



## ISLAMIAH WOMEN'S ARTS AND SCIENCE COLLEGE

Permanently Affiliated to Thiruvalluvar University  
Recognized by UGC under sections 2(f) and 12(B) of the UGC Act 1956  
Accredited with "B" Grade by NAAC

Approved by the Government of Tamil Nadu  
Phone:04174-235266 Email: principalwsc@gmail.com  
www.islamiahwomensartsandsciencecollege.com

1.2.1 Number of Certificate/Value added courses offered and online courses of MOOCs, SWAYAM, NPTEL etc. where the students of the institution have enrolled and successfully completed during the last five years) &

1.2.2 Percentage of students enrolled in Certificate/Value added courses and also completed online courses of MOOCs, SWAYAM, NPTEL etc. as against the total number of students during the last five years.

**2021-2022**

S.No	Name of Certificate/ Value added course offered and online courses of MOOCs, SWAYAM, NPTEL etc. where the students of the institution have enrolled and successfully completed	Proof
01	Tally -ERP 09 with GST	<a href="#">Link</a>
02	Digital Marketing	<a href="#">Link</a>
03	Accounting, Taxes and Tally	<a href="#">Link</a>
04	Computer Fundamentals (CEC)	<a href="#">Link</a>
05	Soft Skill Development (NPTEL)	<a href="#">Link</a>
06	BioMedical NanoTechnology (NPTEL)	<a href="#">Link</a>
07	Immunology (CEC)	<a href="#">Link</a>

08	Android Mobile Application Development (IGNOU)	<a href="#">Link</a>
09	Sales and Distribution Management (NPTEL)	<a href="#">Link</a>
10	Global Marketing Management	<a href="#">Link</a>
11	Leadership	<a href="#">Link</a>
12	Online Softskills Training on Interview Readiness	<a href="#">Link</a>



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Accredited by NAAC with "B" Grade

Maintained and Managed by The Vaniyambadi Muslim Educational Society)

#10, Bye-Pass Road, New Town, Vaniyambadi - 635 752. Tirupattur Dist. Tamil Nadu.

Telefax : +91 4174 - 235 266,

E-mail : [principaliwc@gmail.com](mailto:principaliwc@gmail.com)

Date: 21.04.2022

## CIRCULAR

This is to inform you all, the Department of Business Administration organizes a certificate course on "TALLY ERP 9 WITH GST". The course will be started from 07/05/2022 onwards. The classes will be conducted (60 hours, per day 4 hours) on every week of Saturday from 9.30am to 11.30am and 12.00pm to 2.00pm. Whoever interested to pay Rs. 2500 as course fee on or before 07/05/2022. Can enroll your name to course co-ordinator Dr. Indra, HOD, BBA.

Venue: Language Lab

Time: 9.30am to 11.30am and 12.00pm to 2.00pm

Day: Saturday

(By Order)

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PRINCIPAL



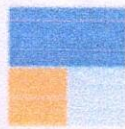
*Tally*

POWER OF SIMPLICITY

**ISLAMIAH WOMEN'S  
ARTS AND SCIENCE  
COLLEGE, VANIYAMBADI**



*Inauguration*



TallyPrime

Essentials

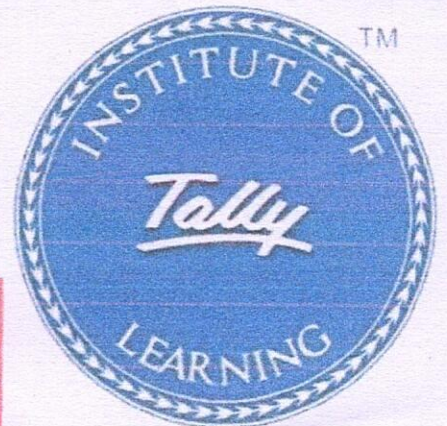
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**VIS EDUCATION AND TRAINING  
COMPANY**

**MAY-6, 2022 • 10:30 A.M.**



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grade.*

**DEPARTMENT OF BUSINESS ADMINISTRATION**  
*Organizes Orientation & Inauguration Program on*

# Tally

**ERP.9 WITH GST**

**RESOURCE PERSON**  
**S. ILAKKIYA**  
Tally Co-ordinator  
V.I.S. Education &  
Training Centre, Vellore

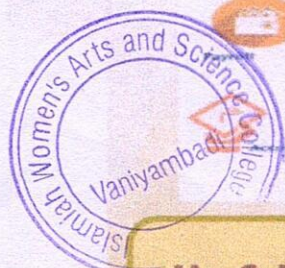
**Date:**  
06.05.2022

**Time: 10:00**  
am

**Venue:**  
Seminar Hall



*[Signature]*  
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AND SCIENCE COLLEGE  
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**Mr. C. KHAISER AHMED**  
Secretary & Correspondent

