



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: principalw@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.

2022-2023

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	Accounting Information system	Link
02	Graphic Design Expert	Link
03	Cost and Management Accountant (CMA)	Link
04	Maternal Infant Young Child Nutrition	Link
05	BioMechanics of Joints & Orthopedics Implants (NPTEL)	Link
06	Functional Foods and Nutraceuticals (CEC)	Link
07	Organizational Behavior (NPTEL)	Link

08	Global Marketing Management (NPTEL)	Link
09	Android Mobile Application Development (IGNOU)	Link
10	Effective Writing(NPTEL)	Link
11	Cell Culture Technologies	Link
12	Soft Skills	Link
13	Introduction to Probability and Statistics (NPTEL)	Link
14	Ethics Review of Health Research (NPTEL)	Link



Islamiah Women's Arts & Science College

(Recognized by UGC under Section 2(f) & 12(b) of the UGC Act 1956 & Permanent affiliation with Thiruvalluvar University.
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

RETURN TO
HOME PAGE

CIRCULAR

IWC/CIR/223/22-23

25.07.2022

This is to inform you that **Department of Commerce (Computer Application)** is going to Organize 30 Hours Certificate Course in **"ACCOUNTING INFORMATION SYSTEM"** for all the I & II B.Com (CA) students in order to enhance their knowledge in the curriculum. Tentative starting date would be **5th August 2022**. All the students are instructed to attend without fail.

All the Best

By Order

PRINCIPAL

Copy to:

1. Secretary and Correspondent
2. Head of the Department

Principal

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



PRINCIPAL
ISLAMIAH WOMEN'S ARTS
AND SCIENCE COLLEGE
VANIYAMBADI.



ISLAMIAH WOMEN'S ARTS & SCIENCE COLLEGE

Recognised by UGC under Section 2(f) & 12(b) of the UGC Act 1956 & Permanent affiliation with Thiruvalluvar University. Accredited by NAAC with "B" Grade Maintained and Managed by The Vaniyambadi Muslim Educational Society)

Department of commerce (CA)
organizes certificate course on
“Accounting Information System”

From : August - September 2022
Hours :30 Hours
credits:2

C.Khaiser Ahmed

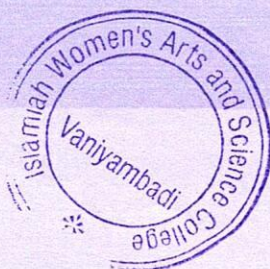
SECRETARY &
CORRESPONDENT

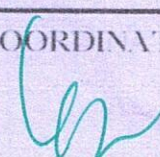
Dr M.Renu

Principal

Dr B.Manjula

COURSE COORDINATOR




PRINCIPAL
ISLAMIAH WOMEN'S ARTS
AND SCIENCE COLLEGE
VANIYAMBADI.



ISLAMIAH WOMEN'S ARTS AND SCIENCE COLLEGE

Recognised by the UGC under Section 2(f) and 12(B) of UGC Act 1956

Permanently Affiliated with Thiruvalluvar University and

Approved by the Government of Tamil Nadu

Accredited by NAAC with "B" Grade

#10, BYPASS ROAD, NEWTOWN, VANIYAMBADI – 635 752

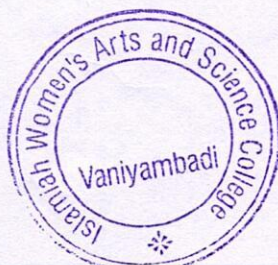
Phone: 04174 – 235266

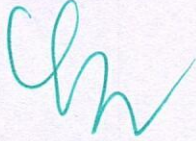
DEPARTMENT OF COMMERCE (COMPUTER APPLICATION)

ACCOUNTING INFORMATION SYSTEM

SYLLABUS -2022-2023

- ❖ Introduction to AIS
- ❖ Business enterprises and the need for accounting information. □
Value chains and business processes. □
- ❖ Main components of AIS. □
- ❖ Business enterprise risks, internal controls, and COBIT. □
- ❖ Systems analysis and design. □
- ❖ Semantic modelling and the REA ontology. □
- ❖ Conceptual data, logical data, physical, and process modeling and their application to key business processes and accounting cycles.
Computer hardware, software, telecommunications, networks, electronic commerce, cryptocurrencies, and block chains. □
- ❖ Ethical use of AIS.




PRINCIPAL
ISLAMIAH WOMEN'S ARTS
AND SCIENCE COLLEGE
VANIYAMBADI.



