

**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.

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**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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**PG & RESEARCH DEPARTMENT OF COMMERCE**  
**SACRED HEART COLLEGE (AUTONOMOUS)**

TIRUPATTUR, TIRUPATTUR (DT) - 635 601  
TAMIL NADU.



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**SRIDHARAN & CO**  
SALEM, TAMIL NADU.

**Organising a 30 Hour  
Certificate Course  
in  
GST - Filing Procedure  
(With Practical Examples)**

**Course Content**

**I - Introduction to GST**

Concept of GST – Salient Features of GST– Need for GST in India – Frame work of GST – Benefits of GST – Constitutional Provisions.

**II - Input Tax Credit (ITC)**

ITC – Eligibility and conditions for taking ITC – Apportionment of Credit and Blocked Credits – Availability of Credit under Special Circumstances – Provisions relating to availing and utilizing ITC.

**III GST Filing Practices**

Registration under GST – Forms under GST – Online filing of GST return

## 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](http://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>

## TRANSACTIONAL ANALYSIS

(Certificate Course-1)

I MSW

SEMESTER – II

CODE: MHR209X

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**Learning Outcome:** *The students will...*

- Gain knowledge about the concepts related to transaction analysis
- Understand the self and others
- Acquire the skills of communication and problem solving

**UNIT I:** An overview of T.A.: Introduction to Structural analysis – Development of Ego states. The Parent ego state, Incomplete Parent ego state, Reparenting. The Child ego state, Shifts between Natural & Adapted Child ego states. Activating Child Ego State. The Adult egostate -Activating and strengthening the Adult ego state.

**UNIT II:** Introduction to Analyzing Transactions –Complementary transactions, Crossed transactions and ulterior transactions.

**UNIT III:** The human hunger for Strokes - Stroking hunger, Positive Stroking, Discounting and Negative Stroking. The hunger for Structured Time - Withdrawal, Rituals, Pastimes, Games, Activities and Intimacy.

**UNIT IV:** Stamp collecting – Psychological Trading of Stamps. Redemption of Stamps. Psychological Game Playing—The Yes-but’ game, The Uproar game, The ‘Lets you and HimFight’’ game, The ‘See what you made me’ game. Giving up games.

**UNIT V:** The Drama of Life Scripts- Injunctions and Counter Injunctions- Scripts with curse  
-Counter scripts. Rewriting scripts through Awareness, Spontaneity and Intimacy.

### References:

1. Berne, Eric, 1996, Games People Play- The Basic Book of Transactional Analysis. Ballantine Books, New York.
2. Berne, Eric, 1964, Games People Play. Grove Press, New York.
3. Berne, Eric 1961, Transactional Analysis In Psychotherapy, Grove Press, New York
4. Harris A. Thomas, 1969, I’ am OK-You are OK.; Harper & Row, New York.
5. James, Muriel & Jongeward, 1976, Born To Win, Addison Wisely Publishing Company,London
6. Steiner M. Claude, 1982, Scripts People Live. Bantam Books, Toronto
7. Steiner M. Claude, 1974, Games Alcoholics Play, Ballantine Books, New York.
8. Widdowson, Mark. 2010, Transactional Analysis -100 Key Points and Techniques, Routledge, New York.

*Note: it is an extra credit course (Optional). Course Fee and duration will be fixed by the department in consultation with the resource persons. Students need to pay Rs. 50 to the office*

**PG AND RESEARCH DEPARTMENT OF COMPUTER APPLICATIONS  
SACRED HEART COLLEGE(AUTONOMUS), TIRUPATTUR, TIRUPATTUR-635601  
ACADEMIC YEAR : 2022 - 2023 MCA268X-NATURAL LANGUAGE PROCESSING**

**Date : 20.01.2023**

<b>S. No</b>	<b>Day Order</b>	<b>Time</b>
<b>1</b>	<b>5</b>	<b>03.30 PM - 04.30 PM</b>

### **Course Description**

#### **Exploring PivotTables**

You will learn how to extract valuable insights and uncover secrets hidden within your data using the power of PivotTables. Additionally, you'll learn how to use keyboard shortcuts to speed up your workflow.

#### **Intermediate Logical Functions**

You'll identify your ideal customer profile using logical functions and create targeted marketing strategies. You'll explore the concept of customer segmentation and gain the skills to maximize customer success, increase revenue and boost business growth.

#### **What-if Analysis**

You'll master the art of scenario analysis using Excel's built-in What-If Analysis tool. You'll understand how different variables can impact your sales, perform sensitivity analysis and use it to make informed predictions to stay ahead in dynamic business environments.

#### **Forecasting**

You will unlock the power of forecasting to anticipate future trends and visualize this data for your stakeholders. You'll leverage moving averages and trendlines to communicate your findings.



The following students are eligible to avail the extra credits for the course NATURAL LANGUAGE PROCESSING.

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# Office Software

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## Learning Objectives

### The Course aims to

- Recognize the features of Office Package
- Develop the knowledge to prepare Professional documentation.
- Design and Develop Animated videos and Images.
- Analyze and express Mathematical functions, and to perform calculation using sheets.
- Design and develop skills in sharing the sheets.

