



## SYMBIOSIS COLLEGE OF ARTS & COMMERCE

An Autonomous College | Under Savitribai Phule Pune University  
Reaccredited 'A+' with 3.51 CGPA for Third Cycle By NAAC | College with Potential for Excellence

1.3.1 & 1.3.2

Syllabus of value-added courses for imparting transferable and life skills offered during last five years

Sr. No	Title of the course
<b>Liberal Arts Courses</b>	
1.	Allo? Ici Paris. (French)
2.	Netzwerk Deutsch – Englisch (German)
3.	Soft Skills And Personality Development
4.	Japanese Language Training And Orientation
5.	Strings And Music (Guitar)
6.	Photoshop ( Basic )
7.	Yoga Theory And Practices
8.	Introduction To Data Analysis Using Microsoft Excel
9.	Health And Wellness Management
10.	Advertising And Contemporary Culture
11.	Hypnotherapy And Other Parapsychological Therapeutic Modalities
12.	Cyber Law
13.	Unlock Your Mind
14.	Contextual Reflections In International Relations: Themes And Perspectives
15.	Learning To Unlearn
16.	Unearthing Peer Therapy
17.	Contemporary And Everyday Economics: The Theoretical Foundations
18.	Human Rights Law: The Tussle Between Practice And Theory
19.	Cutting Edge Communication
<b>Skill Development Course</b>	
20.	Smart Investor Programme
21.	Negotiation Skills
22.	Microsoft Excel
23.	Digital Marketing
24.	U Spark – Future Ready
25.	Campus To Corporate
26.	Professional Retail Banking Course
27.	Effective Communication Skills
<b>Entrepreneurship Cell</b>	
28.	Campus Project Entrepreneur



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## Symbiosis College of Arts and Commerce

(An Autonomous College Affiliated to University of Pune)

**Title of the Course:** Allo? Ici Paris. (French)

**Name of Faculty :** Ms.Sanjana Pathak

**No. of Hours** 45

**No.of Credits :** 3

**Learning Outcomes**

**On completion of the course, the students will be able to:**

CO 1: Read to learn French at an elementary level (I)

CO 2: Identify and explain unique characteristics of various French-speaking people and their cultures (II)

CO 3: Develop the skill to listen to basic spoken French. (III)


CO 4: Focus on unique characteristics of various French-speaking people and their cultures (IV)

CO 5: Evaluate each other's oral and written performance for learning purposes. (V)

**Teaching Methodology:**

- As this Course will focus more on communication, the material used will be audio-visual. Short clippings can be shown with a view to make the Students express their understanding of the matter. This will develop analytical as well as linguistic skills in the Students at the same time help in removing inhibitions which are a common in a Learner when faced to speak in a foreign tongue.
- Recorded tapes to enhance the auditive/comprehension skills
- Short texts comprising of dialogues, puzzles and word games.
- Short Grammar exercises to improve the Basics.
- Regular Tests will be given in order to moderate the progress of the Learner.



  
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Unit	Contents of the syllabus	Number of Lectures
1.	A Basic knowledge of French Grammar	6
2.	How to formulate frequently asked questions like, HOW..., WHERE...etc 3 Methods of forming questions	9
3.	A General Usage Vocabulary pertaining to: Phrases, Numerals, Time. Days & Dates. <ul style="list-style-type: none"> <li>- Vocabulary used in cooking, fashion, office, school, family members and expressions.</li> <li>- Day to day greetings (formal and informal)</li> <li>- Contextual Dialogues (At the market, grocery store, bakery, dairy, stationary store, etc.)</li> </ul>	9
4.	Helping the Students to develop the 4 Skills involved in Verbal Communication namely: "comprehension orale, compréhension écrite, expression orale et expression écrite."	9
5.	APPENDIX GRAMMAR <ul style="list-style-type: none"> <li>• Articles: Indefinite and Definite, Partitive &amp; Contracted Article</li> <li>• Present Tense Conjugation of regular verbs.</li> <li>• 5 foundation verbs: être, avoir, aller, faire, venir</li> <li>• 3 groups of verbs: ER, IR, RE and their rules of conjugation.</li> <li>• Nouns: Gender and Number</li> <li>• Negative sentences, Adjectives, Prepositions, Demonstrative pronouns.</li> </ul>	12



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- Possessive adjectives.

#### FORMULATION OF FREQUENTLY USED QUESTIONS:

- WHAT? Quoi?
- WHEN? Quand?
- WHERE? Où?
- WHO? Qui?
- HOW? Comment?

#### VOCABULARY :

##### General Usage

- Idioms and Phrases, Numerals, Time, Days & Dates
- Vocabulary used for family members.
- Office Related Vocabulary
- Gastronomy related words and expressions
- Extensive vocabulary pertaining to Clothes and Accessories.
- Professions, nationalities, body parts

#### DIALOGUES SPEAKING SKILLS BASED ON DAILY LIFE

- Self Introduction
- Introducing friends, colleagues and staff
- Greetings, salutations (Formal and Informal Level)
- My family
- My favourite actor/ actress
- Hobbies, Sports, Leisure
- Conversations in local shops.
- Answering basic questions related to name, telephone number, age, etc.
- Time of the day and corresponding activities.




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Suggested Reference Books	
Suggested Journals	
Web sites :	



  
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# Symbiosis College of Arts and Commerce

(An Autonomous College under Savitribai Phule Pune University)

## Symbiosis Centre For Liberal Arts

### Liberal Arts Programme

**Title of the Course:** NETZWERK DEUTSCH – ENGLISCH (German)

**Name of the Faculty:** Ms. Anita Yardena Rohekar

**No. of hours:** 45

**No. Of Credits:** 3

**Learning Outcomes:**

**On completion of the course, the students will be able to:**

- CO 1: Defining the competencies in all the four skills of language learning: Listening, Reading, Speaking and Writing. (I)
- CO 2: Expressing and developing the ability to engage in simple conversation (Asking time, telling time, Numbers). (II)
- CO 3: Teaching students to familiarize to socio-economic-cultural aspects of German speaking countries like Germany, Austria and Switzerland. (III)
- CO 4: Focus on reading and writing short texts such as daily dairy, emails, SMS, formal and informal letters in German (IV)
- CO 5: Test students' communication skills in German. (V)

**Teaching Methodology:**

- Verbal Communication
- Worksheets
- Group Discussion
- Visiting Max Muller Bhavan
- Films and Audio clips

Unit	Contents of the syllabus	Number of Lectures
1.	<p>Themes</p> <ul style="list-style-type: none"><li>• Self-introduction, personal details. Small talk in public places like in cafes, on airport, in different institutes etc.</li><li>• International words commonly used in German.</li><li>• European cities, countries.</li><li>• Naming simple things at home, on street, at station, on airport, in college in shops etc.</li></ul>	10



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	<ul style="list-style-type: none"> <li>• Seasons, weather, time.</li> <li>• Scheduling appointments, cancelling or postponing them.</li> </ul>	
2.	<b>Structures</b> <ul style="list-style-type: none"> <li>• Simple Clauses.</li> <li>• Everyday Expressions.</li> <li>• Greetings, Wishes, Congratulations, Apology, Excuses etc.</li> <li>• "Wh" questions, simple Yes No questions.</li> <li>• Pronouns in nominative and accusative cases.</li> <li>• Conjugation of verbs in present tense.</li> <li>• Separable verbs.</li> <li>• Imperative.</li> <li>• Simple prepositions.</li> <li>• Nouns and articles.</li> <li>• Past tense of HABEN and SEIN.</li> </ul>	10
3.	<b>Skills</b> <ul style="list-style-type: none"> <li>• Listening: Can understand simple dialogues, everyday expressions, costs of things, numbers when spoken clearly and slowly.</li> <li>• Reading: Can understand simple texts, paragraphs, road signs and material having simple description, dialogues etc. Can comprehend texts supported by visuals?</li> <li>• Writing: Has basic range of simple expressions. Write SMS, small e mails, notes etc. Can write simple sentences or even a paragraph.</li> <li>• Speaking: Can interact slowly but surely in areas of immediate need or on familiar topics or in familiar situations.</li> </ul>	8
4.	<b>Other Activities</b> <ul style="list-style-type: none"> <li>• Map of German speaking countries.</li> <li>• Short films on different tourist sites in these countries.</li> <li>• German songs.</li> <li>• Small films.</li> <li>• German Projects.</li> <li>• PPTs.</li> </ul>	7
5.	<b>Evaluation</b> <ul style="list-style-type: none"> <li>• No formal examination.</li> <li>• Group Activity.</li> </ul>	7



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	<ul style="list-style-type: none"> <li>• Power Point Presentation on different interesting topics dealing with culture, sports, cuisine etc. of German speaking countries.</li> <li>• Creative Work.</li> <li>• Role play.</li> </ul>	
6.	Material <ul style="list-style-type: none"> <li>• Work sheets.</li> </ul> Different reference sites	3
Suggested Reference Books: Reading list will be given in class.		



  
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# Symbiosis College of Arts and Commerce

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## Symbiosis Centre For Liberal Arts

### Liberal Arts Programme

**Title of the Course: Soft Skills and Personality Development**

**Faculty: Ms Bhagyashree Gadre**

**No.of Hours : 45**

**No.of Credits: 3**

**Learning Outcomes:**

**On completion of the course, the students will be able to:**

- CO 1: Read about the basic skills which are very important but have never received enough attention. (I)
- CO 2: Explain to the students about personal and professional life and making them aware about the importance of Soft Skills. (II)
- CO 3: Teach the students about confidence and express their point of view by interacting with others. (III)
- CO 4: Focus on Teamwork abilities, Emotional maturity and emotional health, social and work-life skills, functional and chronological resume. (IV)
- CO 5: Test the knowledge of communication skills on diverse cultural and global communities. (V)

**Teaching Methodology:**

Lecture with the help of AV aids and practical ( Activities)

Unit	Contents of the syllabus	Number of Hours
1	What are Soft Skills and why they are required?	2
2	What is Personality? Traits to develop a good personality	2
3	Communication Skills – All about How, When and where	2
4	SWOT Analysis	2
5	Self presentation	2



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6	Self Analysis	2
7	Transactional Analysis	4
8	Non-verbal communication	3
9	Presentation skills	2
10	Interpersonal skills	2
11	Time Management	3
12	Goal Setting and Assertiveness	3
13	Etiquette – Social and corporate	2
14	Stress Management	3
15	Listening skills	2
16	TEAM Management/ Group Dynamics	2
17	Various Activities and practical working on some of the topics	7
	<b>Total Number of Hours</b>	<b>45</b>

**Texts and References : Reference books list:**


1. Soft Skills & Life skills : The Dynamics of Success – Nishitesh and Dr. Bhaskara Reddi
2. Soft Skills – Dr. Alex
3. Soft skills and Professional Communication – Francis Peter S.J.
4. Managing Soft skills – K. R. Lakshminarayan ; T. Murugavel
5. The Ace of Soft skills – Gopalswamy Ramesh ; Mahadevan Ramesh
6. Personality Development and Soft Skills – Barun K. Mitra
7. Soft Power : An Introduction to Core and Corporate Soft Skills – Edited Anitha Arunsimha
8. How to talk to Anyone, Anytime , Anywhere – Larry King

Suggestions:



  
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To provide the liberty to make some changes in the given topics as per the class requirement.