Islamiah Women's Arts & Science College

(Recognized by UGC under Section 2(f) & 12(b) of the UGC Act 1956 & Permanent affiliation with Thiruvalluvar University.
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 : principalwc@gmail.com

RETURN TO
HOME PAGE

CIRCULAR

IWC/CIR/58/22-23

01.11.2022

This is to inform you that the Department of **INTERIOR DESIGN AND DÉCOR** is Organizing 30-Hours **Certificate Course** on Graphic Design- Adobe Photoshop, Illustrator, by Resource Person **Mr. Vasanthakumar**, MSME Graphic Design Instructor, Chennai from 15.11.2022 to 18.11.2022 at seminar Hall from 09:00a.m to 4:30a.m Islamiah Women's Arts and Science College, Vaniyambadi.

By Order


PRINCIPAL

Principal

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

Copy To:

1. Secretary & Correspondent
2. Heads of the Department





ISLAMIAH WOMENS ARTS AND SCIENCE COLLEGE

Accredited by NAAC with B Grade
Recognised by UGC under section 2(f) and 12(B) of the UGC Act 1956
Permanent Affiliation with Thiruvalluvar University.
Maintained and Managed by the Vaniyambadi Muslim Educational Society.
Vaniyambadi.

DEPARTMENT OF INTERIOR DESIGN & DECOR

Organizes

Certificate Course on Graphic Design- Adobe Photoshop & Illustrator

RESOURCE PERSON

MR.VASANTHAKUMAR

Graphic Designer & Instructor
MSME TECHNOLOGY DEVELOPMENT CENTRE
(Govt Of India)
Chennai

On November 15.11.2022 -18.11.2022 at Seminar Hall, IWC.

GRAPHIC DESIGN

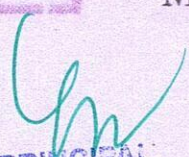
FACULTY INCHARGE

Ms.D.Anandhi
Ms.S.Kanimozhi
Ms.P.Rathipriya

TIME: 09:00am-4.30am



Registration closes on 05.11.2022


PRINCIPAL
ISLAMIAH WOMEN'S ARTS
AND SCIENCE COLLEGE
VANIYAMBADI

Queries : 9952745079

Mr. C. KHAISE AHMED
Secretary & Correspondent

Dr. M. RENU
Principal

Ms. S.NAGASUDHA
Head of Department



ISLAMIAH WOMEN'S ARTS AND SCIENCE COLLEGE

Recognised by the UGC under Section 2(f) and 12(B) of UGC Act 1956

Permanently Affiliated with Thiruvalluvar University and

Approved by the Government of Tamil Nadu

Accredited by NAAC with "B" Grade

#10, BYPASS ROAD, NEWTOWN, VANIYAMBADI - 635 752

Phone: 04174 - 235266

DEPARTMENT OF INTERIOR DESIGN AND DECOR

GRAPHIC DESIGN EXPERT

SYLLABUS-2022-23

- ❖ Introduction to Graphic Designing
- ❖ Graphic Designing Software & Tools
- ❖ Corel Draw
- ❖ Typography
- ❖ Adobe Dream weaver
- ❖ Photoshop
- ❖ Shaping, Design & Illustration
- ❖ Adobe Audition
- ❖ Image Layout & Effects
- ❖ Adobe Flash
- ❖ Art & Visual Perception

PRINCIPAL
ISLAMIAH WOMEN'S ARTS
AND SCIENCE COLLEGE
VANIYAMBADI





ISLAMIAH WOMEN'S ARTS AND SCIENCE COLLEGE

Recognised by the UGC under Section 2(f) and 12(B) of UGC Act 1956

Permanently Affiliated with Thiruvalluvar University and

Approved by the Government of Tamil Nadu

Accredited by NAAC with "B" Grade

#10, BYPASS ROAD, NEWTOWN, VANIAMBADI – 635 752

Phone: 04174 – 235266

DEPARTMENT OF COMMERCE (COMPUTER APPLICATION)

COST AND MANAGEMENT ACCOUNTANT

SYLLABUS-2022-2023

1. Introduction to Cost and Management Accounting

2. Material Cost

3. 3. Labour Cost

4. Direct Expenses and Overheads

5. Activity Based Costing (ABC)

6. Cost Records

7. Costing Systems


8. Marginal Costing

9. Standard Costing

10. Budget, Budgeting and Budgetary Control

11. Cost Accounting Records and Cost Audit

12. Analysis and Interpretation of Financial Statements


**PRINCIPAL
ISLAMIAH WOMEN'S ARTS
AND SCIENCE COLLEGE
VANIAMBADI.**



SYLLABUS - MATERNAL INFANT YOUNG CHILD NUTRITION

[RETURN TO HOME PAGE](#)

This is an AICTE approved



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



(https://swayam.gov.in/nc_details/NPTEL)

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

0

(/facebook)

(/twitter)

(/email)

(/linkedin)

(/whatsapp)

(https://www.addtoany.com/share?url=https%3A%2F%2Fonlinecourses.nptel.ac.in%2Fnoc22_bt01%2Fpreview&title=Maternal%20Infant%20Young%20Child%20Nutrition%20-%20Course)

