Department of Business Administration

Sacred Heart College (Autonomous)

Certificate Course Syllabus

Semester - III

Certificate in NGO Management

Unit – I – Concepts and Functions of NGO

Introduction – What is an NGO? – Define NGO – Does the Government Recognize NGOs? – Kinds of NGO's Functioning in India – Working of NGOs – NGO Environment – Issues in NGO Management - Aid to Development – Poverty and Development – Poverty and Exploitation – Poverty and Powerlessness – Development Indicators .

Unit – II Problem Identification

Introduction – Problem Identification – Problems of NGOs – Strengthening Voluntary Efforts – Managing People – Governance – Governance and Management – Need for Good Governance for NGOs – Ethical Challenges – Leadership – Need for Leadership with values .

Unit – III Strategy and Planning

Elements of Strategy – Introduction – Understanding your organization – Organization Development- Strategy and Planning – Strategy in the Management World – Elements of a Strategic Plan – Core Values – Strategic Goals.

Unit – IV: SWOT Analysis

Introduction – SWOT analysis – Meaning of Strengths and Weakness – Alternative Formats to Analyze Strengths and Weaknesses – Matching Strength and Weaknesses– The concept of Synergy.

Unit - V: Process of Management & Reporting

Planning – Organizing – Staffing – Directing – Controlling – Coordinating - Introduction to Communications– General Guidelines in Preparing Reports – Procedure of Reporting – Stages in Reporting – Long Reports – Short Reports.

Reference Books

1. Abell, Derek F and John S. Hammond: Strategic Market Planning: Problems and Analytical Approaches, Prentice Hall, Eliglewood Cliffs: New Jersey
2. Peter Drucker: Tasks, Responsibilities, Practice, New York: Harper & Row
3. Ansoff, H Igor: Business Strategy, Penguin Books Limited, Harmondsworth
4. Porter, Michael E: Competitive Strategy: Techniques for Analyzing Industries and Competitors, The Free Press, A Division of Macmillan publishing Co

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Semester - IV

Certificate in Tourism Management

Unit - I
Definition of tourism and the need for tourism.The birth, growth and development of tourism - factors influencing growth of tourism - tourism in India and abroad.

Unit - II
Tourism - planning -need for planning - government's role in planning - tourism under five year plans. Tourism marketing -concepts and importance - marketing functions in tourism - tourist marketing mix.

Unit-III
Tourism and culture - tourism and people: tourism and economic development - tourism and growth of related industry, tourism and employment.

Unit - IV
Tourism pricing - methods of pricing - tourism promotion - advertising costs - steps in planning an advertising campaign -tourist publicity.

Unit-V
Tourism and government administrative systems - ministry of tourism - department of tourism -Indian tourism development corporation -world tourism organization -travel agents in India.

Reference Books
1. Tourism and hotel industry in India -Anand M.M.
2. Perspectives of Indian Tourism in India - Clib SN.
3. Successful tourism management - Pran Nath Seth.
4. The management of tourism - Bukart A J.
5. The social implications of tourism development - Butler R W

SELF STUDY PAPER- II : SOFTWARE DOCUMENTATION

1. Objectives

- To make the student to study basic principles of software documentation.
- To introduce students to different forms of software documentation.
- To make the student to be aware of the process of software documentation.
- To know the tools for software documentation.
- To make the student to prepare software document.

2. Course outline

UNIT – I: INTRODUCTION TO SOFTWARE DOCUMENTATION
Understanding Task Orientation - Principles of Software Documentation – Theory Behind Task Orientation – Forms of Software Documentation – Processes of Software Documentation.

UNIT – II: FORMS OF SOFTWARE DOCUMENTATION
Writing To Teach-Tutorials – Writing to Guide -Procedures– Writing to Support -Reference.

UNIT – III: PROCESS OF SOFTWARE DOCUMENTATION
Analyzing Your Users –Planning and Writing your Documents – Getting Useful Reviews – Conducting Usability Tests – Editing and Fine Tuning.

UNIT – IV: TOOLS FOR SOFTWARE DOCUMENTATION
Designing for Task Orientation – Laying out pages and Screens – Getting the Language Right – Using Graphics Effectively – Designing Indexes.

UNIT V : CASE STUDY

3. Teaching Resources

i. Text

1. Thomas T. Barker, "Writing Software Documentation -A Task-OrientedApproach", 2nd Edition, Pearson Education, 2004.

Unit – I	:	**Ch. 1**	
Unit – II	:	**Ch. 2 – 4**	
Unit – III	:	**Ch. 5 – 9 Unit – IV:**	**Ch. 10 – 14**

ii. References

1. William A.Florac, "Measuring the Software Process", Pearson Education,Dorling Kinderley Pvt Ltd, Delhi, 2008.

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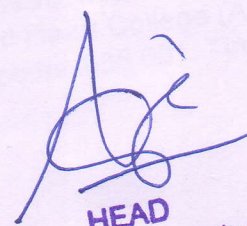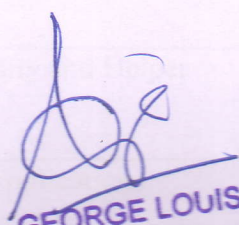### ACADEMIC YEAR : 2020 - 2021