**Dr. M. RENU**  
Principal

**Dr. K. INDRA**  
Convener



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Phone: 04174 – 235266

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**TALLY ERP 09 WITH GST**

**SYLLABUS-2020-2021**

- Introduction to tally ERP 9
- Installing license server of tally ERP 9
- Selection of a company
- Taxation
- Online Taxation Return
- Data path – tally ERP9 companies
- Gateway of user and tally interface
- Application of security control
- Changing tally vault
- Backup restore
- Tally audit features

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Telefax : +91 4174 - 235 266, E-mail : principaliwc@gmail.com

## CIRCULAR

IWC/CIR/119/21-22

30.11.2021

This is to inform you that Department of Commerce (Computer Applications) is conducting Certificate Course on "Digital Marketing", through online Mode. The Course consists of 40 Hours duration, 5 Modules and Assessment. No Course fee. Interested students can contact Dr.B.Manjula, HOD/B.Com [CA] for registration.

The course planned to start from 1<sup>st</sup> week of December 2021.

By order



Copy to:

1. Secretary and Correspondent
2. Advisor Sir
3. Heads of the Department

PRINCIPAL

*[Handwritten Signature]*  
Principal 30/11/21

Islamiah Women's Arts and Science College  
Vaniyambadi - 635 752.

*[Handwritten Signature]*



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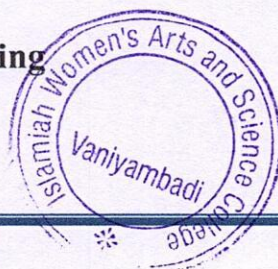
**DEPARTMENT OF COMMERCE (COMPUTER APPLICATION)**

**DIGITAL MARKETING**

**SYLLABUS-2021-2022**

- **Introduction To Digital Marketing**
- **Website Planning & Analysis**
- **Search Engine Optimization**
- **Content Marketing & Blogging**
- **Search Engine Marketing**
- **Online Reputation Management**
- **Social Media Marketing**
- **Affiliate Marketing**
- **Generative AI in digital marketing**
- **Email Marketing**
- **Google Tag Manager**
- **Influencer Marketing**
- **Display Advertising**
- **Automation Video Advertising**

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- **Growth Hacking**
- **E-Commerce Marketing**
- **Web Analytics**
- **Mobile Marketing**



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## CIRCULAR

IWC/CIR/203/21-22

02.03.2022

This is to inform you that Department of Commerce (Computer Applications) is going to conduct Value Added Course on "Accounting Taxes and Tally" in association with Naandi Foundation . All the Final year students are inviting to participate in the course. The course consists of 26 hours. No registration fee. Interested students can contact Dr.B.Manjula, HOD/ B.Com (CA) for registration.

The Course scheduled to commence from 9<sup>th</sup> March 2022.

By Order

Copy to:

1. Secretary and Correspondent
2. Advisor Sir
3. Head of the Department



PRINCIPAL

*[Handwritten Signature]*  
Principal

Islamiah Women's Arts and Science College  
Vaniyambadi - 635 752.

*[Handwritten Signature]*  
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**DEPARTMENT OF COMMERCE (COMPUTER APPLICATION)**

**ACCOUNTING TAXES AND TALLY**

**SYLLABUS-2021-2022**

- ◆ Accounting Fundamentals
- ◆ Company Formation
- ◆ Principles of Taxation
- ◆ Data Synchronization
- ◆ Stock Analysis and Transfer
- ◆ Sales and Purchase Order Processing
- ◆ Goods and Services Tax
- ◆ Cost Categories and Centers
- ◆ Understanding VAT and Excise Duty
- ◆ TDS and its Calculation



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# SYLLABUS - COMPUTER FUNDAMENTALS

Course Status :

Completed  
(<https://swayam.gov.in/>)Elective  
([https://swayam.gov.in/nc\\_details/CEC](https://swayam.gov.in/nc_details/CEC))

Course Type :

Duration : About Swayam (<https://swayam.gov.in/about>) | All Courses | 0Category :  
◦ Computer Science and Engineering

Credit Points : 4

Level : Undergraduate

Start Date : 28 Jul 2022

End Date : 31 Oct 2022

Enrollment Ends : 15 Sep 2022

Exam Date :