Course layout

- Week 1: Maternal Infant Young Child Nutrition - Introduction
- Week 2: Science of nutrition
- Week 3: Types of malnutrition and hidden hunger
- Week 4: Importance of first 1,000 days
- Week 5: Science of Breastfeeding
- Week 6: Cross cradle hold and 45 points of breastfeeding counseling.
- Week 7: Other breastfeeding holds
- Week 8: Manual expression, storage and feeding of the expressed breastmilk.
 - Nipple/Breast conditions
- Week 9: Newborn care and Kangaroo mother care
- Week 10: Complementary feeding
- Week 11: Maternal Nutrition
 - pre-pregnancy
 - pregnancy
 - lactating mothers
 Adolescent Nutrition
- Week 12: Assessment of anthropometric measurement and growth charts - Percentile & Z Score

Books and references

Citations:

https://drive.google.com/file/d/1G_TekbGp5aluh1XXKwd09xvMFSr8uZ8V/view
 (https://drive.google.com/file/d/1G_TekbGp5aluh1XXKwd09xvMFSr8uZ8V/view)



Instructor bio



Prof. Rupal Dalal
IIT Bombay

U.S.
 PRINCIPAL
 ISLAMIAH WOMEN'S ARTS
 AND SCIENCE COLLEGE
 VANIYAMBADI.

SYLLABUS - BIO MECHANICS OF JOINTS & ORTHOPEDICS IMPLANTS

Category :	 Mechanical Engineering (https://swayam.gov.in/)  (https://swayam.gov.in/nc_details/NPTEL)	
	• Biological Sciences & Bioengineering	
Credit Points :	About Swayam (https://swayam.gov.in/about) All Courses	0
	2	
Level :	Undergraduate/Postgraduate	
Start Date :	22 Aug 2022	
End Date :	14 Oct 2022	
Enrollment Ends :	22 Aug 2022	
Exam Date :	30 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.		

This is an AICTE approved FDP course

[\(/#facebook\)](#)

[\(/#twitter\)](#)

[\(/#email\)](#)

[\(/#linkedin\)](#)

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

https://www.addtoany.com/share?url=https%3A%2F%2Fonlinecourses.nptel.ac.in%2Fnoc22_me126%2Fpreview&title=Biomechanics%20of%20Joints%20and%20Orthopaedic%20Implants%20-%20Course

Course layout

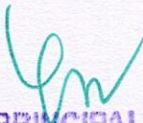
- Week 1:** Introduction Musculoskeletal system Bone, Muscle, Ligament, Tendon, Cartilage and Meniscus – structure and function Anatomy of Synovial Joints – Hip, Knee, Shoulder, Elbow
- Week 2:** Biomechanics of Human Joints: (a) Hip Joint; (b) Knee Joint; (c) Shoulder Joint; (d) Elbow Joint
- Week 3:** Biomechanics of Gait cycle Gait Analysis Measurement techniques 3-D Motion analysis system – markers, cameras and force platform Lower extremity – hip musculoskeletal forces
- Week 4:** Joint Kinematics Principle of Forward and Inverse Dynamics Calculations on joint forces and moments Calculations on muscle forces Model-based estimation of musculoskeletal forces during movements
- Week 5:** Concepts of Stresses and Strain Bone structure - Cancellous and Cortical Bone Mechanical Behaviour of Bone Bone Adaptation and Viscoelasticity Bone Anisotropy.
- Week 6:** Biomechanics of Joint Replacement – Hip, Knee, Shoulder, Spine Cemented and Cementless fixation Failure mechanisms of implants Implant Design Considerations
- Week 7:** Biomechanical modelling techniques and analysis Finite Element Analysis of bone and implant Bone Remodelling – formulation, algorithm, simulation Experimental validation of numerical models
- Week 8:** Bone Fracture Healing Tissue Differentiation Mechanoregulatory principle Mechanobiology based simulation of bone ingrowth around implants – acetabular and femoral components

Books and references

1. "Basic Biomechanics of the Musculoskeletal System" by Margareta Nordin and Victor H. Frankel
2. "Biomechanics and Motor Control of Human Movement" by David A. Winter
3. "Orthopaedic Biomechanics" by D.L. Bartel, D.T. Davy and T.M. Keaveny

Instructor bio




PRINCIPAL
 ISLAMIAH WOMEN'S ARTS
 AND SCIENCE COLLEGE
 VANIYAMBADI.