<u>Certificate Course : .NET</u>

Total Hours: 30   **Date : 15.03.2021**   **Time:**   02.30 – 04.30

<u>PROGRAMME SCHEDULE</u>

S. No	Date	Content
1	17.03.2021	Introduction to .Net Framework
2	18.03.2021	ASP.Net page life cycle
3	21.03.2021	Server Controls
4	22.03.2021	Introduction to MVC
5	23.03.2021	MVC Projects
6	24.03.2021	MVC Projects
7	25.03.2021	Filters, Controller Extensibility and Helper Methods
8	28.03.2021	Web API and Single-page Applications
9	29.03.2021	MVC Application using MYSQL Sever
10	30.03.2021	MVC Application using MYSQL Sever
11	31.03.2021	MVC Application using MYSQL Sever

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Certificate Course : JAVA (JSP with MVC)

Total Hours: 30   **Date : 15.08.2020**

Course Content

> ➤ Manage application state with Sessions to track unique user actions
> ➤ Leverage Cookies to personalize a web site for a specific user
> ➤ Integrate the JSP Standard Tag Library (JSTL) to minimize scriptlet code
> ➤ Build a Multi-Lingual app using Internationalization and JSTL
> ➤ Build an MVC application with JSP and Servlets
> ➤ Generate HTML Tables with JSP and Servlets
> ➤ Add database support with JDBC: query, insert, update and delete
> ➤ Build a complete database web app with JDBC

Dr. A. GEORGE LOUIS RAJA
Asst. Prof & Head,
PG & Research Dept. of Computer Applications.
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Tirupattur-635 601. Tirupattur (Dt.)

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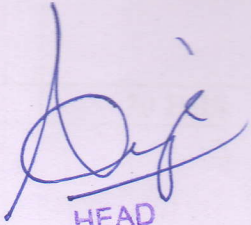**ACADEMIC YEAR : 2020 - 2021**

Mobile Technologies

Total Hours: 30   **Date : 07.01.2021**

PROGRAMME SCHEDULE

S. No	Day Order	Time
1	VI	02.30 – 03.30

Course Content

- Mobile Application Model, Frameworks and Tools.
- Multimodal and Multichannel UI, Screen Elements and Layouts, Voice XML.
- Work flow for Application Development, Java API, Plug-ins and Rule of Thumb for using DLLs.
- Android Application Architecture, Android basic Components, Storing and Retrieving Data, Packaging and Deployment.

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Total Hours: 30   **Date : 20.02.2021**

S. No	Day Order	Time
1	II	01.30 PM - 03.30 PM

OBJECTIVES

- To obtain aptitude skills and to solve quantitative problems.
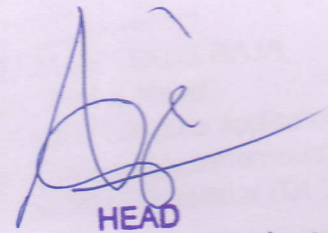
UNIT 1: Averages – Problems on numbers – Problems on ages – Percentage.

UNIT 2: Profit and loss – Ratio and proportion –Time and work – Pipes and cisterns.

UNIT 3: Partnership – Time and distance – Problems on trains.

UNIT 4: Boats and str eams – Simple interest – Compound interest.

UNIT 5: Calendar – Clocks – Permutations and Combinations – Probability.

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ACADEMIC YEAR : 2020 - 2021

MCA157S - SOFT SKILLS

Content	Topics	Hours
Introductory Module	Being someone and knowing someone Setting expectations Non-verbal Communication Move like a Machine	6 Hours
Understand self	Brief account of life My life roles rainbow Who am I Communication skills SWOT Conflict resolution Decision making Time management	10 Hours
Understand career	Life after college/ITI Career and me Understanding career Interests & Abilities Multiple Intelligence	6 Hours
Preparing for work	Workplace expectation (Digital lesson) Resume & Interview (Digital lesson) LinkedIn Week (Digital lesson) My Image (Digital lesson) Preparing for interview (Digital lesson) Mock Interview	8 Hours
TOTAL HOURS		30 HRS

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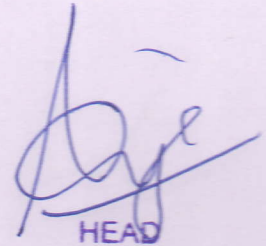Tirupattur-635 601. Tirupattur (Dt.)

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ACADEMIC YEAR : 2020 - 2021   **MCA257S - TECHNICAL APTITUDE**

Total Hours: 30   **Date : 20.02.2021**

S. No	Day Order	Time
1	II	01.30 PM - 03.30 PM

- C
- C++
- Java
- DBMS
- Data Structures
- .NET MVC Framework
- Software Quality Assurance
- Software Testing
- Computer Network
- Linux
- PHP
- Python

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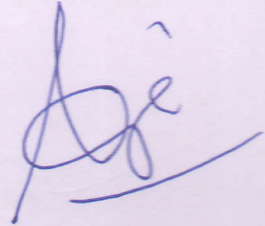Tirupattur-635 601. Tirupattur (Dt.)

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ACADEMIC YEAR : 2020 - 2021   MCA447S - TECHNICAL APTITUDE

Total Hours: 30

Date : 20.02.2021

S. No	Day Order	Time
1	II	01.30 PM - 03.30 PM

- C
- C++
- Java
- DBMS
- Data Structures
- .NET MVC Framework
- Software Quality Assurance
- Software Testing
- Computer Network
- Linux
- PHP
- Python

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