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([https://www.addtoany.com/share?url=https%3A%2F%2Fonlinecourses.swayam2.ac.in%2Fcec22\\_cs14%2Fpreview&title=Computer%20Fundamentals%20-%20Course](https://www.addtoany.com/share?url=https%3A%2F%2Fonlinecourses.swayam2.ac.in%2Fcec22_cs14%2Fpreview&title=Computer%20Fundamentals%20-%20Course))

**Page Visits**

111314

## Course layout

### Weeks Weekly Lecture Topics

Week 1 Introduction to Computer : Functional Block Diagram

Computer : History and Development

Evolution of Computer

An Introduction to Computer

Week 2 Overview of Computer : Input Devices, Part-1

Overview of Computer : Input Devices, Part-2

Overview of Computer : Input Devices, Part-3

Overview of Computer : Output Devices, Part-1


Week 3 Overview of Computer : Output Devices, Part-2

Computer : Audio Input and Output Devices

Computer : An Introduction to Storage Device

Permanent Storage Devices - An Overview of Computer



  
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An Overview of Computer

Computer : Memory


[\(https://swayam.gov.in/\)](https://swayam.gov.in/)

 [\(https://swayam.gov.in/nc\\_details/CEC\)](https://swayam.gov.in/nc_details/CEC)

Week 4 Computer : Working of CPU

[About Swayam \(https://swayam.gov.in/about\)](https://swayam.gov.in/about) | All Courses |

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Computer : Working of 8088 CPU

Evolution and Development of Microprocessors, Part-1

Evolution and Development of Microprocessors, Part-2

Cooling Mechanism of Computer Components

Computer : Components of Motherboard

Computer : Cabinet, Power Supply &amp;UPS

Week 5 Micro-Programming, Part-1

Micro-Programming, Part-2

Central Processing Unit : Interrupt, Part-1

Central Processing Unit : Interrupt, Part-2

Device Driver, Part- 1

Device Driver, Part- 2

Week 6 Internet : An Introduction

An Introduction to Computer - Networking

Multimedia, Basic Elements

Multimedia System

Overview of Computer Hardware &amp; Software

Week 7 Operating System Softwares

Computer Softwares - Application Software

An Introduction to Computer - Operating System

Operating System : Utility Software Tools

Disk Operating System, Part-1

Week 8 Disk Operating System, Part-2

Disk Operating System, Part-3

Flow Charts &amp; Programs

Basics of Linker &amp; Loader

Assembly Language &amp; Assembler

Introduction to Compilers

Debugger Software

Computer Software : Editor Part 1

Week 9 Computer Software :Editor Part 2

Simulator

Emulator

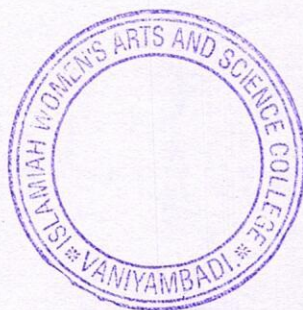
Programming Languages


Control Panel Settings

Week 10 Instruction Set of 8086/8088 Microprocessor Part 1

Instruction Set of 8086/8088 Microprocessor Part 2

Instruction Set of 8086/8088 Microprocessor Part 3



  
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Instruction Set of 8

Instruction Set of 8



Processor Part 4

[\(https://swayam.gov.in/\)](https://swayam.gov.in/)

[https://swayam.gov.in/nc\\_details/CEC](https://swayam.gov.in/nc_details/CEC)

Week 11 Keyboard Controller

Interrupt &amp; DMA Controller

Clock Generator &amp; Bus Controller

Math Co-processor

Hard Disk Drive and Controller

Week 12 Display Controller

Serial Interface Part-1

Serial Interface, Part-2

Parallel Interface &amp; Printer Port

Universal Serial Bus (USB)

## Books and references

- Tanenbaum A.S.: Structured Computer Organization, EEE, Prentice hall India, 5th Edition.
- Stallings W.: Computer Organization & Architecture, Prentice hall India, 5th Edition.
- Rajaraman V.: Fundamentals of Computers, EEE, Prentice Hall India.
- Kamra A. and Bhambri P (2008): Computer Peripherals and Interfaces, Technical Publication, Pune.
- "IBM PC and Clones- hardware Troubleshooting & Maintenance", B. Govindrajalu, Tata McGraw Hill.
- "The Complete PC Upgrade and Maintenance Guide", 16th edition, Mark Minasi, Wiley India.
- "Hardware Bible, Premier Edition", Winn L Rosch, Techmedia.