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## Symbiosis College of Arts and Commerce

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### Symbiosis Centre For Liberal Arts

#### Liberal Arts Programme

**Title of the Course:** Japanese language training and orientation.

**Name of Faculty:** Ashwini Shiledar

**No. of Hours:** 45

**No. Of Credits:** 3

**Learning Outcomes:**

**On completion of the course, the students will be able to:**


- CO 1: Enable students to speak basic Japanese required for daily communication as well as understand Japanese spoken by the natives. (I)
- CO 2: Explain about Japanese language scripts. (II)
- CO 3: Teach about Japanese work culture and their mannerism. (III)
- CO 4: Focus on listening, speaking, reading and writing basic Japanese and to understand Japanese business manners. (IV)
- CO 5: Compare and evaluate Indo-Japanese relationship in terms of culture, trade, business. (V)

**Teaching Methodology:**

The pedagogy consists of audio-visual method to memorize the vocabulary being used frequently. It also focuses on Japan's history as well as includes updates about current affairs in Japan. It consists of interactive sessions where students who are pursuing interdisciplinary education find it engaging as well as entertaining.

Unit	Contents of the syllabus	Number of Lectures
1	Introduction to Japanese language. Introduction of the 3 scripts in Japanese (Brief info and features of each script) Sounds in Japanese.	3
2	Greetings in Japanese. Basic mannerism to be followed by a foreigner.	3



  
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3	Basic sentence patterns. Explaining differences between Kore (This), Sore (that) and Are (that). Difference between - Koko, Soko and Asoko (Here, There, Their in Japanese script)	8
4	Introduction to counting systems and numbers. (In Japanese script, learning only numbers does not help to express in different situations. They have counters to use for different objects).	7
5	Introduction to Japanese grammar. (verb groups and their usage) Adjectives and their types. (I - adjective , Na - adjective) Usage of verbs at different level of politeness. (Especially effective in Japanese business.)	12+3+1
6	Introduction to Japanese culture. (Introduction to Kabuki/Bonsai/Origami/Ikebana) Theory behind each as well as how Japanese are preserving their culture in day-to-day life.	3
7	Japanese food culture (food delicacy, food discipline etc...)	3
8	Introduction to Japanese management system (5S, TPM, Kaizen etc...)	4
9	Indo-Japanese relationship (opportunities, ways to strengthen the bond between India and Japan).	3
10	A brief introduction to Japanese industry and technology.	3



  
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**Suggested Reference Books**

Atarashii Nihongo,  
Minano Nihongo,  
Nihongo Shoho.

**Suggested Journals**

**Websites :**



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## Symbiosis College of Arts and Commerce

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### Symbiosis Centre For Liberal Arts

#### Liberal Arts Programme

**Title of the Course: Strings and Music (Guitar)**

**Name of the Faculty : Tanmay Pawar**

**No. of Hours : 45**

**No. of Credits : 3**

#### Learning Outcomes

**On completion of the course, the students will be able to:**

- CO 1: Define the basics of music through the study of guitar. (I)
- CO 2: Explain the basic fundamentals of guitar playing like scales, chords, music theory and hence learning to appreciate music better. (II)
- CO 3: Determine the basic differences and relationships between Indian music and Western music. (III)
- CO 4: Classify the various string names and pitch (Notes, formula, scales and code formation (IV)
- CO 5: Test the students on their knowledge about the music concepts. (V)

#### Teaching Methodology:

- One on one teaching with the help of a course syllabus, periodic assessments, aural training
- Focus on the synchronization of playing in a group of musicians
- Emphasis on musical theory along with the practical exercises in order to help students understand the concepts better
- Aural training and Development of muscle memory through finger exercises
- Development of a Practice schedule for the students


Unit	Contents of the syllabus	Number of Lectures
Introduction	• Introduction to guitar	1
	• Guitar holding and posture, holding the pick	1
	• Alternate picking and Right hand – Left hand exercises	2
Practical	• Chromatic scale	2
	• Major chords - C, G, D, A, F	5
	• Minor chords - Em, Am, Dm	3
	• Strumming patterns & Chord progressions	6
	• Study and practice of the basic Major Scale	4



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<b>Theory</b>	• String names & pitch determination	1
	• 12 notes, Flats and Sharps, and Fret board positioning	1
	• Major scale formula, Chord formation and Chord Families	2
	• Introduction to Minor scales, Relative minors	1
	• Basics of Staff notation	1
<b>Aural</b>	<ul style="list-style-type: none"> <li>• Clapping to simple rhythm patterns</li> <li>• Differentiation between low and high notes</li> <li>• Differentiation between major and minor chords</li> <li>• Song Listening and Analysis</li> </ul>	6
<b>Songs</b>	<ul style="list-style-type: none"> <li>• Happy birthday</li> <li>• Jingle Bells</li> <li>• Ode to joy</li> <li>• Aura Lee</li> <li>• Kal ho na ho</li> <li>• Ajeeb Dastaan</li> <li>• Tu jaane na</li> <li>• Paani da rang</li> <li>• Boulevard of broken dreams</li> </ul> <p>(Songs will vary depending on the students' liking and inclination)</p>	9
<b>Texts and References:</b> Hal Leonard's acoustic guitar Mel Bay's Grade 1 Plectrum Guitar Trinity Technical Exercises Trinity Aural Training grades 1-3 YouTube and Guitar related channels		



  
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## Symbiosis Centre For Liberal Arts

### Liberal Arts Programme

**Title of the Course: Photoshop ( Basic )**

**Name of Faculty : Col Vishwanath Paranjpe (Retd)**

**No. of Hours 45**

**No.Of Credits : 3**

**Learning Outcomes:**

**On completion of the course, the students will be able to:**

CO 1: Examine the basic skills using Photoshop software and the peripherals.

(I)

CO 2: Explain use of use various tools in Photoshop. (II)

CO 3: Teach about the basics of image editing, work of art and graphic design (III)

CO 4: Devise skills to improve skills and rework solutions. (IV)

CO 5: Evaluate students on the knowledge attained by students on photoshop. (V)

**Teaching Methodology: Online interactive classes**

**Sys requirements for students :-**

- PC/Laptop having photoshop installed, version cc-2014 and above preferred.

Unit	Contents of the syllabus	Number of Lectures
1.	<ul style="list-style-type: none"> <li>• <b>Introduction to Photoshop.</b> <ul style="list-style-type: none"> <li>- Navigating Photoshop</li> <li>- Menus and panels</li> <li>- Opening existing files</li> <li>- Exploring the Toolbox</li> <li>- Exploring Panels &amp; Menus</li> <li>- Creating &amp; Viewing a New Document</li> <li>- Customizing the Interface</li> <li>- Setting Preferences</li> </ul> </li> </ul>	3
2.	<ul style="list-style-type: none"> <li>• <b>Working with Images</b> <ul style="list-style-type: none"> <li>- Opening images</li> <li>- Zooming &amp; Panning an Image</li> <li>- Working with Multiple Images</li> <li>- Rulers, Guides &amp; Grids</li> <li>- Undoing steps</li> </ul> </li> </ul>	2

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	<ul style="list-style-type: none"> <li>- Adjusting color and contrast with the Adjustments Panel</li> <li>- Black and white conversions</li> <li>- Channels intro</li> </ul>	
3.	<ul style="list-style-type: none"> <li>• <b>Resizing &amp; cropping images</b> <ul style="list-style-type: none"> <li>- Understanding Pixels &amp; Resolution</li> <li>- The Image Size Command</li> <li>- Interpolation Options</li> <li>- Resizing for Print &amp; Web</li> <li>- Cropping &amp; Straightening an Image</li> <li>- Adjusting Canvas Size &amp; Canvas Rotation</li> </ul> </li> </ul>	3
4.	<ul style="list-style-type: none"> <li>• <b>Working with basic selections</b> <ul style="list-style-type: none"> <li>- Selecting with the Elliptical Marquee Tool</li> <li>- Using the Magic Wand &amp; Free Transform Tool</li> <li>- Selecting with the Regular &amp; Polygonal Lasso Tools</li> <li>- Combining Selections</li> <li>- Using the Magnetic Lasso Tool</li> <li>- Using the Quick Selection Tool &amp; Refine Edge</li> <li>- Modifying Selections</li> <li>- Quick mask mode selections</li> </ul> </li> </ul>	5
	<ul style="list-style-type: none"> <li>• <b>Getting started with layers</b> <ul style="list-style-type: none"> <li>- Understanding the Background Layer</li> <li>- Creating, Selecting, Linking &amp; Deleting Layers</li> <li>- Locking &amp; Merging Layers</li> <li>- Copying Layers, Using Perspective &amp; Layer Styles</li> <li>- Filling &amp; Grouping Layers</li> <li>- Introduction to Blending Modes</li> <li>- Blending Modes, Opacity &amp; Fill</li> <li>- Creating &amp; Modifying Text</li> </ul> </li> </ul>	6
	<ul style="list-style-type: none"> <li>• <b>Working with the pen tool</b> <ul style="list-style-type: none"> <li>- Understanding Paths &amp; the Pen Tool</li> <li>- Creating Straight &amp; Curved Paths</li> <li>- Creating Combo Paths</li> <li>- Creating a Clipping Path</li> </ul> </li> </ul>	4
	<ul style="list-style-type: none"> <li>• <b>Typography</b> <ul style="list-style-type: none"> <li>- Text Basics</li> <li>- Entering Text</li> <li>- Selecting Text</li> <li>- Editing the Bounding Box</li> <li>- Creating a Type Selection</li> <li>- Applying Effects to Type Layers</li> <li>- Using the Character Panel</li> <li>- Using the Paragraph Panel</li> <li>- Creating Text Effects</li> <li>- Applying Gradients to Text</li> </ul> </li> </ul>	4