SYLLABUS - FUNCTIONAL FOODS AND NUTRACEUTICALS

Course Type :

Core
(<https://swayam.gov.in/>)
15 weeks(https://swayam.gov.in/hc_details/CEC)

Duration :

Category : About Swayam (<https://swayam.gov.in/about>) | All Courses | Agricultural and Food Engineering | 0

Credit Points : 4

Level : Postgraduate

Start Date : 10. Jul 2022

End Date : 31 Oct 2022

Enrollment Ends : 15 Sep 2022

Exam Date :

(/#facebook)

(/#twitter)

(/#email)

(/#linkedin)

(/#whatsapp)

(https://www.addtoany.com/share?url=https%3A%2F%2Fonlinecourses.swayam2.ac.in%2Fcec22_ag08%2Fpreview&title=Functional%20Foods%20and%20Nutraceuticals%20-%20Course)

Page Visits

14558

Course layout

Week 1

Introduction to Functional Foods and Nutraceuticals :Definition, History and Classification

Perceived Effects of Functional Foods

Week 2

Introduction to Probiotics,Prebiotics and Synbiotics

Probiotics: Taxonomy and Important Features of Probiotic Microorganisms

Health Effects of Probiotic Microorganisms

Week 3

Probiotics in Various Foods

Quality Assurance of Probiotics and Safety

Week 4

Prebiotics: Non Digestible Carbohydrates/ Oligosaccharides,

Prebiotics: Dietary Fiber

Week 5

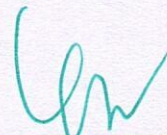
Prebiotics: Resistant Starch

Prebiotics: Gums

Week 6

Polyphenols: Flavonoids, Catechins, Isoflavones, Tannins




PRINCIPAL
ISLAMIAH WOMEN'S ARTS
AND SCIENCE COLLEGE
VANIYAMBADI.



Week 7


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

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

Phytoestrogens, Phytosterols, Glucosinolates

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

()

Week 8

Pigments: Carotenoids, Lycopene, Curcumin

Week 9

Organosulphur Compounds

Introduction to Anti-nutritional Factors, Phytates

Week 10

Enzymes, Protease inhibitors, Amylase inhibitors

Week 11

Saponins, Haemagglutinins,

An introduction to Active Biodynamic Principles in Spices, Condiments and Plant extracts

Week 12

Resveratrol, Kaempferol, Quercetin, Cinnamaldehyde, Crocin, Lutoline

Week 13

Capsaicin, Piperine, Gingerol, Eugenol, Rosmarinic acid, Apigenine, Thymoquinone

Week 14

Fenugreek and Diosgenin

Non Nutrient Effect of Specific Nutrients: Conjugated Linoleic Acid, Omega 3 Fatty acids

Week 15

Proteins and Peptides, Vitamins and Minerals

Books and references

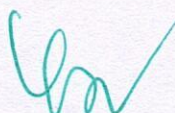
1. Wildman, R. E. (2016). Handbook of Nutraceuticals and Functional Foods. CRC Press
2. Gibson, G. R. and Williams, M. C. (2001). Functional Foods Concept to Product. CRC Press.
3. Vatter, D.A. and Maitin V.(2016). Functional Foods, Nutraceuticals and Natural Products, Concepts and Applications. DEStech Publications, Inc
4. Gupta, R. C. (2016). Nutraceuticals: Efficacy, Safety and Toxicity. Academic Press.

Instructor bio



Dr. Rekha Sharma

Rashtrasant Tukadoji Maharaj Nagpur University


 PRINCIPAL
 ISLAMIAH WOMEN'S ARTS
 AND SCIENCE COLLEGE
 VANIYAMBADI.



SYLLABUS - ORGANIZATIONAL BEHAVIOUR

INTENDED AUDIENCE



Professionals, MBA students, BTech students, MSc. Psychology students

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

PREREQUISITES : Undergraduate degree in any discipline

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

0

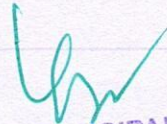
INDUSTRIES SUPPORT : Almost all organizations would prefer to have their employees undergo this course

Summary

Course Status :	Completed
Course Type :	Elective
Duration :	12 weeks
Category :	<ul style="list-style-type: none"> Management Studies
Credit Points :	3
Level :	Postgraduate
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.

This is an AICTE approved FDP course[\(/#facebook\)](#)[\(/#twitter\)](#)[\(/#email\)](#)[\(/#linkedin\)](#)[\(/#whatsapp\)](#)https://www.addtoany.com/share?url=https%3A%2F%2Fonlinecourses.nptel.ac.in%2Fnoc22_mg78%2Fpreview&title=Organizational%20Behaviour%20-%20Course


 PRINCIPAL
 ISLAMIYAH WOMEN'S ARTS
 AND SCIENCE COLLEGE
 VANIYAMBADI.