## Instructor bio



**Prof. Sanjay Tanwani**

Devi Ahilya Viswavidyalaya, Indore

Prof. Sanjay Tanwani, Professor & Head, School of Computer Science & Information Technology, Devi Ahilya Vishwavidyalaya, Indore, has experience of 30 years in teaching, research and programming. He also worked in industry, done consultancy & development work for package based software like 'Thermal Simulation of buildings' and contributed in the development of various softwares, like examination system, payroll system, and entrance examinations for the Devi Ahilya Vishwavidyalaya, Indore.

  
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# SYLLABUS - SOFT SKILL DEVELOPMENT

[RETURN TO HOME PAGE](#)

INTENDED AUDIENCE : (https://swayam.gov.in/), (https://swayam.gov.in/course-details/NPTEL), No restrictions, ideally after class

About Swayam (https://swayam.gov.in/about) | All Courses |

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PREREQUISITES : Basic knowledge in communication and a good understanding of English

INDUSTRY SUPPORT : All industries where soft skills are important will recognize the relevance of this course

## Summary

Course Status :	Completed
Course Type :	Elective
Duration :	8 weeks
Category :	<ul style="list-style-type: none"> <li>Humanities and Social Sciences</li> </ul>
Credit Points :	2
Level :	Undergraduate/Postgraduate
Start Date :	24 Jan 2022
End Date :	18 Mar 2022
Enrollment Ends :	07 Feb 2022
Exam Date :	27 Mar 2022 IST

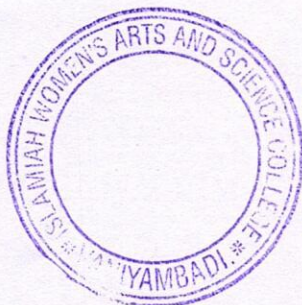
Note: This exam date is subjected to change based on seat availability. You can check final exam date on your hall ticket.

This is an AICTE approved FDP course

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[\(/#whatsapp\)](#)

(https://www.addtoany.com/share?url=https%3A%2F%2Fonlinecourses.nptel.ac.in%2Fnoc22\_hs07%2Fpreview&title=Soft%20Skill%20Development%20-%20Course)

## Course layout



### Week 1:

Communication skills 1: The basics

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**Topics to be cov**

(<https://swayam.gov.in/>)



([https://swayam.gov.in/nc\\_details/NPTEL](https://swayam.gov.in/nc_details/NPTEL))

i. Understanding the communicative environment-I

ii. Understanding the communicative environment-II

iii. What to listen for and why

iv. When to speak and how

v. Starting and sustaining a conversation

**Week 2:**

Communication skills 2 : Presentation and interaction

**Topics to be covered:**

i. What to present and how – I

ii. What to present and how – II

iii. Multimedia presentation: Understanding the basics

iv. Communication styles

v. Speaking in groups

**Week 3:**

Communication skills 3: Visual, nonverbal and aural communication

**Topics to be covered:**

i. The world of visual culture

ii. Visual perception

ii. The aural: Its relevance and impact

iv. The body and the way it communicates

v. The face, its expressions and what it says

**Week 4:**

Interpersonal communication 1: Individuals, groups and cultures

i. Building Relationships

ii. Understanding Group Dynamics- I

iii. Understanding Group Dynamics- II

iv. Groups, Conflicts and their Resolution

v. Social Network, Media and Extending Our Identities

**Week 5:**

Interpersonal communication 2: Emotional and social skills

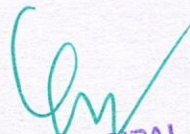
**Week 6:**

Developing key traits 1: Creativity, critical thinking and problem solving

**Week 7:**

Developing key traits 2: Motivation, persuasion, negotiation and leadership



  
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- i. Motivating oneself (<https://swayam.gov.in/>)
- ii. The art of persuasion ([https://swayam.gov.in/nc\\_details/NPTEL](https://swayam.gov.in/nc_details/NPTEL))
- iii. The art of persuasion II
- iv. From persuasion to negotiation
- v. Leadership and motivating others

About Swayam (<https://swayam.gov.in/about>) | All Courses |

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**Week 8:**

Essential and vocational skills: survival strategies

- i. Managing time
- ii. Managing stress
- iii. Resilience
- iv. Work-life balance
- v. Applying soft-skills to workplace

**Books and references**

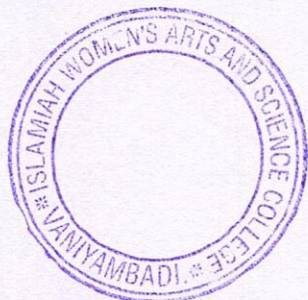
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**Instructor bio**



**Prof. Priyadarshi Patnaik**

Priyadarshi Patnaik is a Professor of English and Communication in the Department of Humanities & Social Sciences, IIT Kharagpur. He is also the Secretary, Nehru Museum of Science and Technology, IIT Kharagpur, and Rector's Nominee, Technology Students Gymkhana, IIT Kharagpur. His areas of research include Visual communication, Music and emotion, Communication and culture, Media communication, Translation, and Digital humanities. He has authored and edited more than 14 volumes of text, reference, and creative work. He has a number of research papers, translations, poems, short stories, illustrations and photographs in many national and international journals. He is currently one of the Co-PIs involved with a number of cultural and heritage projects under the MHRD Mega-Project, SandHI.