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	<ul style="list-style-type: none"> <li>• <b>Painting in Photoshop</b> <ul style="list-style-type: none"> <li>- Using the Brush Tool</li> <li>- Working with Colors &amp; Swatches</li> <li>- Creating &amp; Using Gradients</li> <li>- Creating &amp; Working with Brushes</li> <li>- Using the Pencil &amp; Eraser Tools</li> <li>- Painting with Selections</li> </ul> </li> </ul>	4
	<ul style="list-style-type: none"> <li>• <b>Photo retouching</b> <ul style="list-style-type: none"> <li>- The Red Eye Tool</li> <li>- The Clone Stamp Tool</li> <li>- The Patch Tool &amp; the Healing Brush Tool</li> <li>- The Spot Healing Brush Tool</li> <li>- The Color Replacement Tool</li> <li>- The Toning &amp; Focus Tools</li> <li>- Painting with History</li> </ul> </li> </ul>	4
	<ul style="list-style-type: none"> <li>• <b>Introduction to color correction</b> <ul style="list-style-type: none"> <li>- Color Spaces &amp; Color Modes</li> <li>- The Variations Command</li> <li>- The Auto Commands</li> <li>- Adjusting Levels</li> <li>- Adjust Curves, Non-Destructively, with Adjustment Layers</li> </ul> </li> </ul>	2
	<ul style="list-style-type: none"> <li>• <b>Working with the shape tools</b></li> </ul>	2
	<ul style="list-style-type: none"> <li>• <b>Creating special effects</b> <ul style="list-style-type: none"> <li>- Getting Started with Photoshop Filters</li> <li>- Smart Filters</li> </ul> </li> </ul>	2
	<ul style="list-style-type: none"> <li>• <b>Blend modes and blending options</b> <ul style="list-style-type: none"> <li>- Blend if</li> </ul> </li> </ul>	2
	<ul style="list-style-type: none"> <li>• <b>Exporting your work</b> <ul style="list-style-type: none"> <li>- Saving with Different File Formats</li> <li>- Saving for Web &amp; Devices</li> </ul> </li> </ul>	2
Suggested Reference Books :-		
Suggested Journals :-		
Websites :		



  
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# Symbiosis College of Arts and Commerce

(An Autonomous College under Savitribai Phule Pune University)

## Symbiosis Centre For Liberal Arts

### Liberal Arts Programme

**Title of the Course: Yoga Theory and Practices**

**Name of Faculty: Vaishali Vaidya**

**No. of Hours: 45**

**No. of Credits: 3**

Learning Outcome	On completion of the course, the students will be able to: CO1: Reading of Yoga philosophy, its underlying principles and methodology and yoga as a way of life. (I) CO2: Discussing different Yoga Styles and Schools and texts. (II) CO3: Practicing Sun Salutation and different Yogasanas. (III) CO4: Learning basic Pranayama techniques (IV) CO5: Testing Meditation techniques (V)
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**Teaching Methodology:** The pedagogy of the course includes classroom teaching as well as practical sessions which will enable student to understand Yoga as a science and its applications in life to achieve success, progress and enrichment in life.

Unit	Contents of the syllabus	Number of Hours
1	<b>Introduction to Yoga</b> <ul style="list-style-type: none"> <li>History, Philosophy and Principles</li> <li>Different Yoga Schools</li> <li>Hathyoga</li> <li>Mudra (Handyoga)</li> </ul>	2
2	<b>The Science of Yoga</b> <ul style="list-style-type: none"> <li>Eight Step Yoga Path (Ashtang Yog by Patanjali)</li> <li>Yog Sutras</li> <li>Importance of Prayer</li> </ul>	2
3	<b>Basic Yoga</b> <ul style="list-style-type: none"> <li>Preparation for Yoga practice</li> <li>Preparatory Movements</li> <li>Sun Salutation</li> <li>Yogasana Prepositions</li> </ul>	6
4	<b>Yogasanas</b> Yogasana Theory Yogasana in Prone Position Yogasana in Supine Position Yogasana in Sitting Position Yogasana in Standing Position	15
5	<b>Introduction to Pranayam</b> Normal Breathing, Deep Breathing, Fast Breathing Pranayam Mudra Nadi Shudhi Pranayam, Ujjayi Pranayam, Bhramari Pranayam	10



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6	<b>Shuddhikriya (Purification Procedures)</b> Kapalbhati Agnisar Nasagra Drushti Tratak	6
7	<b>Yogic Lifestyle (Daily Routine, Diet)</b> <b>Yoga for Students</b> <b>Yog Nidra</b>	2
8	<b>Omkar</b> <b>Meditation</b>	2

**Suggested Reference Books:**

1. Light on Yog Sutras of Patanjali – By B. K. S. Iyengar – Publisher Thorsons, 2002
2. Demystifying Patanjali: The Yoga Sutras: The Wisdom of Paramhansa Yogananda as Presented by his Direct Disciple, Swami Kriyananda - Crystal Clarity Publishers, 2012
3. Yoga: Theory And Practice, 2003 By: Kaul, h. Kumar. Publisher: Brpc Ltd., New Delhi
4. The Illustrated light on yoga, By: Iyengar Bks. Publisher: N. Delhi Harper Collins , N. Delhi 1966
5. Yoga For Everybody By: Joshi Bharati. Publisher: New Delhi Rupa 2003
6. Yoga For Sports: A Journey Towards Health and Healing By: Iyengar BKS. Publisher: Westland 2015
7. Yoga Mythology : 64 Asanas and Their Stories By: Pattanaik Devdutt. Harper Collins 2019 Yoga Mythology : 64 Asanas and Their Stories By: Pattanaik Devdutt. Harper Collins 2019
8. Yog Nidra, 6<sup>th</sup> edition – by Swami Satyandranath Saraswati – Bihar School of Yoga, 2009

**Suggested Journals :**

International Journal of Yoga - Swami Vivekananda Yoga Anusandhana Samsthana (S-VYASA University) Bengaluru  
International Journal of Yoga - Swami Vivekananda Yoga Anusandhana Samsthana (S-VYASA University) Bengaluru

**Websites :**

[www.yogapoint.com](http://www.yogapoint.com)



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**SYMBIOSIS**

## Symbiosis College of Arts and Commerce

(An Autonomous College under Savitribai Phule Pune University)

### Symbiosis Centre For Liberal Arts

#### Liberal Arts Programme

**Title of the Course:** Introduction to Data Analysis using Microsoft Excel

**Name of Faculty:** Shailesh Bharati

**No. of Hours:** 45

**No. of Credits:** 3

**Learning Outcomes:**

**On completion of the course, the students will be able to:**

CO 1: Examine a pragmatic approach to data analysis. (I)

CO 2: Explain statistical tools which help to represent and visualize data. (II)

CO 3: Teach to apply statistical measures to analyze and interpret data using Microsoft Excel. (III)

CO 4: Focus on handling raw data and learn various tabular and graphical representation techniques and summarize the data. (IV)

CO 5: Assess and enhance student's data analyzing and interpretation skills. (V)

**Teaching Methodology:** Workshops, Guest lectures, Seminars


Unit	Contents of the syllabus	Number of Lectures
1	Introduction to Microsoft Excel: Components of an Excel Spreadsheet, Loading Excel, Taskpanes, Help, Saving a workbook, Opening an existing workbook, Closing a workbook, Switch to a new worksheet, Creating a new worksheet, Opening a new workbook, Printing and print preview, What to do if you encounter a damaged Excel file.	1
2	Data Handling: Entering Data and Formatting, Entering data in a cell, Modifying data in a cell, Entering data into a range, Cancelling a cell entry, Undoing a cell entry, Entering numbers, Entering dates or times, Entering text, Formatting a worksheet, Column widths and row heights, Naming a worksheet, Inserting and deleting rows and columns, The clear command, Spell checking, AutoFormat.	2
3	Performing Calculations: Entering formulae, Understanding operators, Selecting cells and moving around worksheet, Reference operators, Editing a formula, Creating and applying names, Copying formulae to adjacent cells, Using absolute and relative references, IF function, Adding a column of	3



  
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	numbers using AutoSum, Insert function, Copying formulae and values, Excel arrays, Install Excel ToolPak add-ins.	
4	Presenting Results: Inserting Excel features into Microsoft Word, Inserting a chart from an Excel worksheet into Microsoft Word, Numerical Skills, Excel and Solving Algebraic Problems, Excel scientific notation, Squares, Square roots, Indices or the power of a number.	2
5	Excel Mathematical and Statistical Functions: Mathematical functions, Excel arrays, Excel statistical functions, Coordinate Geometry, The coordinates of a point, Excel and plotting straight line graphs from an equation, Linear equation parameters m and c, Use Excel to calculate the equation of the line given data points.	4
6	Visualizing and Presenting Data: The Different Types of Data Variable, Tables, What a table looks like, Creating a frequency distribution, Types of data, Types of data, Creating a table using Excel Pivot Table, Principles of table construction.	4
7	Graphical Representation of Data: Bar charts, Pie charts, Histograms, Frequency polygon, Scatter and time series plots, Superimposing two sets of data onto one graph.	4
8	Data Descriptors and Measures of Dispersion: Measures of Central Tendency, Mean, median, and mode, Averages from frequency distributions, Weighted averages, The range, The standard deviation and variance, The coefficient of variation, Measures of skewness and kurtosis.	8
9	Linear Correlation and Regression Analysis: Linear Correlation Analysis, Scatter plot, Covariance, Pearson's correlation coefficient, Spearman's rank correlation coefficient, Linear Regression Analysis, Construct scatter plot to identify model, Fit line to sample data, Sum of squares defined, Regression assumptions, Test model reliability, Excel ToolPak Regression solution, Introduction to non-linear regression, Introduction to multiple regression analysis.	10
10	Time Series Data and Analysis: Introduction to Time Series Data, Stationary and non-stationary time series, Seasonal time series, Univariate and multivariate methods, Scaling the time series, Fitting a linear and exponential trend to a time series, Using a trend chart function to forecast time series, Trend parameters and calculations.	7



  
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**Suggested Reference Books:**

- 1) Business statistics using Excel, Glyn Davis and Branko Pecar, OUP Oxford.
- 2) Shelly Cashman Series Microsoft Office 365 & Office 2016: Introductory, Misty E Vermaat, Steven M Freund, Corinne Hoisington, Eric Schmieder, Mary Z Last, CENGAGE Learning Custom Publishing.
- 3) Statistics with Microsoft Excel, Beverly Dretzke, 5<sup>th</sup> Ed, Pearson.
- 4) Statistical Analysis with Excel For Dummies, 4th Ed, Joseph Schmuller, For Dummies.