Course layout

Week 1 : Introduction – a) defining organization, behavior and organizational behavior, b) assumptions of OB, c) principles of OB, d) levels of OB, e) scope of OB, f) OB and Human Resource Management, g) Applications of OB, h) Historical developments of OB, i) emerging concerns

Week 2 : Perception and Learning – a) understanding perception, b) Basic elements of perception, c) Principles of perceptual selection, d) Perceptual grouping, e) Social Perception, f) Self-perception and identity, g) attribution of causality, h) Perception


- biases in social conditioning l) le
- ations for human resource management, j) defining learning, k) classical and operant conditioning l) le
- (<https://swayam.gov.in/>) (https://swayam.gov.in/nc_details/NPTEL)
- Week 3 :** Personality – a) Defining Personality, b)History of the concept, c) Key assumptions, d) biological and social determinants, e)Theories – Intrapersonal theory, social learning theory, self-theory, Trait and type theories f) Related concepts (Locus of control, dogmatism, authoritarianism, Machiavellianism), g) measuring personality.
- Week 4 :** Attitudes – a) Definition, b)Key elements of attitudes, c)Attitudes and related concepts (Values, opinion, belief and ideology), e) Characteristics of attitudes, f) Attitude formation, g) Attitude measurement, h) Changing attitudes, i) Attitudes at workplace (job satisfaction, work attitude and organizational commitment), j) Prejudice and discrimination at workspace.
- Week 5 :** Emotions in workplace - a) Definition, b) Types of emotions, c) Related concepts (mood, temperament), d) Stress in workplace, e) General Adaptation Syndrome, f) Managing Stress, g) Psychosomatic disorders and stress h) emotional labor and emotional contagion.
- Week 6 :** Motivation – a) Definition, b) Process of motivation, c) Types of motives, d) Motivators at workplace, e) Motivation theories (Process and Content theories)
- Week 7 :** Interpersonal Dynamics – a) Definition, b)Psychological Contract, c) Trust and trust building, d) Prosocial behavior, e) Cooperation Vs Competition f) Conflict management, g) Levels and types of conflict at workplace, h) Conflict management Styles, i) Managing Negotiations
- Week 8 :** Power and Leadership - a) Defining Power, b) Sources of Power, c) Organizational politics, d) Leadership e) Managers Vs Leaders, f) Trait and Type approach to leadership g) Leadership style, h) Leadership Grid, i) Contingency Theories j) Contemporary issues
- Week 9 :** Team Dynamics – a) Groups and Teams, b) Types of Teams, c) Stages in group development, d) problems in team work (Free riding, social loafing, group think), e) Cross-cultural virtual teams.
- Week 10 :** Organizational culture – a) Defining culture, b) levels of culture, c) cultural dimensions, d) high and low context cultures, e) Strong and weak organizational cultures, f) Expressions of organizational culture, g) Impact of culture on individuals, h) Organizational cultural change
- Week 11 :** Organization Change – a) Change in Organizations, b)Nature of the change process, c) Types of change, d) Impact of change, e) Managing resistance to change, f) Organizational Development interventions
- Week 12 :** Organizational Structure and Design – a) Basic dimensions of structure, b) Departmentalization, c) Organizational life cycle, d) Organizations as socio-technical systems, e) Organizational design and its impact on employees, f) Organizational boundary spanning

Books and references

1. Behaviour in Organizations by Jerald Greenberg and Robert A. Baron, PHI learning private Ltd, New Delhi (Ninth Edition).
2. Understanding Organizational Behaviour by Udai Pareek, Oxford University Press (Third Edition).
3. ORGB by Nelson, Quick and Khandelwal , Cengage Learning New Delhi (second edition).

Instructor bio




 PRINCIPAL
 ISLAMIAH WOMEN'S ARTS
 AND SCIENCE COLLEGE
 VANIYAMBADI.

SYLLABUS - GLOBAL MARKETING MANAGEMENT

INDUSTRY SUPPORT



Working in exports and international business would value this course

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



(https://swayam.gov.in/nc_details/NPTEL)

Summary

About Swayam (<https://swayam.gov.in/about>) | All Courses | 0

Course Status :	Completed
Course Type :	Elective
Duration :	12 weeks
Category :	<ul style="list-style-type: none"> Management Studies Marketing
Credit Points :	3
Level :	Undergraduate/Postgraduate
Start Date :	23 Jan 2023
End Date :	14 Apr 2023
Enrollment Ends :	06 Feb 2023
Exam Registration Ends :	17 Mar 2023
Exam Date :	30 Apr 2023 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

(/facebook)

(/twitter)

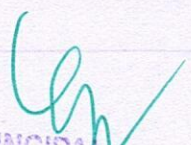
(/email)

(/linkedin)

(/whatsapp)

(https://www.addtoany.com/share?url=https%3A%2F%2Fonlinecourses.nptel.ac.in%2Fnoc23_mg23%2Fpreview&title=Global%20Marketing%20Management%20-%20Course)




PRINCIPAL
ISLAMIYAH WOMEN'S ARTS
AND SCIENCE COLLEGE
VANIYAMBADI.

Course layout

Week 1: Globalization, Global Economic Environment.

