administration in Developing Countries
- Role of Bureaucracy in Governance
- Emerging Trends in Administration

Paper 2: Administrative Thinkers and Theories

Course Content

(Credits-4)

Unit I: Classical Thinkers

- Henri Fayol: 14 Principles of Management
- F.W. Taylor: Scientific Management
- Max Weber: Bureaucracy Model

Unit II: Human Relations and Behavioral Thinkers

- Elton Mayo and Hawthorne Studies
- Chester Barnard: Cooperative Systems
- Herbert Simon: Decision-Making Theory

Unit III: Modern Administrative Thinkers

- Peter Drucker: Management by Objectives
- Chris Argyris: Organizational Learning
- Douglas McGregor: Theory X and Theory Y

Unit IV: Contemporary Theories

- Systems Theory in Administration
- Contingency Theory
- New Public Management (NPM)
- Good Governance Theory

Paper 3: Public Policy: Concepts and Process

Course Content

(Credits-4)

Unit I: Introduction to Public Policy

- Meaning and Definition
- Nature and Importance
- Types of Public Policies
- Role of Government and Institutions

Unit II: Policy Making Process

- Agenda Setting
- Policy Formulation
- Policy Adoption
- Policy Implementation

Unit III: Policy Analysis

- Tools and Techniques of Policy Analysis
- Cost-Benefit Analysis
- Stakeholder Analysis
- Role of Think Tanks and Experts

Unit IV: Policy Evaluation

- Methods of Evaluation
- Impact Assessment

- Monitoring Mechanisms
- Challenges in Policy Evaluation

Paper 4: Indian Administration and Governance

Course Content

(Credits-4)

Unit I: Constitutional Framework

- Indian Constitution and Governance Structure
- Union, State, and Local Government
- Fundamental Rights and Directive Principles
- Federal System in India

Unit II: Administrative Structure

- Central Secretariat and Ministries
 - State administration System
 - District Administration
 - Role of Civil Services

Unit III: Local Governance

- Panchayati Raj Institutions
 - Urban Local Bodies
 - 73rd and 74th Constitutional Amendments
 - Decentralization in India

Unit IV: Governance Reforms

- Good Governance in India
- E-governance Initiatives
- Anti-Corruption Institutions
- Public Service Delivery System

Semester II (Duration: 6 Months)

Paper 5: Public Financial Administration and Budgeting

Course Content

(Credits-4)

Unit I: Introduction to Public Finance

- Meaning and Scope of Public Finance
- Difference between Public and Private Finance
- Sources of Public Revenue
- Taxation Principles

Unit II: Government Budgeting

- Meaning and Importance of Budget
- Types of Budgets (Performance, Zero-Based, etc.)
- Budget Cycle in India
- Role of Finance Commission

Unit III: Public Expenditure

- Principles of Public Expenditure
- Development vs Non-Development Expenditure
- Public Debt and Its Management
- Fiscal Deficit and Revenue Deficit

Unit IV: Financial Accountability

- Comptroller and Auditor General (CAG)
- Parliamentary Control over Finance
- Transparency and Accountability Mechanisms
- Financial Reforms in India

Paper 6: Human Resource Administration and Leadership

Course Content

(Credits-4)

Unit I: Human Resource Management

- Meaning and Scope of HRM in Public Sector
- Recruitment and Selection Process
- Training and Development
- Performance Appraisal System

Unit II: Civil Services in India

- Role of Civil Services
- UPSC and State Public Service Commissions
- Code of Conduct and Ethics
- Administrative Reforms in Personnel System

Unit III: Leadership in Administration

- Meaning and Types of Leadership
- Leadership Theories
- Motivation in Public Organizations
- Communication in Administration

Unit IV: Organizational Behaviour

- Group Dynamics
- Conflict Management
- Organizational Culture
- Change Management

Paper 7: E-Governance, Accountability and Public Service Delivery

Course Content

(Credits-4)

Unit I: E-Governance

- Meaning and Evolution
- Models of E-Governance (G2C, G2G, G2B)
- ICT in Administration
- Digital India Initiative

Unit II: Transparency and Accountability

- Right to Information Act (RTI)
- Citizen Charter
- Social Audit
- Role of Civil Society

