DEPARTMENT OF BUSINESS ADMINISTRATION

SACRED HEART COLLEGE

(AUTONOMOUS)

Tirupattur - 635 601, Tirupattur Dt, Tamil Nadu, India.

CERTIFICATE COURSE IN TOURISM STUDIES

01-03-2021 TO 24-03-2021

30 HOURS

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

DEPARTMENT OF BUSINESS ADMINISTRATION

SACRED HEART COLLEGE

(AUTONOMOUS)

Tirupattur – 635 601, Tirupattur Dt,
Tamil Nadu, India.

CERTIFICATE COURSE IN NGO MANAGEMENT

01-12-2020 TO 21-12-2020

30 HOURS

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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Certificate Course : .NET

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

PROGRAMME SCHEDULE

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

HEAD
PG & Research Dept. of Computer Applications
Sacred Heart College (Autonomous),
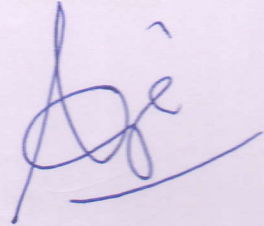Tirupattur-635 601. Tirupattur (Dt.)

PG AND RESEARCH DEPARTMENT OF COMPUTER APPLICATIONS
SACRED HEART COLLEGE(AUTONOMUS), TIRUPATTUR, TIRUPATTUR-635601
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**

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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PG AND RESEARCH DEPARTMENT OF COMPUTER APPLICATIONS
SACRED HEART COLLEGE(AUTONOMUS), TIRUPATTUR, TIRUPATTUR-635601
ACADEMIC YEAR : 2020 - 2021
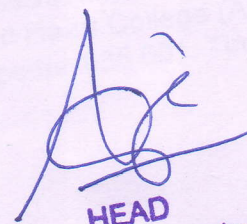
Certificate Course : .NET

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

PROGRAMME SCHEDULE

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
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PG AND RESEARCH DEPARTMENT OF COMPUTER APPLICATIONS
SACRED HEART COLLEGE(AUTONOMUS), TIRUPATTUR, TIRUPATTUR-635601
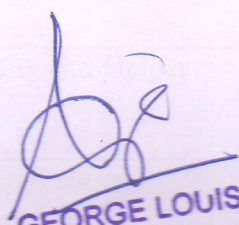## ACADEMIC YEAR : 2020 - 2021

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.
Sacred Heart College (Autonomous)
Tirupattur-635 601. Tirupattur (Dt.)

PG AND RESEARCH DEPARTMENT OF COMPUTER APPLICATIONS
SACRED HEART COLLEGE(AUTONOMUS), TIRUPATTUR, TIRUPATTUR-635601
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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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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PG & Research Dept. of Computer Applications
Sacred Heart College (Autonomous),
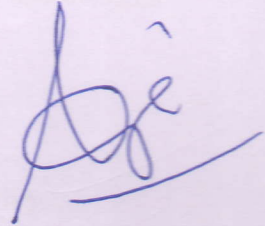Tirupattur-635 601. Tirupattur (Dt.)

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SACRED HEART COLLEGE(AUTONOMUS), TIRUPATTUR, TIRUPATTUR-635601
ACADEMIC YEAR : 2020 - 2021
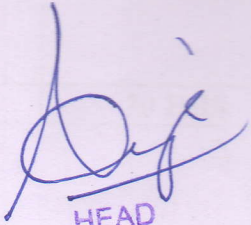
Mobile Technologies

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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PG AND RESEARCH DEPARTMENT OF COMPUTER APPLICATIONS
SACRED HEART COLLEGE(AUTONOMUS), TIRUPATTUR, TIRUPATTUR-635601
ACADEMIC YEAR : 2020 - 2021   MCA547S - QUANTITATIVE APTITUDE

Total Hours: 30   **Date : 20.02.2021**

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

OBJECTIVES

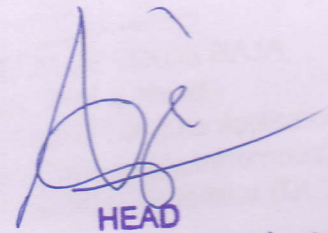- To obtain aptitude skills and to solve quantitative problems.

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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Sacred Heart College (Autonomous):
Tirupattur-635 601, Tirupattur (Dt.)

Resource Person

Mrs. Arul Deepa

CISCO Systems Private Limited

Bengaluru

Patrons
Rev. Dr. C. Antonyraj SDB
Rector & Secretary

Rev. Dr. D. Maria Antonyraj SDB
Principal

Rev. Dr. K.A. Maria Arockiaraj SDB
Additional Principal

Register at
https://forms.gle/h7cfECGXqZZT8Hc66

Schedule

Date	Session Topic
29/01/2021	Basic principles of software documentation
04/02/2021	Different forms of software documentation.
25/02/2021	Awareness on the process of software documentation
04/03/2021	Tools used for software documentation
18/03/3021	Preparation of software documents

Find Basic Requirements at

https://drive.google.com/file/d/106QXEwEk9fmQ3h2pZG2nGkQ7iswP57p/view?usp=drive_link

Department of Computer Application (UG)

Sacred Heart College (Autonomous)
Tirupattur – 635601.

Certificate course on
"Software Documentation"

Dates
29/01/21, 04/02/21, 25/02/21, 04/03/21, 18/03/21

Sacred Heart College

Sacred Heart College, Tirupattur, established in 1951, is a prestigious institution, managed by the Salesians of Don Bosco. It is affiliated to Thiruvalluvar University. In recognition of its meritorious services in the field of Higher Education, it was conferred the honour of an autonomous status in 1988. The National Assessment and Accreditation Council (NAAC) awarded an 'A+' Grade under RAF with a CGPA of 3.31/4 in the fourth cycle of accreditation. The college is now working towards greater excellence to achieve the status of a full-fledged University. It offers three-tier education: UG, PG, and Doctoral Degree. Sacred Heart College scatters the educational needs of 4500 students.

Department of Computer Applications (UG)

The Department of Computer Applications (UG) had its beginning in the academic year 2011. The ever-increasing demand for the course has compelled the management to opt for this course and provide better facilities to learn through a planned curriculum including recent trends in the corporate world and by providing sufficient industrial exposure through various activities and programmes.

Certificate Course on "SOFTWARE DOCUMENTAION"

As an annual feature, the department conducts a national workshop wherein faculty and students from different parts participate and interact with industry practitioners.

Resource Person

The resource person is **Mrs. Arul Deepa, Cisco Systems Private Ltd, Bengaluru** She experts in recent technologies in computing having more than 20 years of experience. She excel in software documentation.

Note

If there is more than one participant from the same institute, kindly enclose the list along with the registration form duly signed by the Head of the Department. No TA/DA will be provided. Certificate will be provided to all the participants

Organizing Secretary
Mr. A. John Martin

Staff In-charge
Mr. V.S. Jayakumar Paul Bosco

Contact Us
86081 45587
jayakumarpaulbosco@shctpt.edu

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.