

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, Englewood 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
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Certificate Programme - LaTeX for Mathematics

Code: M9XX

Year/Semester: II / III

Credits: 2*

Hours: 30/Sem

Objective: To train students in the preparation of projects and dissertations using LaTeX.

Unit - I: Basic Document and Bibliography

What is LATEX - Simple typesetting - Fonts Type size - Document class - page style - page numbering - Formatting lengths - parts of a document - Dividing the document - what next? - Introduction - natbib - The BIBTEX program - BIBTEX Style files - Creating a bibliographic database.

(Chapters 1 - 4)

Unit - II: Contents, Index, Glossary, Text, Row and Column

Table of contents - Index - Glossary. Borrowed words - Poetry in typing - Making lists - When order matters - Description and definitions.

(Chapters 5 - 7)

Unit - III: Typesetting Equations and Theorems

Keeping tabs - Tables - The basics - Custom commands - More on mathematics - mathematics miscellany - New operations- The many fact of mathematics - Symbols - Theory in LATEX - Designer theorem-the amsthm package - Housekeeping.

(Chapters 8 - 9)

Unit - IV: Several Kinds of boxes and Floats

LR boxes - Paragraph boxes - Paragraph boxes with specific height - Nested boxes - Role boxes - The figure environment - The table environment.

(Chapters 10 - 11)

Unit - V: Cross References in LATEX, Footnotes, Margin pars and Endnotes

Why cross reference? - Let LATEX do it - Pointing to a page-the package varioref - Pointing outside-the package xr - Lost the keys? Use lables.tex - Footnotes - Marginal notes - Endnotes.

(Chapters 12 - 13)

Book for Study

1. A Primer, *Latex Tutorials*, Indian TEX users group, Trivandrum, India.www.tug.org.in

Books for Reference

1. Peter Flynn, *A beginner's introduction to typesetting with LATEX*, Silmaril Consultants, Textual Therapy Division, 2003.
2. George Gratzer, *More Math into LATEX*, 4th Edition, Springer Science, 2007.
3. Frank Mittelbach, Michel Goossens, *The LaTeX Companion*, Second Edition, Addison-Wesley, 2004.
4. Apostolos Syropoulos, Antonis Tsolomitis, Nick Sofroniou, *Digital Typography using Latex*, With 68 Illustrations, Springer-Verlag, 2003.

5. Dr Helmut Kopka, Dr Patrick Daly, *A Guide to Latex: Document preparation for beginners and advanced users*, Addison Wesley; 3rd edition (4 January 1999)

Course Learning Outcomes

This course will enable the students to:

- prepare documents with paragraphs and sections
- insert mathematical expressions and numbered equations
- format theorems, tables and figures
- organize chapters in the preparation of projects
- prepare and publish research articles.

E Learning Resources: <https://www.latex-tutorial.com/tutorials/>

<https://www.tug.org/twg/mactex/tutorials/ltxprimer-1.0.pdf>

<https://www.latex-tutorial.com>

<http://www.tug.org.in/tutorials.html>

<https://miktex.org/>

<http://www.docs.is.ed.ac.uk/skills/documents/3722/3722-2014.pdf>

PG AND RESEARCH DEPARTMENT OF COMPUTER APPLICATIONS
SACRED HEART COLLEGE(AUTONOMOUS), TIRUPATTUR, TIRUPATTUR-635601
BATCH : 2019 - 2022

Mobile Technologies

Total Hours: 30

Date : 07.12.2021

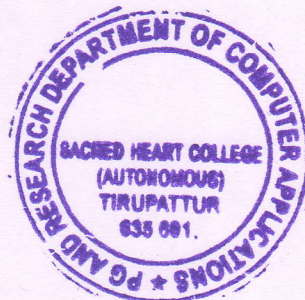
PROGRAMME SCHEDULE

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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HEAD

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