UNIT	CONTENTS	HOURS
<b>I</b>	<b>INTRODUCING OFFICE SOFTWARE &amp; WORD PROCESSOR</b> Getting to know office: Starting – Introducing – Quick Access – Ribbon – Customize – Exit – Adding Data – Selecting Data – Editing Text – Deleting – Cut, Copy, Paste – Dragging – Undo – Redo – Sharing – Adding Pictures – Manipulating – Enhancing – Browsing Help – Searching – Making the Help window Easier to read – Typing Text in Word – Formatting Text – Designing your pages- Mail Merge.	<b>6</b>
<b>II</b>	<b>SPREAD SHEET</b> Understanding Spreadsheets – Sorting – Formatting – Navigating – Searching – Editing – Clearing Data – Printing – Creating a formula – Using functions – Editing – Conditional Formatting – Data Validation – Goal Seeking – Creating Multiple scenarios – Auditing your formulas – Checking errors – Understanding parts of chart – Creating – Editing – Chart Tools – Spark lines – Organizing Lists in Pivot Tables.	<b>6</b>
<b>III</b>	<b>PRESENTATION</b> Defining purpose – Creation – Working with Text – Applying a Theme – Changing Background – Adding Graphics – Adding Movies – Adding sound – Spell Checking – Organizing slides – Adding Visual Transitions – Adding Hyperlinks – Viewing a Presentation – Creating a Handouts.	<b>6</b>
<b>IV</b>	<b>STORING STUFF IN ACCESS</b> Using a Database – Designing – Editing and Modifying – Typing Data – Closing and Saving – Searching– Sorting – Querying – Using the Report Wizard – Manipulating the Data in a Report – Editing – Making Reports – Deleting a Report.	<b>6</b>

<b>V</b>	<p><b>GOOGLE DOCS, SHEETS AND SLIDES</b></p> <p>Advantages of Google Docs- Working and Collaborating in Google Docs- Editing a Document in Docs– Sharing and Collaborating - Getting Started with Google Sheets – Entering, Editing, and Other Spreadsheet Basics- Using Charts, Graphs, and Diagrams- Working with multiple sheets- Creating Simple Formulas- Working with Functions - Getting Started with Your Presentation- Slide Basics – Adding Themes, Text, Shapes, and Images to Slides- Organizing Slides-Presenting the Slide Show.</p>	<b>6</b>
<b>Teaching Resources</b>	<p><b>i. Textbook</b></p> <ol style="list-style-type: none"> <li>1. Wallace Wang, “Microsoft Office 2010 for Dummies”, Willey India Pvt Ltd, New Delhi.  <b>Unit – II : Ch. 1-7</b>   <b>Unit – II : Ch. 8-10</b>  <b>Unit – III : Ch. 11-13</b>  <b>Unit - IV : Ch. 16-18</b></li> <li>2. Ryan Teeter and Karl Barksdale, “Google Apps for Dummies” Willey India Pvt Ltd, New Delhi.  <b>Unit – V : Ch. 10-13</b></li> </ol> <p><b>ii. Reference</b></p> <ol style="list-style-type: none"> <li>1. GurtyLeete, Ellen Finkelstein Mary Leete, “Openoffice.org for Dummies”, Wiley Publishing, Inc.</li> <li>2. GordenPadwick, Sue Plumley, Debbie Walkowski, “Micro Office Quick Start”, Prentice Hall of India Private Ltd.</li> </ol> <p><b>iii. Web References</b></p> <p><b>(i) Online Tutorial</b></p> <ol style="list-style-type: none"> <li>1. <a href="https://www.computer-pdf.com/office/193-tutorial-microsoft-office-2010-tutorial.html">https://www.computer-pdf.com/office/193-tutorial-microsoft-office-2010-tutorial.html</a></li> <li>2. <a href="https://en.wikipedia.org/wiki/OpenOffice.org">https://en.wikipedia.org/wiki/OpenOffice.org</a></li> <li>3. <a href="http://www.tutorialsforopenoffice.org/">www.tutorialsforopenoffice.org/</a></li> </ol> <p><b>(ii) Online Quiz</b></p> <ol style="list-style-type: none"> <li>3. <a href="http://www.eduzip.com/computer-science/ms-word-quiz.html">www.eduzip.com/computer-science/ms-word-quiz.html</a></li> <li>4. <a href="http://www.openoffice.blogs.com/openoffice/2008/05/template-for-je.html">www.openoffice.blogs.com/openoffice/2008/05/template-for-je.html</a></li> <li>5. <a href="http://www.openoffice.blogs.com/openoffice/2006/08/times_tables_qu.html">www.openoffice.blogs.com/openoffice/2006/08/times tables qu.html</a></li> </ol>	

**PG AND RESEARCH DEPARTMENT OF COMPUTER APPLICATIONS**  
**SACRED HEART COLLEGE(AUTONOMOUS), TIRUPATTUR, TIRUPATTUR-635601**  
**BATCH : 2021 - 2023                      SOFT SKILLS**

**Course Content**

<b>Content</b>	<b>Topics</b>	<b>Hours</b>
<b>Introductory Module</b>	Being someone and knowing someone Setting expectations Non-verbal Communication Move like a Machine	6 Hours
<b>Understand self</b>	Brief account of life My life roles rainbow Who am I Communication skills SWOT Conflict resolution Decision making Time management	10 Hours
<b>Understand career</b>	Life after college/ITI Career and me Understanding career Interests & Abilities Multiple Intelligence	6 Hours
<b>Preparing for work</b>	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
<b>TOTAL HOURS</b>		<b>30 HRS</b>

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**SACRED HEART COLLEGE(AUTONOMOUS), TIRUPATTUR, TIRUPATTUR-635601**  
**BATCH : 2021 - 2023                      TECHNICAL APTITUDE**

**Total Hours: 30**

**Date : 20.04.2022**

<b>S. No</b>	<b>Day Order</b>	<b>Time</b>
<b>1</b>	<b>II</b>	<b>01.30 PM - 03.30 PM</b>

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