Unit III: Public Service Delivery

- Concept of Service Delivery
- Mechanisms for Service Delivery
- Grievance Redressal Systems
- Citizen-Centric Governance

Unit IV: Challenges and Reforms

- Digital Divide
- Cyber Security in Governance
- Administrative Reforms in Service Delivery
- Innovation in Governance

Paper 8: Contemporary Public Policy Issues and Project Work

Course Content

Unit I: Emerging Policy Issues

- Poverty and Inequality
- Unemployment and Skill Development
- Education and Health Policy
- Environmental Governance

Unit II: Globalization and Governance

- Impact of Globalization on Policy
- Sustainable Development Goals (SDGs)
- Climate Change Policies
- International Cooperation

Unit III: Sectoral Policy Areas

- Agriculture Policy
- Urban Development Policy
- Social Welfare Schemes
- Infrastructure Development

Unit IV: Project Work

- Research Methodology Basics
- Data Collection and Analysis
- Report Writing
- Field-Based Project on Public Policy Issue

Course Outcome

- Demonstrate a strong understanding of the foundations, scope, and evolution of Public Administration as a discipline.
- Analyze classical, behavioral, and modern administrative theories and apply them in governance situations.
- Explain the contributions of major administrative thinkers and evaluate their relevance in contemporary administration.
- Understand the concepts, processes, and techniques of public policy formulation, implementation, and evaluation.

12. CREATIVE WRITING AND CONTENT DEVELOPMENT

Course objective:

Develop advanced proficiency in English language mechanics, including grammar, syntax, vocabulary, and stylistic clarity for effective academic and professional communication. Understand and apply essential narrative techniques across fiction, creative non-fiction, and poetry, fostering creativity and expressive writing skills. Acquire the skills required for digital writing, including web content development, audience engagement, and platform-specific communication strategies.

Contents

SEMESTER I: FOUNDATIONS OF WRITING AND STORYTELLING

Paper 1: The Mechanics of Good Writing

Unit I: Advanced Grammar and Syntax Patterns

- Parts of speech and sentence formation
- Types of sentences and sentence patterns
- Tense consistency and subject–verb agreement
- Active and passive voice
- Direct and indirect speech
- Common grammatical errors and correction

Unit II: Punctuation for Clarity, Emphasis, and Rhythm

- Use of commas, semicolons, colons, and dashes
- Apostrophes, quotation marks, and parentheses
- Punctuation in academic and professional writing
- Punctuation for emphasis and readability
- Common punctuation errors
- Editing exercises

Unit III: Vocabulary Precision and Contextual Usage

- Appropriate word choice and diction
- Synonyms, antonyms, and contextual meanings
- Formal and informal vocabulary
- Idioms and phrases in writing
- Avoiding repetition and redundancy
- Vocabulary enrichment exercises

Unit IV: Coherence, Cohesion, and Logical Flow in Writing 25 Marks

- Unity and organization in writing
- Paragraph structure and development
- Use of transitions and linking devices
- Maintaining clarity and consistency
- Revision and editing for coherence

Paper 2: The Writing Process and Authorial Voice

Unit I: Idea Generation through Brainstorming and Conceptual Mapping

- Techniques of brainstorming and free writing
- Mind mapping and conceptual mapping
- Identifying themes and central ideas
- Creative thinking and idea expansion
- Practice exercises on topic development

Unit II: Structuring Narratives through Logical Sequencing and Outlining

- Principles of narrative structure
- Logical sequencing of events and ideas
- Preparing outlines and writing frameworks
- Introduction, body, and conclusion development
- Narrative planning exercises

Unit III: The Drafting Process and Techniques of Revision

- Stages of the drafting process
- Self-editing and peer-review methods
- Revising for clarity, coherence, and accuracy
- Proofreading techniques
- Practical revision exercises

Unit IV: Development of Authorial Voice and Adaptation of Tone

- Understanding authorial voice in writing
- Tone and style in different contexts
- Formal, informal, academic, and creative tones
- Writing for different audiences and purposes
- Consistency in voice and expression
- Exercises on tone adaptation and stylistic variation

Paper 3: Elements of Creative Writing

Unit I: Fiction including Plot Construction, Characterization, and Dialogue

- Elements of fiction writing
- Plot structure and story development
- Creation of characters and characterization techniques
- Types of characters in fiction
- Writing effective dialogue
- Short fiction writing exercises