  
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# SYLLABUS - BIOMEDICAL NANOTECHNOLOGY

## PRE-REQUISITES



in biology.

[\(https://swayam.gov.in/\)](https://swayam.gov.in/) [\(https://swayam.gov.in/nc\\_details/NPTEL\)](https://swayam.gov.in/nc_details/NPTEL)

## Summary

About Swayam (<https://swayam.gov.in/about>) | All Courses |

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Course Status :	Completed
Course Type :	Elective
Duration :	4 weeks
Category :	<ul style="list-style-type: none"> <li>o Biological Sciences &amp; Bioengineering</li> <li>o Bioengineering</li> </ul>
Credit Points :	1
Level :	Undergraduate/Postgraduate
Start Date :	22 Aug 2022
End Date :	16 Sep 2022
Enrollment Ends :	22 Aug 2022
Exam Date :	29 Oct 2022 IST

Note: This exam date is subjected to change based on seat availability. You can check final exam date on your hall ticket.

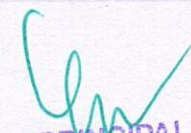
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## Course layout

  
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**Week 1:** Introduction to nano, Nano-biomimicry, Synthesis of nanomaterials by physical and chemical methods, Synthesis of nanomaterials by biological methods, Characterisation of nanomaterials.

**Week 2:** DNA nanotechnology, Protein & glyco nanotechnology, Lipid nanotechnology, Bio-nanomachines, Carbon nanotube and its bio-applications.

**Week 3:** Nanomaterials for cancer diagnosis, Nanomaterials for cancer therapy, Nanotechnology in tissue engineering, Nano artificial cells, Nanotechnology in organ printing.

**Week 4:** Nanotechnology in point-of-care diagnostics, Nanopharmacology & drug targeting, Cellular uptake mechanism of nanomaterials, In vitro methods to study antibacterial and anticancer properties of nanomaterials, Nanotoxicology.



# SYLLABUS - IMMUNOLOGY

INTENDED AU

[\(https://swayam.gov.in/\)](https://swayam.gov.in/) [\(https://swayam.gov.in/nc\\_details/NPTEL\)](https://swayam.gov.in/nc_details/NPTEL)

PREREQUISITES: Biochemistry, Microbiology, Cell and molecular biology

[About Swayam \(https://swayam.gov.in/about\)](https://swayam.gov.in/about) | [All Courses |](#)

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INDUSTRIES SUPPORT : Biologics, Biopharma Industry, Vaccine industry

## Summary

Course Status :	Completed
Course Type :	Core
Duration :	12 weeks
Category :	<ul style="list-style-type: none"> <li>◦ Biological Sciences &amp; Bioengineering</li> <li>◦ Biosciences</li> </ul>
Credit Points :	3
Level :	Undergraduate
Start Date :	25 Jul 2022
End Date :	14 Oct 2022
Enrollment Ends :	08 Aug 2022
Exam Date :	29 Oct 2022 IST


Note: This exam date is subjected to change based on seat availability. You can check final exam date on your hall ticket.

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[\(https://www.addtoany.com/share?url=https%3A%2F%2Fonlinecourses.nptel.ac.in%2Fnoc22\\_bt40%2Fpreview&title=Immunology%20-%20Course\)](https://www.addtoany.com/share?url=https%3A%2F%2Fonlinecourses.nptel.ac.in%2Fnoc22_bt40%2Fpreview&title=Immunology%20-%20Course)



## Course layout

  
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**Week 1:** Introduction to immune System, Immune cell types, Hematopoiesis, B and T lymphocytes, NK cells, Lymphoid organs (primary and secondary)