**Suggested Journals:**

- 1) Statistical Science, Institute of Mathematical Statistics
- 2) Journal of Applied Statistics, Routledge.
- 3) Biometrika, Oxford University Press.

**Websites :**

- 1) Google Public Data Explorer <https://www.google.com/publicdata/directory>
- 2) Kaggle <https://www.kaggle.com/datasets>
- 3) EPWRF <http://epwrfts.in/>
- 4) CMIE <https://economicoutlook.cmie.com/>



  
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# SYMBIOSIS COLLEGE OF ARTS & COMMERCE

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Reaccredited 'A+' with 3.51 CGPA For Third Cycle By NAAC | College with Potential for Excellence

**Title of the Course: Health and Wellness Management**

**Name of the Faculty: Dr. Zubbin Motafram**

**No. of Hours: 45**

**No. of Credits : 3**

**On successful completion of the module students will be able to:**

- Learning Outcomes:**
- CO1: Identify where the students are going wrong with regards to their lifestyle. (I)
  - CO 2: Differentiate Mind and body interaction. (This includes yoga, meditation, pranayam etc. to harmonize the mind, body and soul) (II)
  - CO3: Examine the diet and the diet needs according to the lifestyle, gender, and age of a person, and the use of nutritional supplements in offsetting the deficiency. (III)
  - CO4: Classify the use of health and wellness management to improve the quality of one's life, to ease physical discomforts, mental stress etc. (IV)
  - Co5: Write coherently about wellness management which helps the student to identify and understand various stresses and disease factors at work, home and in his daily life and to make (V)

**Teaching Methodology:**

Unit	Contents of the syllabus	Number of Hours
1. <b>FOOD:</b>		<b>7 HOURS</b>



	<p>Types of food.</p> <p>Macro and micro nutrients and their effect on health and disease.</p> <p>Balanced diet.</p> <p>Acid and alkali foods.</p> <p>Additives in food and their role in health and sickness.</p>	
2.	<p><b>WATER:</b></p> <p>Importance of water</p> <p>Chemistry of water</p> <p>Water poisoning</p> <p>Water borne diseases</p> <p>Water as medicine and cleanser.</p>	8 HOURS
3.	<p><b>AIR:</b></p> <p>Understanding air and its importance</p> <p>Composition of air</p> <p>Air pollution</p> <p>Impact of air pollution on different organs and systems</p>	7 HOURS
4.	<p><b>SLEEP:</b></p> <p>Need for sleep</p> <p>Quality of sleep</p> <p>Changes in the body and endocrine system due improper sleep pattern</p> <p>Results of excessive sleep</p>	8 HOURS



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	Results of sleep deprivation Results of sleeping at wrong times	
5.	<b>EXERCISE:</b> What is exercise? Need for exercise? How to exercise? The need for warm up and cool down. Aerobic and anaerobic exercises. Isotonic and isometric exercises. Understanding Yoga, tai-chi, aerobics etc.	15 HOURS
	Total Number of Lectures	45
Suggested Reference Books:		



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# Symbiosis College of Arts and Commerce

(An Autonomous College Affiliated to University of Pune)

## Symbiosis Centre For Liberal Arts

### Liberal Arts Programme

Title of the Course: Advertising and Contemporary Culture

Faculty: Mr. Uday Iyyer

No.Of. Hours: 45

No.Of Credits : 3

Learning Outcomes :

**On completion of the course, the students will be able to:**

CO 1: Defining the world of advertising. (I)

CO 2: Discover creativity and innovative thinking in students. (II)

CO 3: Explaining to students the various different forms of communication. (III)

CO 4: Focus on creating and producing advertisements for different media purposes. (IV)

CO 5: Test students with the different kinds of media and types of associated advertising (V)

Teaching Methodology:

Case studies

- Project and case files
- Real-life scenarios
- Live presentations
- Visits to Ad agencies

Unit	Contents of the syllabus	Number of Hours (45 Hr)
1.	Communication basics & Agency dynamism <ul style="list-style-type: none"> <li>• Principles of Communication</li> <li>• Advertising Regulations, Issues and Ethics</li> <li>• Inside a Communications' Agency: Hierarchy &amp; Chain of Authority in advertising (A visit to an advertising agency)</li> <li>• Strategy, Campaign Planning, Development &amp; Implementation</li> <li>• Successful advertising agencies in India and worldwide</li> </ul>	5





2.	<b>Accounts &amp; Media</b> <ul style="list-style-type: none"> <li>Media Production &amp; Presentation: Types of Media, Media Planning</li> <li>Account Planning</li> <li>Role of Account Planner</li> <li>Difference between Account Executive, Account Planner, and Account Director</li> <li>Channel Planning &amp; Purchasing</li> </ul>	6
3.	<b>Digital and New-Age Media</b> <ul style="list-style-type: none"> <li>Digital Marketing</li> <li>Viral Marketing</li> <li>Difference between Digital, Viral and Mobile Marketing</li> <li>Future of Digital Marketing</li> <li>Viability of Digital, Viral and Mobile Marketing</li> </ul>	6
4.	<b>Public Relations: the third person</b> <ul style="list-style-type: none"> <li>Public Relations: Role of Public Relations Agencies, PROs, Positive Press, Negative Press</li> <li>Image Management &amp; Crisis Management (Case presentation by students on their chosen celebrities, sportsman etc)</li> <li>Brand Identity</li> <li>Press Release and mock press-conference</li> </ul>	4
5.	<b>Creative thinking</b> <ul style="list-style-type: none"> <li>Visual communication: image, typography and symbolic imagery (document evidence from shopping malls, hypermarkets, multiplexes)</li> <li><b>Student Presentation: Visual Merchandising and Communication employed in malls; tabulating mall-goer responses and reactions towards displays</b></li> <li>Perception</li> <li>Creating persuasive storylines</li> <li>Inside the Creative department – Art, Creative, Copy,</li> </ul>	8

	Production <ul style="list-style-type: none"> <li>• Music – Radio Jingles, TVC Jingles, Brand Anthems (associated with Brand Identity)</li> </ul>	
6.	Project Methodology <ul style="list-style-type: none"> <li>• Types of Briefs: Marketing &amp; Creative</li> <li>• Methodology: research, analysis, strategy and planning</li> </ul>	2
7.	Conceptualisation & Ad-creation: <ul style="list-style-type: none"> <li>• Brainstorming</li> <li>• Art direction</li> <li>• Creative direction</li> <li>• Visualisation</li> <li>• Copywriting</li> <li>• Implementation</li> <li>• Testing</li> <li>• Production/release</li> </ul>	6
8.	Making Your Own: <ul style="list-style-type: none"> <li>• TVC</li> <li>• Radio Jingle</li> <li>• Print Ad</li> <li>• Print Campaign</li> </ul>	4
9.	<i>Going the extra mile...</i> <ul style="list-style-type: none"> <li>• Theories, methods and techniques to stimulate creativity</li> <li>• Interactive advertising</li> <li>• Cross-cultural approach</li> </ul>	4
<b>Suggested Reference Books</b> <ul style="list-style-type: none"> <li>• Ruth Heredia, <i>The Amul India Story</i></li> <li>• David Ogilvy, <i>Ogilvy on Advertising</i></li> <li>• Jon Steel, <i>Truth, Lies &amp; Advertising: The Art of Account Planning</i></li> <li>• Howard Ibach, <i>How to Write an Inspired Creative Brief</i></li> <li>• Edward de Bono, <i>Lateral Thinking: Creativity Step by Step</i></li> </ul>		







# Symbiosis College of Arts and Commerce

(An Autonomous College under Savitribai Phule Pune University)

## Symbiosis Centre For Liberal Arts

### Liberal Arts Programme

**Title of the Course:** Hypnotherapy and Other Parapsychological Therapeutic Modalities

**Name of the Faculty:** Dr. Khushboo Shah

**No. of Hours:** 45

**No. of Credits :** 3

**Learning Outcomes:**

**On completion of the course, the students will be able to:**

- CO 1: Define to the students a variety of alternative yet simple, self-empowering modalities based on the mind-body-soul connect. (I)
- CO 2: Discuss the modalities which are aimed at contributing greater ease and joy to every aspect of their lives and reducing everyday stress and enhancing productivity. (II)
- CO 3: Developing the techniques and tools that have practical usage. (III)
- CO 4: Connecting them to a world of alternative, holistic therapies which can be very easily merged with conventional psychotherapeutic practice. (IV)
- CO 5: Testing integrated approach to mind, body and soul. (V)

### **Teaching Methodology:**

- a) Each technique will have a theoretical introduction, demonstration and will be practiced in class.
- b) Two movies based on the above will be screened to better understand the philosophy and science behind alternative techniques.
- c) Students will also have to present a report based on any modality they find interesting.
- d) Every week a group visual guidance will be conducted based on a weekly theme which will be decided on what the students need.
- e) Customized theory material will also be given to the students.