Unit II: Creative Non-Fiction including Personal Essays and Memoir Writing

- Introduction to creative non-fiction
- Personal essay writing
- Memoir and autobiographical writing
- Narrating real experiences creatively
- Reflection and personal voice in writing
- Practice exercises on life-writing

Unit III: Descriptive Writing, Imagery, and Sensory Detail

- Techniques of descriptive writing
- Use of imagery in creative expression
- Sensory details and observation skills
- Creating mood and atmosphere
- Writing descriptions of people, places, and events
- Descriptive writing exercises

Unit IV: Introduction to Poetry including Meter, Rhythm, and Figurative Language

- Basics of poetry writing
- Meter, rhythm, and rhyme patterns
- Figurative language: simile, metaphor, personification, etc.
- Sound devices in poetry
- Writing simple poems and poetic lines
- Appreciation and analysis of poems

Paper 4: Integrity and Ethics in Writing

Unit I: Understanding Plagiarism and its Academic and Legal Implications

- Meaning and types of plagiarism
- Academic and professional dishonesty in unethical writing practices and its consequences
- Legal implications of copied content
- Methods of avoiding plagiarism
- Use of plagiarism detection tools

Unit II: Citation Practices and Acknowledgment of Sources

- Importance of citation and acknowledging sources in academic and professional writing
- Basics of MLA, APA, and Chicago styles
- Quoting, paraphrasing, and summarizing
- Reference lists and bibliography preparation
- Practice exercises on citation formats

Unit III: Intellectual Property Rights and Copyright Laws

- Introduction to intellectual property rights
- Basics of copyright laws
- Ownership and protection of creative works
- Fair use and permissions
- Copyright issues in digital content
- Case studies related to copyright and writing

Unit IV: Ethical Considerations in Creative and Commercial Writing

- Ethics in creative and professional writing
- Representation, sensitivity, and responsible storytelling
- Bias, misinformation, and authenticity in writing
- Ethical issues in advertising and content creation
- Confidentiality and responsible communication
- Discussion and analysis of ethical writing situations

SEMESTER II: DIGITAL WRITING AND PROFESSIONAL PRACTICE **16 Credits**

Paper 5: Writing for Digital Platforms

Unit I: Principles of Web Writing

- Features of online writing
- Writing for websites and blogs
- Readability and scannable content
- Use of headings and hyperlinks
- Writing concise digital content
- Basics of audience engagement online

Unit II: Writing for Social Media

- Writing for different social media platforms
- Creating posts, captions, and short-form content
- Tone and style in social media communication
- Audience interaction and engagement strategies

- Digital trends and communication practices
- Responsible social media writing

Unit III: User Experience Writing and Interface Communication

- Introduction to UX writing
- Writing interface instructions and prompts
- Clarity in digital communication
- Microcopy and user guidance
- Accessibility and user-friendly language
- Writing for apps and digital platforms

Unit IV: Audience Analysis and Digital Reading Behavior

- Understanding online audience behaviour
- Digital reading habits and patterns
- Content adaptation for target audiences
- Engagement and readability strategies
- User response and interaction analysis
- Writing for diverse digital audiences

Paper 6: Strategic and Persuasive Writing

Unit I: Rhetorical Strategies and Principles of Persuasion

- Introduction to persuasive writing
- Rhetorical appeals: ethos, pathos, and logos
- Techniques of persuasion in communication
- Audience awareness and influence
- Persuasive language and tone
- Analysis of persuasive texts

Unit II: Crafting Effective Headlines and Introductions

- Importance of headlines and opening lines
- Techniques for attention-grabbing introductions
- Writing hooks and lead paragraphs

- Clarity and impact in openings
- Headlines for digital and print media
- Practice exercises in headline writing

Unit III: Structuring Content for Clarity and Impact

- Organizing persuasive content effectively
- Logical sequencing and flow of ideas
- Use of evidence and supporting details
- Writing conclusions and calls to action
- Maintaining coherence and readability
- Editing persuasive content for impact

Unit IV: Introduction to Search Engine Optimization and Keyword Strategy

- Basics of SEO writing
- Keywords and search visibility
- Writing user-focused digital content
- Placement of keywords naturally
- Headlines and meta descriptions
- Ethical practices in SEO writing