Week 2: Financial Environment, Cultural Issues and Buying Behaviour, Political/Legal Environment-Part-1.



Week 3: Political/Legal Environment- Part-2, Global Marketing Research, Global Segmentation and Positioning.

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

Week 5: Global Product Development, Marketing Products and Services, Global Pricing.

Week 6: Communicating with the World Consumer, Sales Management, Global Logistics and Distribution-Part-1.

Week 7: Global Logistics and Distribution- Part-2, Export/Import Management, Planning, Organization, and Control of Global Marketing Operations-Part-1.

Week 8: Planning, Or, Control of Global Marketing Operations-Part-2, Marketing in Emerging Markets, Global Marketing and the Internet.  (<https://swayam.gov.in/>)  (https://swayam.gov.in/nc_details/NPTEL)

Week 9: Introduction to Business marketing, How business organizations buy, Strategic planning for global business markets, Ethical considerations for business marketers. [About Swayam \(https://swayam.gov.in/about\)](https://swayam.gov.in/about) | [All Courses](#) | 0

Week 10: Market research, Segmentation, targeting, and positioning, Services for business markets.

Week 11: Pricing, Supply chain management and Managing distribution channels, Business to business marketing communications.

Week 12: Customer relationships and key-account management, Sales promotion, exhibitions, and trade fairs, Corporate reputation management, Marketing planning, implementation, and control.

Books and references

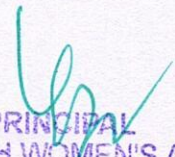
1. Global Marketing Management by Kotabe and Helsen, Wiley Publication.
2. Global Business by Czinkota, Ronkainen, Moffett and Moynihan, Dryden Publication.
3. International Marketing by Onkvisit and Shaw, PHI Publications.
4. International Business by Daniels, Radebaugh, Sullivan and Salwan, Pearson Publication.
5. Global Marketing Management by Warren Keegan, Pearson Education
6. Business to Business Marketing Management A Global Perspective by Alan Zimmerman, and Jim Blythe, Routledge.

Instructor bio



Prof. Zillur Rahman

IIT Roorkee


PRINCIPAL
ISLAMIAH WOMEN'S ARTS
AND SCIENCE COLLEGE
VANIYAMBADI.

Dr. Zillur Rahman is Professor at the Department of Management Studies, Indian Institute of Technology, Roorkee. He received his B.Sc. (Hon.) Mathematics, MBA and Ph.D. from Aligarh Muslim University, India. Dr. Rahman has more than 20 years of experience in academia. He has delivered research talk in many countries including USA, Switzerland, Germany, France, Italy and Turkey.

He has published research papers in reputed international papers including the European Journal of Marketing, Journal of Business Research, Psychology and Marketing, Journal of Service Marketing, International Journal of Contemporary Hospitality Management, Journal of Cleaner Production, Telematics and Informatics, among others.

Prof. Rahman has been a recipient of Highly Commended Paper in Emerald Literati Network Awards for Excellence for three consecutive years (2016-18). He has also received the Commendable Faculty Award in the domain of Business, Management and Accounting.

Course certificate

The course is free to enroll and learn from. But if you want a certificate, you have to register and write the proctored exam conducted by us in person at any of the designated exam centres.

The exam is optional for a fee of Rs 1000/- (Rupees one thousand only).

Date and Time of Exams: **30 April 2023** Morning session 9am to 12 noon; Afternoon Session 2pm to 5pm.



SYLLABUS - ANDROID MOBILE APPLICATION DEVELOPMENT

Duration :	12 weeks	(https://swayam.gov.in/)	(https://swayam.gov.in/nc_details/IGNOU)
Category :	Multidisciplinary		
Credit Points :	About Swayam (https://swayam.gov.in/about) All Courses	4	0
Level :	Certificate		
Start Date :	01 Sep 2021		
End Date :	31 Jan 2022		
Enrollment Ends :	30 Oct 2021		
Exam Date :			

(/#facebook)

(/#twitter)

(/#email)

(/#linkedin)

(/#whatsapp)

(https://www.addtoany.com/share?url=https%3A%2F%2Fonlinecourses.swayam2.ac.in%2Fnou21_ge41%2Fpreview&title=Android%20Mobile%20Application%20Development%20-%20Course)

Page Visits

22066



PRINCIPAL
ISLAMIAH WOMEN'S ARTS
AND SCIENCE COLLEGE
VANIYAMBADI.