Unit	Contents of the syllabus	Number of Hours (45 Hr)
1.	Explaining what an integrated approach to therapy means (the cycle from thought-emotion-physical manifestation).	5
2.	Mind: a) Theory of Mind. b) Introduction to hypnotherapy: Science and Philosophy; Uses, applications and indications; Self Hypnosis; Basic hypnotherapy technique to plant positive suggestions. (Students will be taught self-hypnosis and the basic technique which they will practise on each other)	12





	<p>c) Science and Philosophy behind utilising positive affirmations, mantras and Ho'oponopono.</p> <p>d) Simple techniques to reduce the number of thoughts (based on the philosophy of Access Consciousness).</p> <p>e) Emotional Freedom Technique(EFT)/ Tapping Technique: Science and Philosophy; Uses and Applications (easy technique to reduce anxiety and apprehension in a matter of few minutes.)</p> <p>* A movie will also be screened so as to understand the mind and how it works.</p> <p>f) Introduction to NLP.</p>	
3.	<p>Body:</p> <p>a) Importance of the physical body and the awareness that the body gives us.</p> <p>a) Getting in touch with one's body (Learning how to listen and talk to the body)</p> <p>b) Basic Muscle testing exercise / Introduction to Kinesiology.</p> <p>c) Understanding the 7 major chakras of the body and how it affects one's constitution.</p> <p>d) A few visual guidance techniques to scan the body organs to find out the functioning levels of each.</p>	12
4.	<p>Soul:</p> <p>a) An introduction to the concept of energy bodies as per Indian and Buddhist Philosophies.</p> <p>b) An introduction to the various energy healing modalities: Science and Philosophy; Uses and applications.</p>	11
5.	How to create an integrated approach utilizing all the above techniques.	5

#### Suggested Reference Books

- Hypnotherapy Manual: Based on California Hypnosis Institute of India (EKAA)
- EFT Manual: Gary Craig
- Chakra System: Caroline Myss
- Access Consciousness: Gary Douglas and Dr. Dain Heer



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# Symbiosis College of Arts and Commerce

(An Autonomous College under Savitribai Phule Pune University)

## Symbiosis Centre For Liberal Arts

### Liberal Arts Programme

**Title of the Course:** Cyber Law

**Faculty:** CS Sagar Bedre

**No. of Hours :** 45

**No. of Credits:** 3

#### Learning Outcomes

**On completion of the course, the students will be able to:**

- CO 1: Examine ongoing developments in Cyber law and information technology (I)
- CO 2: Cite areas of doctrinal and political debate surrounding theories and rules. (II)
- CO 3: Teach scope of the Cyber Law in India, IPRS, E-Governance etc. (III)
- CO 4: Explain Cybercrime and related concepts. (IV)
- CO5: Test students with the national legal order and understanding of the rights and responsibilities of being on the internet. (V)

#### Teaching Methodology:

1. Lecture, Videos
2. Discussion (Case study/News paper cuttings)
3. Group work/Presentations by students
4. Presentations by instructor
5. Case Analysis


Unit	Contents of the syllabus	Number of Hours (45 Hr)
1	<b>Fundamentals of Cyber Law</b> <ul style="list-style-type: none"> <li>▪ Basics of Law, Sources of Laws, Types of Laws</li> <li>▪ Constitutional System in India, Role of Court system</li> <li>▪ Fundamental Rights &amp; IT Laws in India</li> <li>▪ Landmark cases</li> <li>▪ Conceptual and theoretical perspective of cyber law.</li> <li>▪ Cyber Jurisdiction</li> <li>▪ Development of Cyber Law – National and International Perspective</li> </ul>	4
2	<b>Cyber Law: E-Governance</b> <ul style="list-style-type: none"> <li>▪ Definitions, objectives of Information Technology Act, 2000</li> <li>▪ Data Protection, Cyber Security,</li> <li>▪ Legal recognition of Digital Evidence</li> <li>▪ Recognition of liability in the digital world</li> <li>▪ E-Contract, E-Auditing, Digital Signatures &amp; Authentication under IT Act, 2000</li> </ul>	7



	<ul style="list-style-type: none"> <li>▪ E-Governance</li> <li>▪ Appointment of Controller</li> <li>▪ Legal Aspects of Certifying Authorities, Subscribers</li> <li>▪ Procedure for obtaining license and DSC</li> </ul>	
3.	<b>Cyber Law – Judicial System</b> <ul style="list-style-type: none"> <li>▪ Adjudicating officer, Adjudication of Cyber cases</li> <li>▪ Cyber Appellate Tribunal</li> <li>▪ Landmark Cases</li> </ul>	3
4	<b>Cyber Law – Contemporary Trends</b> <ul style="list-style-type: none"> <li>▪ Impact of cyber warfare on privacy, identity theft.</li> <li>▪ online privacy, copyright piracy, Cyber Bullying.</li> <li>▪ Trademark Related Issues in the Context of Cyber Law, Cyber Squatting, Landmark Cases.</li> <li>▪ Online Intermediaries in the governance of Internet, Liability of Intermediaries under IT Act, 2000.</li> <li>▪ Crypto currency and Cyber Laws</li> <li>▪ Dark Web and Legal Challenges</li> <li>▪ Social Networking Sites &amp; Cyber Security Challenges</li> </ul>	12
5	<b>Cyber Law – Offences under Information Technology Act, 2000</b> <ul style="list-style-type: none"> <li>▪ Personating, data theft, Cyber Stalking, Prohibition of Obscenity</li> <li>▪ Violation of Privacy</li> <li>▪ DDOS Attack</li> <li>▪ Penalty, Damages &amp; Compensation under IT Act, 2000</li> <li>▪ Computer Related Offences</li> <li>▪ Cyber Terrorism &amp; Sedition</li> <li>▪ Other Offences</li> <li>▪ Cyber Espionage</li> <li>▪ Cyber Offences and Fundamental rights</li> </ul>	9
6	<b>Fieldwork and Research</b> <ul style="list-style-type: none"> <li>▪ Case Analysis</li> <li>▪ Trends in Cyber Crimes</li> </ul>	10
<b>Total Number of Hours</b>		<b>45</b>
<b>Suggested Reference Books</b> <ul style="list-style-type: none"> <li>✓ Yatindra Singh : Cyber Laws.</li> <li>✓ Ajit Narayanan and Bennum (ed.) : Law, Computer Science and Artificial Intelligence.</li> <li>✓ Linda Brennan and Victoria Johnson : Social, ethical and policy implication of Information Technology.</li> <li>✓ Kamath Nandan : Law relating to Computer, Internet and E-Commerce.</li> </ul>		

- ✓ Arvind Singhal and Everett Rogers : India's Communication Revolution : From Bullock Carts to
- ✓ Cyber Marts.
- ✓ Lawrence Lessing : Code and other Laws of cyberspace.
- ✓ Mike Godwin : Cyber Rights Defencing free speech in the Digital Age



  
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# Symbiosis College of Arts and Commerce

(An Autonomous College under Savitribai Phule Pune University)

## Symbiosis Centre For Liberal Arts

### Liberal Arts Programme

**Title of the Course:** Unlock Your Mind

**Faculty:** Ms. Ashlesha Swaminathan

**No. of Hours:** 45

**No. of Credits:** 3

**Learning Outcomes:**

**On completion of the course, the students will be able to:**

- CO 1: Examine & to understand how the mind works and how thinking can be influenced (I)
- CO 2: Classify & analyze current events, themes and patterns (II)
- CO 3: Teach to explore and build perspectives (III)
- CO 4: Focus on critical analysis (IV)
- CO 5: Critique action plans (V)

**Teaching Methodology:**

1. Lecture
2. Class Discussion
3. Case Studies
4. Workshops
5. Guest Lectures

Unit	Contents of the syllabus	Number of Hours (45 Hr)
1	<b><u>Introduction to Critical Thinking</u></b> -What is critical thinking, Importance Critical thinking, Tools for Critical Thinking, Using Critical thinking, Case Study exercise	4
2	<b><u>Analyzing your thinking:</u></b> <u>Intuition</u> – What is intuition, Kinds of intuition, Intuition & Uncertainty, Influence of Intuition on thinking <u>Emotions &amp; Feelings</u> – Difference between Emotions and Feelings, predicting outcomes using feelings, Influence of emotions on thinking Case study to understand the influence of feelings on thinking <u>Two Minds</u> – Analysis of Characteristics of the Dual System processing, How the systems interact, Conditions of dominance, Live Exercises to understand how dual system works	12



	<p><u>Heuristics</u> – What are heuristics, how we use them, Motivation to use Heuristics</p> <p>Types of Heuristics – Types of heuristics - Substitution, Affect, Representativeness, Availability, Live Exercises to understand how we use heuristics</p> <p><u>Limitations and Biases</u> caused in thinking by Heuristics – Base rate neglect, Halo Effect, Stereotyping, Ignoring statistical probability</p> <p>Case Studies and Assignment to understand how heuristics influence our thinking and judgment.</p>	
3	<p><b><u>Thinking with Concepts:</u></b></p> <p><u>Open vs. Closed Minded Thinking</u> – What do we mean by open mindedness, Challenges to keeping an open mind, Beliefs &amp; Concepts, Importance of Open mindedness in Critical Thinking, Exercises using Fine Arts, Films and News Articles</p> <p>Case studies to understand how concepts &amp; beliefs influence thinking</p> <p><u>Influence of Ownership</u> – Loss Aversion, Ego, Self-image, Class Debate</p>	10
4	<p><b><u>Finding the Gaps, Visual Intelligence &amp; Making assumptions</u></b></p> <p><u>Visual intelligence</u> – Interpreting images, identifying assumptions &amp; biases</p> <p><u>Identifying Gaps &amp; Biases</u> – What are Gaps, how to identify Gaps in information, Case Study to learn to identify Gaps, Assumptions &amp; Biases</p>	10
5	<p><b><u>Making Decisions</u></b></p> <p>Neuroscience behind decision making</p> <p>Case studies and assignments to practice skills learned in Units 1 to 4</p>	9
<b>Total Number of Hours</b>		<b>45</b>

#### Suggested Reference Books

1. Thinking Fast and Slow, D. Kahneman, 2011, Allen Lane, Penguin Books
2. Predictably Irrational: The hidden forces that Shape our decisions, Dan Ariely, 2008, Harper Collins
3. Freakonomics: A rogue economist explores the hidden side of everything, Steven D. Levitt, Stephen J. Dubner, 2005, Harper Collins
4. Visual Intelligence, Amy E. Herman, 2016, Houghton Mifflin Harcourt





# Symbiosis College of Arts and Commerce

(An Autonomous College under Savitribai Phule Pune University)

## Symbiosis Centre For Liberal Arts

### Liberal Arts Programme

**Title of the Course:** Contextual Reflections in International Relations: Themes and Perspectives

**Name of Faculty:** Ziauddin Sherkar

**No. of Hours:** 45

**No. of Credits:** 3

#### Learning Outcomes

**On completion of the course, the students will be able to:**

CO 1: Examines 5 unique themes of study in the arena of International Relations. (I)

CO 2: Classifies theme through the prisms of various schools of thoughts such as Realism, Liberalism, Constructivism, Marxism, Institutionalism etc. (II)

CO 3: Teach the students about the forces shaping the modern world and the practical theories that underpin our understanding of the most important global issues. (III)

CO 4: Focus on practical skills in negotiation, diplomacy and track-II parlance while studying each theme. (IV)

CO 5: Test & equip students with the proper research methodology that will translate into their other areas of study. (V)

#### Teaching Methodology:

The teaching methods involve pre-reading techniques, conceptual classroom teaching, interactive and debate sessions, case studies, documentary study, interaction with retired diplomats, visits to regional consulates. The final research project would aim to formulate '**India in the 21<sup>st</sup> Century: A Foreign Policy Roadmap**' while analyzing India's trajectory through the different schools of thought mentioned above.