Paper 7: Technology and the Writing Process

Unit I: Tools for Editing, Proofreading, and Style Enhancement

- Introduction to digital writing tools
- Grammar and spell-checking software
- Editing and proofreading techniques
- Style enhancement tools and applications
- Collaborative writing platforms
- Practical exercises using editing tools

Unit II: Role of Artificial Intelligence in Content Creation

- Introduction to AI-assisted writing
- AI tools for content generation
- AI in research and drafting
- Advantages and limitations of AI writing
- Human creativity and machine assistance
- Case studies on AI-generated content

Unit III: Prompt Design for Research, Ideation, and Structuring

- Basics of prompt writing
- Designing prompts for idea generation
- Prompts for research and outlining
- Refining prompts for better results
- Structuring content with AI assistance
- Practice exercises in prompt creation

Unit IV: Ethical Use of Artificial Intelligence

- Ethics of AI-assisted writing
- Authenticity and originality in AI content
- Bias and misinformation in AI systems
- Responsible use of AI tools
- Academic and professional concerns
- Guidelines for ethical AI usage

Paper 8: Professional Portfolio and Career Development

Unit I: Writing for Corporate, Media, and Freelance Contexts

- Professional writing in workplace settings
- Writing for media and communication industries
- Basics of freelance writing
- Writing emails, proposals, and professional content

- Adapting writing for different industries
- Professional communication exercises

Unit II: Pitching Ideas, Client Interaction, and Project Management

- Techniques for pitching writing ideas
- Communication with clients and editors
- Managing deadlines and writing projects
- Negotiation and professional etiquette
- Teamwork and collaborative projects
- Practical exercises in project planning

Unit III: Portfolio Development and Personal Branding

- Importance of a professional portfolio
- Selecting and organising writing samples
- Resume and profile writing
- Building a personal brand as a writer
- Online presence and networking
- Portfolio presentation techniques

Unit IV: Capstone Project involving Submission of a Comprehensive Writing Portfolio

- Preparation of a final writing portfolio
- Compilation of academic, creative, and professional writing
- Editing and presentation of portfolio materials
- Reflective writing on learning outcomes
- Portfolio review and feedback
- Final submission and presentation

Course Outcome

- Demonstrate advanced proficiency in writing across creative, academic, professional, and digital platforms, producing clear, coherent, and audience-oriented content.
- Apply narrative, stylistic, and rhetorical techniques effectively in fiction, creative non-fiction, poetry, web writing, and professional communication contexts.
- Develop strong editing, proofreading, analytical, and revision skills in accordance with professional and industry standards.
- Exhibit ethical and responsible writing practices, including awareness of plagiarism, intellectual property rights, citation conventions, and the appropriate use of digital and artificial intelligence tools.

13. APPLIED ECONOMICS & DATA ANALYTICS

Course objective:

- Develop a comprehensive understanding of applied economics and quantitative decision-making.
- Understand economic theories and their practical applications in business, finance, and public policy.
- Apply statistical and econometric techniques for economic and business analysis.
- Acquire practical skills in data collection, cleaning, management, and interpretation.
- Develop competency in software tools such as Excel, SPSS, SQL, Python, R, and Power BI/Tableau.

Contents

SEMESTER-I: FOUNDATIONAL AND ANALYTICAL CONCEPTS

PAPER-1: PRINCIPLES OF APPLIED ECONOMICS

Course Content

Unit-I: Foundations of Applied Economics

Meaning, Nature and Scope of Applied Economics, Microeconomics and Macroeconomics, Economic Systems, Economic Development and Growth, Contemporary Economic Issues

Unit-II: Consumer and Producer Behaviour

Demand and Supply Analysis, Elasticity of Demand, Consumer Behaviour and Utility Analysis, Production Function, Cost and Revenue Analysis

Unit-III: Market and National Income

Market Structures, National Income Concepts, Inflation and Unemployment, Fiscal and Monetary Policy

Unit-IV: Indian Economy and Sustainable Development

Structure of Indian Economy, Agriculture, Industry and Service Sector, Digital Economy, Sustainable Development Goals (SDGs)

PAPER-2: STATISTICS FOR ECONOMICS AND BUSINESS

Course Content

Unit-I: Introduction to Statistics

Meaning and Importance of Statistics, Collection of Data, Classification and Tabulation, Diagrammatic and Graphical Representation