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 - EFFECTIVE WRITING

Introduction to

Effective Writing

Principles of Effective Writing

Types and Stages of Effective Writing

Notions of Correctness and Appropriateness, Part I

Notions of Correctness and Appropriateness, Part II

Essay Writing

Types of Essays

Essentials of Academic Writing, Part I

Essentials of Academic Writing, Part II

Business Writing and its Functions

Mechanics of Business Writing

Business Letters and Memos

Format of Business Letters and Memos

Types of Business Letter

Sales, Complaint and Adjustment Letters

Report Writing

Strategies and Structure of Reports

Style of Report Writing

Creative Writing

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

0

Books and references

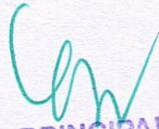
1. Turk, Christopher and John Kirkman. Effective Writing. London and New York: Chapman & Hall. Indian Reprint 2003
2. Pinker, Steven. The Sense of Style: The Thinking Person's Guide to Writing in the 21st Century . Penguin Books, Reprint edition ,2015
3. Seely, John. Oxford Guide to Effective Writing and Speaking. OUP 2nd edition, 2005
4. Goins, Jeff. You Are a Writer (So Start Acting Like One). Tribe Press
5. Brohaugh, William. Write Tight: Say Exactly What You Mean with Precision and Power.
6. Janzer, Anne. The Writer's Process: Getting Your Brain in Gear. Cuesta Park Consulting, 2016
7. King, Stephen. On Writing: A Memoir of the Craft. Scribner, 2010

Instructor bio



Prof. Binod Mishra

IIT Roorkee


PRINCIPAL
 ISLAMIAH WOMEN'S ARTS
 AND SCIENCE COLLEGE
 VANIAMBADI.



SYLLABUS - CELL CULTURE TECHNOLOGIES

INDUSTRY SUPPORT

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

Summary

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

0

Course Status :	Completed
Course Type :	Elective
Duration :	8 weeks
Category :	<ul style="list-style-type: none"> ◦ Biological Sciences & Bioengineering ◦ Bioengineering ◦ Biosciences
Credit Points :	2
Level :	Postgraduate
Start Date :	21 Aug 2023
End Date :	13 Oct 2023
Enrollment Ends :	21 Aug 2023
Exam Registration Ends :	15 Sep 2023
Exam Date :	28 Oct 2023 IST

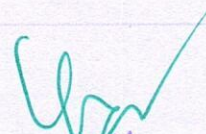
Note: This exam date is subjected to change based on seat availability. You can check final exam date on your hall ticket.

This is an AICTE approved FDP course

[\(/#facebook\)](#)[\(/#twitter\)](#)[\(/#email\)](#)[\(/#linkedin\)](#)[\(/#whatsapp\)](#)


https://www.addtoany.com/share?url=https%3A%2F%2Fonlinecourses.nptel.ac.in%2Fnoc23_bt68%2Fpreview&title=Cell%20Culture%20Technologies%20-%20Course




PRINCIPAL
ISLAMIAH WOMEN'S ARTS
AND SCIENCE COLLEGE
VANIYAMBADI.

Course layout

- Week 1: Introduction & biology of cultured cells
- Week 2: Equipments, aseptic techniques, safety protocols
- Week 3: Culture vessels & media development
- Week 4: Serum-free medium development & sterilization
- Week 5: Primary culture, secondary culture, cloning & selection

- Week 6:** Cell separation, differentiation & transformation
Week 7: Contamination control (https://swayam.gov.in/)  (https://swayam.gov.in/nc_details/NPTEL)
- Week 8:** Organotypic culture & specialized cell culture techniques
- About Swayam (https://swayam.gov.in/about) | All Courses | 0

Books and references


- Culture of Animal Cells by R Ian Freshney
- Cell culture technology: Recent advances and future prospects (Euroscicon Meeting Reports Book 1) by Bruserud, Øystein and Astrid Englezou
- Vertebrate Cell Culture II and Enzyme Technology: Volume 39 (Advances in Biochemical Engineering/ Biotechnology) by A.F. Bückmann and G. Carrea
- Animal Cell Culture and Technology (The Basics) (Garland Science)) by Michael Butler
- The Immortal Life of Henrietta Lacks by Rebecca Skloot

Instructor bio



Prof. Mainak Das

IIT Kanpur


 PRINCIPAL
 ISLAMIAH WOMEN'S ARTS
 AND SCIENCE COLLEGE
 VANIYAMBADI.

Prof. Mainak Das is a faculty of IIT Kanpur India in the department of biological sciences & bioengineering since April 26 2010. He did his bachelors degree (1989-1994) in agriculture from College of Agriculture Indore. Thereafter he did his post graduate degree (1994-1997) in animal physiology from National Dairy Research Institute Karnal India. Following his post graduate studies, he worked as researcher in IISc Bangalore India (1997-1999), University of Neuchatel, Switzerland (1999-2000), University of Clemson, USA (2000-2004) and in University of Central Florida, USA (2004-2010). He did his doctoral studies from College of Medicine of University of Central Florida (2004-2008), while working as a full time employee of the university. He introduced the regular physiology course for the PG students in IIT Kanpur in 2011. He has wide interest in physiology, sensors, energy and bioelectronics and maintains an active research team at IIT Kanpur, India. Prof. Das has been working on cell culture technologies, serum free medium development and defined cell culture systems for last 20 years. He has expertise in long term culturing of excitable cells. His doctoral thesis is a complex problem of modern cell culture technology, titled: 'Tissue Engineering The Motoneuron To Muscle Segment Of The Stretch Reflex Arc Circuit Utilizing Micro-fabrication, Interface Design And Defined Medium Formulation'.