**Week 2:** Features of/introduction to inflammation, Adaptive immune system, Innate Immune system

**Week 3:** Antibody structure, Generation of antibody diversity

**Week 4:** Generation of antibody diversity and TCR rearrangement

**Week 5:** Major histocompatibility complex, Antigen presentation, APCs



**Week 6:** Immunology; ELISA (Sandwich), Immuno-blotting, flow cytometry.

**Week 7:** T-cell mediated immunity, cell-mediated immunity, T cell subtypes: Th1, Th2, Th17, Tregs etc. [https://swayam.gov.in/nc\\_details/NPTEL](https://swayam.gov.in/nc_details/NPTEL)

**Week 8:** Humoral immunity, cell-mediated immunity, T cell subtypes: Th1, Th2, Th17, Tregs etc.

**Week 9:** B-cell maturation/activation, BCR signaling, memory B and T cells

**Week 10:** Pro-inflammatory and anti-inflammatory cytokines, cell polarization/Complement activation (classical/alternate), hypersensitivity

**Week 11:** Autoimmunity, host vs graft reaction

**Week 12:** Active immunization Vaccines, Vaccine production, passive immunization, polyclonal and monoclonal antibodies

## Books and references

1. Janeway's Immunobiology by K. Murphy, P. Travers and M. Walport, Publisher: Garland Science.
2. Kuby Immunology Paperback by Thomas J. Kindt, Barbara A. Osborne and Richard Goldsby. Publisher: W. H. Freeman
3. Cellular and Molecular Immunology by Drs. Abul K. Abbas, Andrew H. H. Lichtman, and Shiv Pillai Publisher: Elsevier India

## Instructor bio




**Prof. Sudip Kumar Ghosh**

IIT Kharagpur



Prof. Sudip Kumar Ghosh is a Professor and former Head of the Department of Biotechnology and Prof-in-Charge, Advanced Laboratory for Plant Genetic Engineering, IIT Kharagpur. With a Bachelor degree in Chemistry major and Master degree in Biochemistry, Dr. Ghosh joined the Department of Biochemistry, Bose Institute, as a PhD student in Biochemistry. After his doctoral studies, he did his post doctorate from Harvard University, Boston, USA specializing in Immunology and Molecular Cell Biology. He was a visiting scientist in Harvard University, Boston, USA and visiting faculty in Boston University, Boston, USA. He has joined IIT Kharagpur in the year 2000. He is teaching Immunology and Immunotechnology to B.Tech and M.Tech Students respectively since 2001 at the Department of Biotechnology, IIT Kharagpur. Prof. Ghosh has acquired theoretical knowledge, technical skill and research experience in the fields of Cell and Molecular Biology, Immunology and Biochemistry. He is a fellow of West Bengal Science Academy.



  
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# SYLLABUS - ANDROID MOBILE APPLICATION DEVELOPMENT

Duration :	12 weeks	( <a href="https://swayam.gov.in/">https://swayam.gov.in/</a> )	( <a href="https://swayam.gov.in/nc_details/IGNOU">https://swayam.gov.in/nc_details/IGNOU</a> )
Category :			<ul style="list-style-type: none"> <li>◦ Multidisciplinary</li> </ul>
Credit Points :	About Swayam ( <a href="https://swayam.gov.in/about">https://swayam.gov.in/about</a> )   All Courses	4	0
Level :	Certificate		
Start Date :	01 Sep 2021		
End Date :	31 Jan 2022		
Enrollment Ends :	30 Oct 2021		
Exam Date :			

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([https://www.addtoany.com/share?url=https%3A%2F%2Fonlinecourses.swayam2.ac.in%2Fncu21\\_ge41%2Fpreview&title=Android%20Mobile%20Application%20Development%20-%20Course](https://www.addtoany.com/share?url=https%3A%2F%2Fonlinecourses.swayam2.ac.in%2Fncu21_ge41%2Fpreview&title=Android%20Mobile%20Application%20Development%20-%20Course))

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## Course layout

WEEK	TOPIC
Week-1	Android Software Development, building a sample Android application using Android Studio.
Week-2	Android Project Structure, Android Manifest File and its common settings.
Week-3	Activities, Services, Intents.
Week-4	Permissions, Application resources.
Week-5	Basic User Interface Screen elements, Designing User Interfaces with Layouts.
Week-6	Using Content Providers, Handling Persisting Data.
Week-7	JSON Web Service.
Week-8	Gallery, drawing 2D and 3D Graphics and Multimedia, Drawing and Working with Animation.
Week-9	Networking, Telephony and Location, Android Networking, Web and Telephony API.
Week-10	Search, Location and Mapping, Communication, Identity, Sync and social media.
Week-11	Sensor and Hardware Programming.
Week-12	Publishing Android Application.