Unit-II: Descriptive Statistics

Measures of Central Tendency, Measures of Dispersion, Skewness and Kurtosis

Unit-III: Correlation and Regression

Correlation Analysis, Simple Regression, Multiple Regression Basics, Time Series Analysis

Unit-IV: Sampling and Hypothesis Testing

Probability Concepts, Sampling Techniques, Hypothesis Testing, Chi-square Test and t-Test

PAPER-3: COMPUTER APPLICATIONS AND DATA MANAGEMENT

Course Content

Unit-I: Basics of Computer Applications

Fundamentals of Computers, Operating Systems, MS Office Applications, Internet and Cloud Computing

Unit-II: Advanced Excel

Data Cleaning, Formulas and Functions, Pivot Tables, Dashboard Preparation

Unit-III: Database Management

Introduction to Database Systems, DBMS Concepts, SQL Basics, Data Storage and Retrieval

Unit-IV: Data Visualization

Charts and Graphs, Power BI/Tableau Basics, Data Presentation Techniques, Report Preparation

PAPER-4: RESEARCH METHODOLOGY AND DATA COLLECTION TECHNIQUES

Course Content

Unit-I: Introduction to Research

Meaning and Objectives of Research, Types of Research, Research Ethics

Unit-II: Research Design

Research Problem Formulation, Hypothesis Formulation, Sampling Design, Questionnaire Design

Unit-III: Data Collection Methods

Primary Data, Secondary Data, Survey Method, Interview and Observation Methods

Unit-IV: Report Writing

Research Report Structure, Citation and Referencing, Bibliography Preparation, Research Proposal Writing

SEMESTER-II: ADVANCED ANALYTICS & PRACTICAL APPLICATIONS

PAPER-5: ECONOMETRICS AND PREDICTIVE ANALYTICS

Course Content

Unit-I: Introduction to Econometrics

Meaning and Scope, Regression Models, Assumptions of Regression

Unit-II: Econometric Techniques

Multiple Regression, Dummy Variable Models, Heteroscedasticity and Multicollinearity

Unit-III: Forecasting Techniques

Trend Analysis, Time Series Forecasting, Moving Average and Exponential Smoothing

Unit-IV: Predictive Analytics

Introduction to Machine Learning, Classification and Prediction, Economic Forecasting Applications

PAPER-6: DATA ANALYTICS USING PYTHON/R

Course Content

Unit-I: Introduction to Python/R

Basics of Programming, Data Types and Variables, Functions and Libraries

Unit-II: Data Manipulation

Data Import and Export, Data Cleaning, Data Transformation

Unit-III: Data Visualization

Charts and Graphs, Statistical Visualization, Dashboard Basics

Unit-IV: Analytics Applications

Predictive Models, Classification Techniques, Analytics in Economics and Business

PAPER-7: BUSINESS AND FINANCIAL ANALYTICS

Course Content

Unit-I: Business Analytics

Introduction to Business Analytics, Business Intelligence, Decision-Making Models

Unit-II: Financial Analytics

Financial Statement Analysis, Ratio Analysis, Investment Analysis

Unit-III: Marketing and Consumer Analytics

Consumer Behaviour Analytics, Market Research, Customer Segmentation

Unit-IV: Risk and HR Analytics

Risk Analysis, HR Analytics, Organizational Performance Analytics

PAPER-8: PROJECT WORK AND VIVA VOCE

Course outcome:

- Understand the fundamental concepts of applied economics, business environment, and quantitative decision-making.
- Apply microeconomic and macroeconomic theories in analyzing real-world economic and business issues.

- Use statistical tools and techniques for data analysis, interpretation, and business decision-making.
- Demonstrate practical knowledge of computer applications, database management, and data visualization tools.
- Design research studies and apply appropriate data collection methods for academic and business research.

IMPORTANT DATES AND LINK

Starting date of Application cum Admission	22 nd July, 2026
Last date of Application cum Admission	15 th September, 2026
Fees and mode of Payments	Online/ NEFT/ Bank Challan
Link for Admission	https://forms.gle/T5YbxFheXoVA5fTaA

Account Details:

ACCOUNT NAME	DIPLOMA COURSE, CDOE
Account Number	551010210000218
IFSC Code	BKID0005510