Course certificate

The course is free to enroll and learn from. But if you want a certificate, you have to register and write the proctored exam conducted by us in person at any of the designated exam centres.

The exam is optional for a fee of Rs 1000/- (Rupees one thousand only).

Date and Time of Exams: **28 October 2023** Morning session 9am to 12 noon; Afternoon Session 2pm to 5pm.

Registration url: Announcements will be made when the registration form is open for registrations.



SYLLABUS - SOFT SKILLS

[RETURN TO HOME PAGE](#)

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

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

Course layout

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

0

- Week 1: Introduction to Soft Skills, Aspects of Soft Skills, Effective Communication Skills, Classification of Communication, Personality Development
- 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. Turck, Christopher. Effective Speaking. South Asia Division: Taylor & Francis. 1985.

Instructor bio



ln
 PRINCIPAL
 ISLAMIYAH WOMEN'S ARTS
 AND SCIENCE COLLEGE
 VANIYAMBADI.



SYLLABUS - INTRODUCTION TO PROBABILITY & STATISTICS

Category :

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

- Management Studies
- Operations

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

0

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.

This is an AICTE approved FDP course[\(/#facebook\)](#)[\(/#twitter\)](#)[\(/#email\)](#)[\(/#linkedin\)](#)[\(/#whatsapp\)](#)https://www.addtoany.com/share?url=https%3A%2F%2Fonlinecourses.nptel.ac.in%2Fnoc22_mg31%2Fpreview&title=Introduction%20to%20probability%20and%20Statistics%20-%20Course

Course layout

Week 1 : Different types of data, Tables, charts, histograms, frequency distributions**Week 2** : Measures of association**Week 3** : Probability concepts, conditional probability, bayes theorem**Week 4** : Probability distributions – random variable, expected value and variance Discrete distributions – Binomial, Poisson Continuous distributions – Uniform, Normal


Books and references

Statistics for Business: Decision Making and Analysis, 2nd Edition Robert A. Stine, Dean Foster, 2014, Pearson

Instructor bio

**Prof. G. Srinivasan**

IIT Madras


PRINCIPAL
ISLAMIAH WOMEN'S ARTS
AND SCIENCE COLLEGE
VANIYAMBADI.



SYLLABUS - ETHICS REVIEW OF HEALTH RESEARCH

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

(https://www.addtoany.com/share?url=https://swayam2.ac.in/aic21_ge28/preview&title=NleCer%20102%3A%20Ethics%20Review%20of%20Health%20Research%20-%20Course)

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

0

Page Visits

10102

Course layout

GENERAL ETHICAL PRINCIPLES

1. Introduction to health research ethics
2. International guidelines on ethical conduct of health research
3. National ethical guidelines for biomedical and health research involving human participants
4. National ethical guidelines for biomedical research involving children - An overview
5. Benefits and risks in health research - principles, types and categories

RESPONSIBLE CONDUCT OF RESEARCH

6. Responsibilities of a researcher
7. Rights and duties of researchers, sponsors, participants, and IEC members under the Indian Constitution
8. Collaborative research
9. Academic/investigator initiated clinical trials
10. Regulations and guidelines for conduct of clinical trials in India
11. Good clinical practices and clinical trial registry of India

FUNCTIONING OF ETHICS COMMITTEES

12. Establishment of ethics committees
13. Administration of research ethics committees
14. Roles and responsibilities of ethics committee members
15. Monitoring ongoing research by ethics committees

REVIEW OF RESEARCH PROPOSALS

16. Conduct of research ethics committee review meeting
17. Conflicts of interest
18. Rationale and science of the research proposal
19. Risk benefit assessment process

PROTECTION OF RESEARCH PARTICIPANTS

20. Protection of privacy and confidentiality of research participants
21. Critical importance of informed consent in health research
22. Informed consent process
23. Informed consent in special situations
24. Payments-Incentives, compensation and reimbursement
25. Vulnerable populations in health research
26. Research during humanitarian emergencies and disasters

Books and references

Reading/Resource materials will be available for each topic.

Instructor bio

This course has been developed and delivered by eminent professionals and researchers from cross-cutting domains who are involved in various organizations committees in India related to biomedical ethics.



Principal
ISLAMIAH WOMEN'S ARTS
AND SCIENCE COLLEGE
VANIYAMBADI.