# SYLLABUS - SALES AND DISTRIBUTION MANAGEMENT

Duration :	8 weeks		( <a href="https://swayam.gov.in/">https://swayam.gov.in/</a> )		( <a href="https://swayam.gov.in/nc_details/NPTEL">https://swayam.gov.in/nc_details/NPTEL</a> )
Category :	<ul style="list-style-type: none"> <li>Management Studies</li> <li>Marketing</li> </ul>	About Swayam ( <a href="https://swayam.gov.in/about">https://swayam.gov.in/about</a> )   All Courses   0			
Credit Points :	2				
Level :	Undergraduate/Postgraduate				
Start Date :	21 Feb 2022				
End Date :	15 Apr 2022				
Enrollment Ends :	21 Feb 2022				
Exam Date :	23 Apr 2022 IST				

Note: This exam date is subjected to change based on seat availability. You can check final exam date on your hall ticket.

This is an AICTE approved FDP course

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([https://www.addtoany.com/share?url=https%3A%2F%2Fonlinecourses.nptel.ac.in%2Fnoc22\\_mg46%2Fpreview&title=Sales%20And%20Distribution%20Management%20-%20Course](https://www.addtoany.com/share?url=https%3A%2F%2Fonlinecourses.nptel.ac.in%2Fnoc22_mg46%2Fpreview&title=Sales%20And%20Distribution%20Management%20-%20Course))

## Course layout

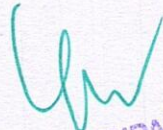
- Week 1 : Introduction to Sales Management
- Week 2 : Determining Sales related Marketing Policies-Sales Organization; Sales Department Relations
- Week 3 : Sales Organization; Sales Department Relations Planning, Sales Forecasting and Budgeting
- Week 4 : Buyer-Seller Dyads Diversity of Personal-selling Situations Theories of Selling
- Week 5 : The Selling Process-Sales Force Management
- Week 6 : Sales Force Management
- Week 7 : Management of Sales Territory & Management of Sales Quota
- Week 8 : The Sales Budget , Sales Control-Distribution Channel Management

## Books and references

Text Books / Basic Material • Sales Management: Decisions, Strategies and Cases, Still, Cundiff & Govoni, Pearson Education.

## Instructor bio



  
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# SYLLABUS - GLOBAL MARKETING MANAGEMENT

## Summary

[\(https://swayam.gov.in/\)](https://swayam.gov.in/) [\(https://swayam.gov.in/nc\\_details/NPTEL\)](https://swayam.gov.in/nc_details/NPTEL)

Course Status :	About Swayam ( <a href="https://swayam.gov.in/about">https://swayam.gov.in/about</a> )   All Courses	0
Course Type :	Elective	
Duration :	8 weeks	
Category :	<ul style="list-style-type: none"> <li>Management Studies</li> <li>Marketing</li> </ul>	
Credit Points :	2	
Level :	Undergraduate/Postgraduate	
Start Date :	21 Feb 2022	
End Date :	15 Apr 2022	
Enrollment Ends :	21 Feb 2022	
Exam Date :	24 Apr 2022 IST	

Note: This exam date is subjected to change based on seat availability. You can check final exam date on your hall ticket.

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([https://www.addtoany.com/share?url=https%3A%2F%2Fonlinecourses.nptel.ac.in%2Fnoc22\\_mg28%2Fpreview&title=Global%20Marketing%20Management%20-%20Course](https://www.addtoany.com/share?url=https%3A%2F%2Fonlinecourses.nptel.ac.in%2Fnoc22_mg28%2Fpreview&title=Global%20Marketing%20Management%20-%20Course))



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## Course layout

**Week 1 :** Globalization, Global Economic Environment

**Week 2 :** Financial Environment, Cultural Issues Buying Behavior, Political/Legal Environment

**Week 3 :** Global Marketing Research, Global Segmentation and Positioning

**Week 4 :** Global Marketing Strategies, Global Market Entry Modes, Global Product Development



**Week 5 :** Marketing Products and Services, Global Pricing

**Week 6 :** Communicating with the World Consumer, Sales Management, Global Logistics and Distribution

**Week 7 :** Export/Import Management, Planning, Organization, and Control of Global Marketing Operations

**Week 8 :** Marketing in Emerging Markets, Global Marketing and the Internet

# SYLLABUS - LEADERSHIP

Summary  (<https://swayam.gov.in/>)  ([https://swayam.gov.in/nc\\_details/NPTEL](https://swayam.gov.in/nc_details/NPTEL))

Course Status [About Swayam](https://swayam.gov.in/about) (<https://swayam.gov.in/about>) | [All Courses](#) | [Completed](#) (0)

Course Type : Core

Duration : 4 weeks

Category : 

- Management Studies

Credit Points : 1

Level : Undergraduate/Postgraduate

Start Date : 24 Jan 2022

End Date : 18 Feb 2022

Enrollment Ends : 07 Feb 2022

Exam Date : 27 Mar 2022 IST

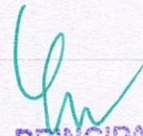
Note: This exam date is subjected to change based on seat availability. You can check final exam date on your hall ticket.