Unit	Contents of the syllabus	Number of Hours (45 Hr.)
1.	Nation States & International Law	4





2.	Game Theory & Decision Making on the Global Stage	4
3.	The Nuclear Question: Overhanging Shadow	4
4.	The Role of Soft-Power in International Relations	5
5.	The Indian Perspective: South Asia & the Global South	4
6.	'India in the 21 <sup>st</sup> Century: A Foreign Policy Roadmap' – Research Project	1

**Suggested Reference Books:**

Will be updated in due course.


**Suggested Journals:**

Will be updated in due course.

**Websites :**

Will be updated in due course.



  
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**Symbiosis College of Arts and Commerce**

(An Autonomous College under Savitribai Phule Pune University)

**Symbiosis Centre For Liberal Arts****Liberal Arts Programme****Title of the Course:** Learning to Unlearn**Name of Faculty:** Simone Samuel**No. of Hours:** 45**No. of Credits:** 3**Learning Outcomes****On completion of the course, the students will be able to:****CO1:** Defining the principles of Unlearning (I)**CO2:** Explaining the role of the unconscious and sub conscious mind in unlearning (II)**CO3:** Preparing self-defeating thought patterns and behaviors (III)**CO4:** Classifying cultural perspectives of Unlearning (IV)**CO5:** Evaluating concepts, and the unlearning lifestyle in everyday life (V)**Teaching Methodology:**


Presentations, videos, open discussions, group assignments, web based resources, and most importantly, real life experiences.

Unit	Contents of the syllabus	Number of Hours (45 hr)
1.	<b>Understanding the Role of Unlearning:</b> <ol style="list-style-type: none"> <li>Concept and Origin of Unlearning</li> <li>Importance of applying the concept in our day to day life</li> <li>Methods to practice unlearning</li> <li>Challenges and Fears</li> </ol>	10
2.	<b>Role of Perceptions and Experiences in the Process of Unlearning:</b> <ol style="list-style-type: none"> <li>Creation of our mental maps</li> <li>Challenging self-defeating thought processes</li> <li>Re-experiencing distressing events</li> <li>Re shaping beliefs</li> </ol>	12
3.	<b>Socio-Cultural Issues and Unlearning:</b> <ol style="list-style-type: none"> <li>Indian culture and Unlearning</li> <li>The impact of expectations and demands</li> <li>The prevalence of Biases and Prejudices in society</li> </ol>	12



	iv. The powerful impact of Change agents	
4.	<b>Developing Emotional Resilience:</b> i. The power and impact of strong emotional experiences ii. Awareness and Acceptance iii. Developing an Emotional Balance iv. Mindfulness and Meditative Techniques  Total	11      45
<b>Suggested Reference Books:</b> Un Learn: 101 Simple Truths for a Better Life <b>Websites</b>		
<b>Websites :</b> Ted Talks and Movies		



  
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**Title of the Course:** Unearthing Peer Therapy

**Name of the Faculty:** Ms. Simone Samuel

**No. of Hours:** 45

**No. of Credits:** 3

**Learning Outcomes**

**On completion of the course, the students will be able to:**

CO 1: Read on the development of peer intervention skills, helping to clarify problems, and learning about various issues related to today's Indian youth (I)

CO 2: Explain students in using helping skills to effectively assist their peers facing issues (II)

CO 3: Teach students to introspect and gain meaningful insights, about themselves (III)

CO 4: Focus on the awareness and the various issues faced by people in different stages of life and to facilitate the process of self-development through self-analysis and understanding. (IV)

CO 5: Test students with basic concepts of counseling, psychological issues, theories, skills, attitudes and ethical practices. (V)

**Teaching Methodology:** Lectures, films, discussions, case study, self analysis, group work, case analysis, and role playing

Unit	Contents of the syllabus	Number of Lectures
<b>Unit I</b>	An Introduction to Counseling: This unit will aim at understanding the meaning and scope of individual and group therapy, especially in relation to peer counseling. It will focus on the skills and attitudes a student needs to develop in order to implement peer counseling. Further, it will determine the ethical standards which are absolutely essential in the counseling process.	4 Lectures (08 Hours)
<b>Unit II</b>	Personal Development: Self-analysis and Understanding of Self - The main purpose of this unit is for students to gain an understanding and awareness about the self. It will encourage the process of self-reflection, self-analysis and self-acceptance. Understanding and accepting oneself is extremely essential before assisting another in their process of growth and	5 Lectures (10 Hours)



	development. It will also throw light upon the importance of communication, emotional regulation and body language, which can help students develop a trusting relationship with their peers.	
<b>Unit III</b>	Theories in Counseling: The objective of this unit is to provide a framework which will help students understand human behavior; to be able to organize and respond to complex behaviour. It will provide students with an insight into various personality theories, which can help them understand how different life experiences shape the personality and capacity of functioning of the people around them.	3 ½ Lectures (7 Hours)
<b>Unit IV</b>	Understanding Psychological Problems – To understand adaptive and maladaptive behaviour. To expose students to a basic spectrum of disorders, and the intervention methods used to diagnose and understand these behaviours today. It will also shed some light on the urgent need of change of the apathetic condition and lack of acceptance of psychological disorders in the Indian society.	1 ½ Lectures (3 Hours)
<b>Unit V</b>	Understanding issues faced in the Indian Context – This unit will focus specifically on the issues faced by today's youth in the Indian context. It will comprise the topics of addiction, abuse, self-esteem, family, gender and sexuality. Discussions regarding how a supportive peer circle can tremendously benefit individuals tackling these issues will also be covered.	3 ½ Lectures (7 Hours)
<b>10 Hours of Research</b>		
<b>Suggested Reference Books</b> <ol style="list-style-type: none"> <li>1. Hough, M. (2012), Counseling Skills and Theory.</li> <li>2. Feist, J. &amp; Feist, G. (2006), Theories of personality.</li> <li>3. Frankl, V. (1946), Man's Search for Meaning.</li> </ol>		
<b>Web sites</b> <ol style="list-style-type: none"> <li>1. American Psychological Association (<a href="http://www.apa.org/">http://www.apa.org/</a>)</li> <li>2. Psychology Today ( <a href="http://www.psychologytoday.com/">http://www.psychologytoday.com/</a> )</li> <li>3. Mind Hacks ( <a href="http://mindhacks.com/">http://mindhacks.com/</a> )</li> </ol>		



  
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# Symbiosis College of Arts and Commerce

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## Symbiosis Centre For Liberal Arts

### Liberal Arts Programme

**Title of the Course: CONTEMPORARY AND EVERYDAY ECONOMICS: THE THEORETICAL FOUNDATIONS**

**Faculty :Dr.Sunayini Parchure**

**No.of Hours : 45**

**No.Of Credits: 3**

#### Learning Outcomes

**On completion of the course, the students will be able to:**

CO 1: Examine the overview of the history of economic thought focusing on its relevance in the changing context. (I)

CO 2: Discuss and give an insight into major schools of economic thought and analyze contemporary economic issues based on their theoretical foundations. (II)

CO 3: Examine the ability of economic theories to explain real world situations or even its limitations to do so. (III)

CO 4: Correlate with every day issues and show how economics can explain almost everything. (IV)

CO 5: Critique on current news analysis and the economics which goes into it. (V)

#### Teaching Methodology:

- Lecture sessions
- Discussions
- Group Discussions
- Presentations
- Current News Analysis
- Videos, Guest lectures
- Assignments
- Research based projects

Unit	Contents of the syllabus	Number of Hours
1	History of Economic Thought	12



	<ul style="list-style-type: none"> <li>• Why Study History of Economic Thought</li> <li>• A brief overview of major economic theories</li> <li>• From Mercantilism to Adam Smith: The Evolution of the Modern Capitalist System.</li> <li>• Relevance of Keynes in present context</li> <li>• Monetary vs. fiscal policy - The long standing debate of Monetarists vs Keynesian economists and revival of debate post 2008</li> <li>• The theoretical foundations of contemporary economic issues and events.</li> </ul>	
2	<b>Growth Story of India –some milestones</b> <ul style="list-style-type: none"> <li>• Economic reforms – The basis and the outcome.</li> <li>• An analysis of Indian economy – Post 2014</li> <li>• Demonetization in India 2016 –An Analysis in retrospect</li> <li>• Skilling India's Demographic Dividend –To enhance employability in Higher Education</li> </ul>	12
3	<ul style="list-style-type: none"> <li>• <b>Everyday Economics-‘Economics of almost everything’</b></li> <li>• Everyday Economics</li> <li>• How Economics explains <b>almost everything</b></li> <li>• Various concepts in Economics like Demand and Supply, Opportunity cost, Consumer Behavior, Consumer Preferences, Discount Pricing explained through everyday issues.</li> </ul>	12
4	<b>Business Cycles</b> <ul style="list-style-type: none"> <li>• Business cycles and the global recession (Fall out of 2008 global financial crisis).</li> </ul> Financial and currency crisis – The role of regulators (IMF, World Bank, Central banks)	4
5	<b>Current News Analysis</b> <ul style="list-style-type: none"> <li>• Analysis of Current Events through a study of newspaper articles, Journals, Magazines, Other forms of Media.</li> </ul>	5
	<b>Total Number of Hours</b>	<b>45</b>



**Suggested Reference Books**

Samuelson P. A. & Nordhaus W. D., Economics, Tata Mcgraw Hill

- Roll, E. (1973), *A History of Economic Thought*, Faber, London
- Schumpeter, J (1954), *History of Economic Analysis*, ed. Elizabeth Boody Schumpeter, New York: Oxford University Press, pp 3-11, 33-47
- Robert .H.Frank (2008) *The economic Naturalist-Why economics explains almost everything*
- Steven.D.Levitt & Stephen J Dubner(2009 ) *Superfreakonomics*
- Govrnment of India, *Economic Survey : Various Issues*
- Leading economic and financial newspapers magazines

**Suggested Journals**

- Economic Surveys: Various Issues
- Journals, World Development Reports, GOI Publications

**Websites :**

Reports, videos, online lecture series.



