

**CONCEPT NOTES OF ALL SKILL ENHANCEMENT COURSE
(SEC's) (ODD SEMESTER 2023-2024)**

**OFFERED BY BACHELOR OF ARTS – MASS COMMUNICATION
AND JOURNALISM (BAMCJ) DEPARTMENT**

1. **COURSE NAME: Advertising Analysis for Effective Communication**

(Offered to non-Arts students)

"Advertising is the art of convincing people to spend money they don't have for something they don't need." - Will Rogers

In today's highly competitive marketplace, effective communication through advertising captures the imagination of audiences and influences their decisions. From selling experiences to ideas to products it is critical to learn advertising techniques; Understand the dynamics of consumer behavior, identify key insights, and develop persuasive communication strategies that win over people.

The course will impart hands on training [in:

1. Understanding Consumer Behavior: Why people buy what they buy? What were they thinking? Why? What does one do to change their choice?
2. Insight-driven Communication Strategies: Develop unique selling points (USPs)
3. Crafting Compelling Advertising Campaigns.
4. Using Techniques and Tools for Advertising Analysis
5. Ethical Considerations in communication.

2. **COURSE NAME: Latest Trends in Journalism**

(Offered to non-Arts students)

The impact of COVID-19 on journalism has seen some fundamental changes across the globe- galvanizing of news content, fall out of audience from traditional media and an increased awareness to fact-check information through social media consumption. The obvious transition in the post-pandemic world has been a shift to digital transformation of news, altering from broadcast news to narrow cast consumption pattern, increase in appreciating subscription-based news information and having a more inclusive approach to coverage of news feature across different regions.

This course aims to help students understand the latest trends in news coverage- having multiple news version- print/web/blog, accountability of information across the platform, influence of PR and celebrity managers on news content, use of AI to deliver authentic information, use of various tools to fact check information, and an extensive consumer research to identify the need of audience and deliver accordingly. The main idea is to understand the reach of communication in the existing socio-political context- locally and globally.

OFFERED BY BACHELOR OF MANAGEMENT STUDIES (BMS)
DEPARTMENT

1. **COURSE NAME: REPORT WRITING AND PRESENTATION SKILLS:**

The Skill Enhancement Course on *Report Writing and Presentation skills* will give the students the required skill of writing reports while working for a company either as an intern or even after completing a certificate course in Management Studies. The course is also designed to help the students to develop and enhance their communication skills with special emphasis on interactions in the workplace and presentation of ideas. They will also have the required skill sets to evaluate their assignments at work and present the conclusions objectively.

OFFERED BY BACHELOR OF SCIENCE (INFORMATION
TECHNOLOGY) [BSc(IT)] DEPARTMENT

1. **COURSE NAME: BASIC OF PYTHON PROGRAMMING:**

The “Introduction to Python Programming” course is designed to equip students with the fundamental knowledge and skills required to understand and apply Python programming concepts effectively. This course provides an overview of the subject highlighting its significance, key learning objectives, and potential applications. Through a combination of theoretical explanations, hands-on coding exercises, and real-world examples, students will delve into the syntax, data types, control structures, and functions of Python. The primary learning objectives of this course would be to familiarize students with the basic concepts of programming and algorithms along with the features of Python programming language. The course will develop problem-solving skills through practical implementation of Python code thereby exploring various data structures and their manipulation using Python. By the end of the course, students will have a solid foundation in Python programming, enabling them to create simple programs and solve real-world problems using Python.

**OFFERED BY BACHELOR OF COMMERCE – ACCOUNTING AND
FINANCE (BAF) DEPARTMENT**

1. **COURSE NAME: BASIC DATA ANALYSIS USING DATABASE
MANAGEMENT SYSTEM:**

The course is designed to provide learners with comprehensive training in utilizing spreadsheets, particularly Microsoft Excel, to enhance their analytical and data management skills. This course aims to equip learners with essential knowledge and practical skills in spreadsheet applications, enabling them to efficiently organize, analyze, and present data in various professional and academic contexts. Through hands-on exercises and real-life case studies, learners will get hands-on experience on various functions of Excel, including data entry, formula writing, data manipulation, and visualization techniques.

By mastering spreadsheet applications, learners will gain a competitive edge in the job market, as proficiency in Excel is highly valued across industries and job roles. This course aims to foster critical thinking, problem-solving, and decision-making skills by leveraging the power of spreadsheets. Overall, the "Spreadsheet/Excel" course empowers learners to become proficient users of spreadsheet software, enabling them to handle complex data effectively and make data-driven decisions with confidence.

2. **COURSE NAME: ACCOUNTING THROUGH SOFTWARES:**

The vocational skill enhancement course on "Accounting Software - Tally" is designed to equip learners with comprehensive knowledge and practical skills in using popular accounting software. Through hands-on training, learners will learn how to create firm/company accounts, record financial transactions, manage ledgers, process payroll, generate accurate financial reports, and ensure GST compliance.

The vocational course intends to make learners sound in using accounting software – Tally and other popular ERP software, which will ensure enhance employability in finance and accounting roles, as these software are widely utilized by businesses of all sizes. This course provides a valuable opportunity for students to develop practical skills in financial management, strengthen their understanding of accounting processes, and contribute to efficient record-keeping and reporting in various professional settings.