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## Course layout

**Week 1:** Introduction to Leadership: Functions; Leadership Roles: Leaders Vs Managers: Theories

**Week 2:** Leadership Styles: Effective Vs Successful Managers; Leadership Styles: Adaptation - Studies / Case: "From Sindhi to Siddhi" (Part - I); Leadership Behaviour: Emergence: Leadership and Trust; Case: "From Sindhi to Siddhi (Part-II)"/ Transformation Leadership.

**Week 3:** Leadership Skills: Leadership and Management; Case: The DVC story - A First Person Account Leadership in Action - (Part - I) Competencies and Skills of Leaders: Issues in Organizational Leadership; Case: The DVC Story - A First Person Account; Leadership in Action Part - II

**Week 4:** Self Regulating - The Key to Institution Building; Framework of institution Building; Case: "Rai Bahadur Mohan Singh Oberoi" (Part - I); Issues in Institution Building; Case: Rai Bahadur Mohan Singh Oberoi (Part-II)



# SYLLABUS

## ONLINE SOFTSKILLS TRAINING ON INTERVIEW READINESS

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### Course 1: LAYOUT


[\(https://swayam.gov.in/\)](https://swayam.gov.in/)

 [\(https://swayam.gov.in/nc\\_details/NPTEL\)](https://swayam.gov.in/nc_details/NPTEL)

**Week 1:** Introduction to Soft Skills, Aspects of Soft Skills, Effective Communication Skills, Classification of Communication, Personality Development  
 About Swayam (<https://swayam.gov.in/about>) | All Courses | 0

**Week 2:** Positive Thinking, Telephonic Communication Skills, Communicating without Words, Paralanguage

**Week 3:** Proxemics, Haptics: The Language of Touch, Meta-communication, Listening Skills, Types of Listening

**Week 4:** Negotiation Skills, Culture as Communication, Organizational Communication

**Week 5:** Communication Breakdown, Advanced Writing Skills, Principles of Business Writing

**Week 6:** Business Letters, Business Letters: Format and Style, Types of Business Letter

**Week 7:** Writing Reports, Types of Report, Strategies for Report Writing, Evaluation and Organization of Data

**Week 8:** Structure of Report, Report Style, Group Communication Skills

**Week 9:** Leadership Skills, Group Discussion, Meeting Management, Adaptability & Work Ethics

**Week 10:** Advanced Speaking Skills, Oral Presentation, Speeches & Debates, Combating Nervousness, Patterns & Methods of Presentation, Oral Presentation: Planning & Preparation

**Week 11:** Making Effective Presentations, Speeches for Various Occasions, Interviews, Planning & Preparing: Effective Résumé,

**Week 12:** Facing Job Interviews, Emotional Intelligence & Critical Thinking, Applied Grammar

## Books and references

1. Butterfield, Jeff. Soft Skills for Everyone. New Delhi: Cengage Learning. 2010.
2. Chauhan, G.S. and Sangeeta Sharma. Soft Skills. New Delhi: Wiley. 2016.
3. Goleman, Daniel. Working with Emotional Intelligence. London: Bantam Books. 1998.
4. Hall, Calvin S. et al. Theories of Personality. New Delhi: Wiley. rpt. 2011.
5. Holtz, Shel. Corporate Conversations. New Delhi: PHI. 2007.
6. Kumar, Sanajy and Pushp Lata. Communication Skills. New Delhi: OUP. 2011.
7. Lucas, Stephen E. The Art of Public Speaking. McGraw-Hill Book Co. International Edition, 11th Ed. 2014.
8. Penrose, John M., et al. Business Communication for Managers. New Delhi: Thomson South Western. 2007.
9. Sharma, R.C. and Krishna Mohan. Business Correspondence and Report Writing. New Delhi: TMH. 2016.
10. Sharma, Sangeeta and Binod Mishra. Communication Skills for Engineers and Scientists. New Delhi: PHI Learning. 2009, 6th Reprint 2015.
11. Thorpe, Edgar and Showick Thorpe. Winning at Interviews. Pearson Education. 2004.
12. Turk, Christopher. Effective Speaking. South Asia Division: Taylor & Francis. 1985.

## Instructor bio



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