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# Symbiosis College of Arts and Commerce

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## Symbiosis Centre For Liberal Arts

### Liberal Arts Programme

**Title of the Course: Human Rights Law: The Tussle between Practice and Theory**

**Name of Faculty: RITAMBARA DAS**

**No. of Hours: 45**

**No. Of Credits: 3**

Learning Outcomes	<p><b>On completion of the course, the students will be able to:</b></p> <p>CO 1: Read the history and development of human rights (I)</p> <p>CO 2: Explain about the various International Bill of Human Rights and to learn about various international Treaties and Conventions enforced by the United Nations to protect human rights (II)</p> <p>CO 3: Teach students to think as human rights advocates and understand the impact of globalization on human rights and impart basic knowledge amongst the students relating to the protection measures adopted for Human Rights in India (III)</p> <p>CO 4: Planning, strategizing and critically analyzing the enforcement mechanisms in India with special reference to Constitutional provisions, Protection of Human Rights Act, 1993, role of extra judicial actors like NGOs and Media in protection of Human Rights (IV)</p> <p>CO 5: Evaluate research skills in students relating to Human Rights in developing India (V)</p>
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**Teaching Methodology:**

- Lecture
- Discussion
- Self-study

Unit	Contents of the syllabus	Number of Lectures
1.	<p><b>Understanding Rights: An Introduction</b></p> <p>a. Nature of Rights</p> <p>b. Concept and development of Rights- Natural Law to 20<sup>th</sup> Century Synthesis</p> <p>c. Are Human Rights a Western Concept? Universalization and Cultural Relativism</p>	5



  
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2.	<b>International Human Rights Law</b> <ul style="list-style-type: none"> <li>a. Understanding International Law and its basic concepts</li> <li>b. United Nations Organization and Human Rights-Overview <ul style="list-style-type: none"> <li>i) Universal Declaration of Human Rights</li> <li>ii) International Covenant on Civil Political Rights</li> <li>iii) International Covenant on Social, Cultural and Economic Rights</li> </ul> </li> <li>c. Enforcement Mechanisms</li> </ul>	10
3.	<b>Gender and sexuality</b> <ul style="list-style-type: none"> <li>a. CEDAW-Overview <ul style="list-style-type: none"> <li>i) Women's Rights in India</li> </ul> </li> <li>b. LGBTI Rights</li> </ul>	5
4.	<b>Rights of the Child</b> <ul style="list-style-type: none"> <li>a. CRC- Overview</li> <li>b. Child Rights in India</li> </ul>	3
5.	<b>Terrorism and Counter Terrorism</b> <ul style="list-style-type: none"> <li>a. CAT, Criminal Law and Human Rights</li> <li>b. Terrorism and Counter terrorism in India</li> </ul>	6
6.	<b>Media and Human Rights</b> <ul style="list-style-type: none"> <li>a. Freedom of speech and expression</li> <li>b. Media/films and human rights</li> </ul>	6
7.	<b>Research Work/ Assignments/ Guest Lectures</b>	10
	<b>TOTAL</b>	45

#### Suggested Reference Books

1. Philip Alston, Ryan Goodman, Henry J. Steiner, *International Human Rights in Context: Law, Politics, Morals*, Oxford University Press (2012)
2. Malcom Shaw, *International Law*, Oxford University Press, 2009 (Reprinted 2011)
3. H.O. Agarwal, *International Law and Human Rights-15 ed.* Allahabad/Central Law Publications(2008)
4. Kapoor S. K., *International Law and Human Rights*, Central Law Agency, Allahabad (2011)
5. Lohit Naikar, *The Law Relating to Human Rights*, Puliani and Puliani, Bangalore (2004)
6. United Nations Charter
7. Constitution of India
8. UDHR
9. ICCPR
10. ICESCR

#### Suggested Journals :



Journal of Human Rights Practice-Oxford Academic  
Human Rights Quarterly  
Journal of Human Rights  
Journal of Social Welfare and Human Rights

**Web sites :**

<http://legal.un.org>


[www.youtube.com](http://www.youtube.com)

<https://podcasts.ox.ac.uk>

heinonline

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SYMBIOSIS

# Symbiosis College of Arts and Commerce

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## Symbiosis Centre For Liberal Arts

### Liberal Arts Programme

**Title of the Course: Cutting Edge Communication**

**Name of the Faculty: Ms. Jasmina Kumar**

**No. of Hours: 45**

**No. of Credits : 3**

#### Learning Outcomes

**On completion of the course, the students will be able to:**

CO 1: Read about the communication process. (I)

CO 2: Identify and define components of fundamental approaches to interpersonal, public, and organizational communication. (II)

CO 3: Examine how individuals enable themselves to achieve their purposes through interaction that takes place in various contexts. (III)

CO 4: Illustrate & demonstrate the understanding of generic fundamentals of communication. (IV)

CO 5: Test Conflict management, Emotional intelligence etc. (V)

#### Teaching Methodology:

- Voice Training
- Cross-cultural Communication
- Exploring the Self
- Workshops

Unit	Contents of the syllabus	Number of Lectures
1.	Understanding communication with a view to enhance one's own skills and abilities to communicate effectively-----process Model, elements, nature and gaps in the process)	



*(Signature)*

2.	Tapping the varied options available in the form of* <u>languages</u> * for better understanding and acceptance of messages and the messenger.	
3.	<u>Group discussions</u> and interaction in familiar and unfamiliar settings	
4.	<u>Presentations</u> -includes formal and semi-formal situations-using appropriate aids—preparatory steps for solo and group present actions	
5.	<u>Interviews and portfolio preparations</u> - guidelines and tips for an impressive performance at any kind of interview	
6.	<u>Conflict management</u> —role conflicts in formal and inter-personal Relationships, dealing with disagreements and unpleasantness in different forums –assertiveness in communication.	
7.	<u>Emotional intelligence</u> —a critical input in developed personalities Awareness of own and others emotions for success in chosen spheres and satisfying relationships.	

#### Suggested Reference Books

- Crucial Conversations Tools for Talking when Stakes are High, Kerry Patterson
- How to effectively communicate, Paul Newton
- High-impact interpersonal skills, Apex Enterprises Ltd.
- Cross-Cultural Psychology: Critical Thinking and Contemporary Applications, Eric B. Shiraev
- Cross-cultural Communication, Francisca O. Norales

#### Suggested Journals

#### Web sites :



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## **SYMBIOSIS COLLEGE OF ARTS & COMMERCE**

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Reaccredited 'A+' with 3.51 CGPA For Third Cycle By NAAC | College with Potential for Excellence

### **Symbiosis Centre for Skill Development** **Certificate Courses ( Syllabus)**

1. Smart Investor Programme
2. Negotiation Skills
3. Microsoft Excel
4. Digital Marketing
5. U Spark – Future Ready
6. Campus to Corporate
7. Professional Retail Banking Course
8. Effective Communication Skills



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## **Outline of the Syllabus**

### **Smart Investor Programme**

**Duration : 45 hours**

#### **Learning Objectives & Utility**

At the end of this programme, the participants would generate interest, learn and apply the following knowledge in practice:

- To work with information on companies and analyze the company performance and understand as to where does the company rank in relation to industry performance on relevant financial parameters.
- The participants would be able to build financial models for evaluation of the financial strength of companies. These models will then help project the future financial performance of the companies.
- Learn how to make a SWOC analysis of the company.
- Portfolio forming

#### **Session Coverage:**

- Investment avenues
- Financial Statement Analysis
- Financial Ratios
- Financial Management & Corporate Finance
- SWOC analysis
- Project Finance Modeling
- Equity Research – Modeling



- Report Writing & Sector overview

#### Evaluation Parameters

Topic	Skill testing	Explanation of skills	Methodology	Marks of evaluation
Financial Statement Analysis SWOC	Ability to evaluate	Take information apart and explore relationships	Case Study	20 marks
Report Writing	Creating	Use information to create something new	Project Report	20 marks
Financial Ratios	Evaluating	Critically examine information and make judgement	Case Study	20 marks
Equity Research	Applying	Use information in a new but similar situation	Case Study	20 marks
Project Finance Modeling	Understanding	Understanding and making sense out of information.	Project Report	10 marks
Investment Avenues	Remembering	Find or remember information	Quiz	10 marks

The participant will be asked to make virtual investment, take investment decisions, and end of the course, the returns will be calculated. The project report, will include the justification of investment decisions taken.





## **Negotiation Skills**

**Duration : 45 hours**

### **Learning Objectives & Utility**

- A very good option for students of Marketing, Economics, Arts & Commerce all through their lives as you never stop negotiating.
- Students will understand the concept of negotiation, how it falls into place, types and techniques of negotiation, pitfalls live case studies with real time learning, role play etc
- Negotiation is not only for people who plan a sales or marketing career, it is an everyday life tool that you could use to succeed depending whether you are looking for a job, new bike, buying something off the net, career enhancement etc. Companies love strong negotiators all the time who can add value to their business and bottom line.

### **Session Coverage:**

- Concept of Negotiation
- Types of Negotiation
- Setting Goals and Getting Past No
- How and When Do You Spot Interest / Intent And Make Your Move
- Common Pitfalls
- Follow Through

### **Evaluation Parameters**

- Live Case studies to be analysed & solved by the students in the class for each module (60 marks)
- Live Research to be carried out by students in the Market for situations (20 marks)



- Capstone Project Report (20 marks)

### **Skill Component**

Listening, interpreting and acting on, leverage, goal setting, primary & secondary research, business insight processing, data Analysis, post analysis.

### **Microsoft Excel Level**

#### **Duration : 45 hours**

#### **Learning Objectives & Utility**

- The business world has become increasingly dependent on database and information management
- Knowledge of Microsoft Excel will help in analyzing data, generating reports, and taking calculated decisions
- Proficiency in Microsoft Excel increasingly helps employment prospects

#### **Session Coverage: Level 1 (45 hours)**

- Spreadsheets and data entry
- Excel functions
- Creating charts, printing worksheets
- Designing templates and automation
- Listing, filtering, sorting
- Pivot Tables
- Data Validation

#### **Session Coverage: Level 2 (45 hours)**

- Dynamic formulae & logic based functions
- Lookup functions
- Worksheet functions
- Macros
- VBA Concepts
- Dynamic and reusable codes



A handwritten signature in blue ink, appearing to be "M. X."

### **Evaluation Parameters**

- Step by step project which evaluates the skills related to different elements of Excel (60 marks)
- Designing Templates (20 marks)
- Formatting Exercises (20 marks)

### **Skill Component**

Formatting, sorting, filtering, analyzing data, report generation, template designing, forecasting and projecting, simulation, scenario building

### **Digital Marketing Course – Become a confident online marketer**

**Duration : 45 hours**

### **Learning Objectives & Utility**

- A very good option for Marketing, Economics, Arts & Commerce students
- Students will learn to master the fundamentals of online marketing & learn the techniques of five popular social media platforms for promoting products or services in any industry.
- Companies hiring candidates for the post of Marketing executives, Sales executives, Content writers, Copy writers, Customer Relationship Managers etc. will definitely look for this skill

### **Session Coverage:**

- Introduction to Online Marketing & its success stories in business / Professions
- To Learn Facebook Marketing
- To Learn LinkedIn Marketing
- To Learn Instagram Marketing
- To Learn Twitter Marketing
- To Learn Pinterest Marketing
- To Content Writing for online marketing
- To Search Engine Optimization (SEO)



### **Evaluation Parameters**

- Present a business case study where the online marketing channels are used for its marketing (60 marks)
- Present your business case study to panel of three judges (20 marks)
- Final Project Report (20 marks)

### **Skill Component**

Online Marketing Terminologies, Content creation, Content curation, Graphic designing, confident use of five social media platforms.

### **U Spark – Future Ready**

#### **Duration : 45 hours**

#### **Learning Objectives & Utility**

- To understand self and develop self esteem
- To become better communicator
- To understand corporate grooming
- To develop interpersonal and leadership skills
- To develop powerful narratives to deliver impactful presentations

#### **Session Coverage:**

- Understanding self, Self SWOT, Goal Setting
- LSRWP approach to communication
- Personal Grooming
- Business Etiquettes
- Non-verbal Communication
- Interpersonal relations
- Powerful Team
- Leadership Skills
- Time Management
- Stress Management
- Problem solving skills





### Evaluation Parameters

- Group presentation on basic skills (Book review/Movie Review) (60 marks)
- Role Plays (20 marks)
- Final Project Report (20 marks)

### Skill Component

Personality development, future readiness, work Readiness, soft skills development


### Campus to Corporate – Make The First Leap a cakewalk

### Duration : 45 hours

### Learning Objectives &Utility

- Assessing self-motivation, dynamism & career focus
- Goal Setting & Priority management
- Polishing Business Etiquettes & Presentation Skills
- Fine Tuning Inter Personal Communication
- Understanding Corporate Responsibilities & Work Culture
- Preparing for Group Discussions & Interviews with mock drills



  
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### **Session Outline:**

- First Impressions
- Time Management & Prioritizing
- Corporate Communication
- Networking & Influencing Skills
- Problem Solving & Decision Making
- Preparing Self-Introduction Pitches
- Handling Interview Questions
- Goal Setting
- Self-Communication
- Business Etiquettes

### **Evaluation Parameters**

- Ongoing presentations & Practical Demos (20 marks)
- Project (40 marks)
- Final Assessment (40 marks)

### **Skill Component**

- Goal Setting & Priority management
- Polishing Your Business Etiquettes & Presentation Skills
- Fine Tuning Your Inter Personal Communication
- Understanding Corporate Responsibilities & Work Culture

### **Effective Communication Skills**

<b>(Effective Communication Skills)Detailed syllabus</b>		
<b>Unit</b>	<b>Contents of the syllabus</b>	<b>Number of Lecture Hours</b>
1	<b><u>Introduction and Icebreaking Session</u></b>  1.1 What are Effective Communication Skills? 1.2 Importance of Speaking, Listening, Reading and Writing skills for effective	2



	<p>1.3 Common barriers in effective communications - incorrect sentences, vocabulary or phrases, inappropriate use of language, non-standard accents, lack of fluency, listening skills and comprehension skills</p> <p>1.4 Ways to eliminate the barriers for effective communication</p> <p>1.5 How to do effective communication in business environment</p> <p>1.6 Importance of formal language, tone, style, body language and facial expressions in effective business</p>	
2	<p><b><u>Grammar and Vocabulary</u></b></p> <p>2.1 Common errors in usage (practice through worksheets)</p> <p>2.2 Correct use of Verbs, Personal Pronouns, Passive Voice in formal communications (practice through worksheets)</p> <p>2.3. Importance of Appropriate vocabulary for different formal situations in business environment (practice through worksheets)</p>	<p>2</p> <p>2</p> <p>2</p>
3	<p><b><u>Effective Verbal Communications</u></b></p> <p>3.1 Common forms of Verbal Communication in Business environment, Effective ways of opening and rounding off formal discussions in official meets, Effective Questioning skills to maximize output in verbal communication</p> <p>3.2 Persuasion Skills (session conducted through Role-plays)</p> <p>3.3 Interview Skills (session conducted through Role plays/mock interviews)</p> <p>3.4 Group Discussion Skills (session conducted through Role-plays)</p> <p>3.5 Presentation Skills (session conducted through students' demo presentations)</p>	<p>2</p> <p>2</p> <p>4</p> <p>4</p> <p>4</p>

4	<p><b><u>Effective Written Communications</u></b></p> <p>4.1 Basic knowledge of formal language and formal vocabulary, Correct usage of Punctuation marks and Articles (session conducted through sample models) 2</p> <p>4.2 Keys to descriptive writing, reflective writing, persuasive writing and argumentative writing (practice through worksheets) 2</p> <p>4.3 Drafting of Business Letters and Emails (practice through worksheets) 2</p> <p>4.4 Writing Business Proposals and Official Reports (practice through worksheets) 2</p> <p>4.5 Writing Agenda of Meeting and Minutes of Meeting (practice through worksheets) 2</p>	
5	<p><b><u>Reading Skills</u></b></p> <p>5.1 Skimming and Scanning paragraphs (practice through worksheets) 1</p> <p>5.2 Decoding and Comprehension exercises (practice through worksheets) 2</p>	





	5.3 Using context clues in case of unknown words (practice through worksheets)	1
	5.4 Creating and Maintaining word-banks (practice through worksheets)	1
6	<b><u>Listening Skills</u></b> 6.1 Active Listening and Effective Questioning (through audio lessons) 6.2 Active Listening and Notes taking (through audio lessons) 6.3 Audio exercises for Listening and Speaking (for practice of correct accent, intonation, pronunciation)	2 2 2
<b>Total number of hours</b>		<b>45</b>

### **Learning Outcomes**

Skill-based training of language and knowledge of functional English are essential prerequisites for successful and effective communications. This course in 'Effective Communication Skills' aims at


1. Developing all four functional language skills – speaking, listening, reading and writing skills.
2. Training and equipping students with relevant knowledge of language to conduct effective communications at their future work-places.
3. Boosting confidence in writing and speaking correctly and effectively.
4. Giving students opportunities to practice through practical worksheets, oral exercises, situational role-plays and audio lessons.

### **Evaluation**

Debates  
 Group Discussion  
 Written Tests  
 Mock Interviews  
 Role Plays

## **Professional Retail Banking Skills**



  
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*"Learn the Banking Skills beyond books to start a Banking Career"*

**This 45 Hours certificate course will help you in,**

- *Understanding the paradigm shift in Indian Banking scenario*
- *Reaffirming your Banking Career Aspiration*
- *Knowing the insider's perspective of Retail Banking Products*
- *Mastering Customer Service orientations as a Professional Banker*
- *Getting a firsthand feel of the Banking Processes through Simulators*
- *Honing up your Selling and Networking Skills in Banking*
- *Acquainting with the Digital transformation in Banks*

**I) Course Contents:**

**Phase-1**

Changing Face of Indian Banking  
Digital Boom & Modern Banking Platforms  
Career Options in Banking & Financial Services  
What Banks in India seek in you?

**Phase-2**

Banks contribution in Indian Economy  
New Age Customer's Expectation from Banks  
Advent of New Banks

**Phase-3**

**Retail Banking Products**

(Banker's Perspective- Profitability, Customers Need and USP)- Completely Activity Based  
Saving Account  
Current Account  
Fixed Deposits  
Recurring Deposits  
Loans & Advances

**Phase-4**

**Customer Service Orientation (Soft Skills & Behavioral Roles)**

CIC  
Moments of truth  
Service Parameters  
Service Quality



## Service Recovery & Complain Handling

### Phase-5

Augmented Products in Banks (**Banker's Perspective- Profitability, Customers Need and USP**)- Completely Activity Based

Mutual Funds

Demat

HNI Services

NRI Services

Wealth Management

Portfolio Management

Electronic Lockers

### Phase-6

**Selling Skills in Banking**

Value Perceptions

Features Benefit Motives Analysis

High Probability Sales Cycle Drill

Upselling & Cross Selling

### Phase-7

**Retail Banking Operations** (Insiders tale- Activity Based)

Activity on Cash, Clearing & Other Day to Day Operations

### Phase-8

Core Banking Solutions

Software Exposure

Lab Sessions on Demat Account

Lab Sessions on Simulating Transactions

Lab Sessions on Banks Website

Online Games to verify instruments

Dynamic Queue Management

### Phase-9

**Banking Interview Questions**

**Skill Through Drill**

**Personal Action Plan**


## II) Course Methodology/ Session Details



*The 45 hours Course is highly interactive and uses **Group Work Techniques** to provide a nurturing atmosphere, where activity based learning thrives.*

- **No Theory Approach**
- **Situational Activities**
- **Management Games**
- **Role Plays**
- **Case Studies -**
- **Simulations of Finacle Software**
- **Management Stories & Examples on all relevant areas**
- **Interactive Discussions all throughout**
- **Personal Action Plans to evaluate the participants**



  
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