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Thakur Educational Trust's (Regd.)
THAKUR RAMNARAYAN
COLLEGE OF ARTS & COMMERCE
ISO 21001:2018 Certified

Thakur Ramnarayan Educational Campus, S. V. Road,
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Name of the Course: Psychology of Bilingualism and Multilingualism

About Course: The objective of the course is to familiarize the students with the brain underpinnings of human social behavior. We will go into great detail on a variety of topics related to human social behavior and social knowledge, such as self- and other-awareness, facial perception, comprehending and interpreting social interactions, and how the brain accomplishes these complex functions.

Objectives of the Course:

1) To detect new changes that are on a deeper level and develop strategies from crucial talking points.

2) To understand bilingual and monolingual Communities; Bilingual Education & Literacy; Issues of Bilingual/Multilingual Identities

3) To guarantee a language control as switching between two language systems; Activation and Deactivation of Language Systems, Selective and Non-Selective Frameworks of Bilingual Language Control.

Outcomes of the Course:

After completing the course students will be able to:

1) Attain a comprehensive understanding of Bilingualism and Multilingualismıın which language shapes cognition, identity, and social interaction.

2) Analyze and attain cognitive flexibility.

3) Foster metalinguistic awareness, which is the ability to think about and analyze language as a system

Summary of the Course:

Year: 2023-2024

Semester: II

Duration: 10 Weeks

Course In-charge: Ms. Pooja Gandhi

Assessment Pattern: 1 online MCQ test of 50 marks

Passing Criteria: 50%

No. of Students Enrolled: 144

No. of Students Passed: 124

Course Module and Curriculum:

Lecture Number	Date	Timings	Content
1	02/01	12:00pm - 03:00pm	Introduction to Basic Concepts in Bilingualism.- Part 1
2	06/01	12:00pm - 03:00pm	Introduction to Basic Concepts in Bilingualism.- Part 2
3	09/01	12:00pm - 03:00pm	Understanding and Speaking Multiple Languages.- Part 1
4	13/01	12:00pm - 03:00pm	Understanding and Speaking Multiple Languages.- Part 2
5	16/01	12:00pm - 03:00pm	Psycholinguistics of Bilingualism
6	20/01	12:00pm - 03:00pm	Managing Multiple Languages and the Brain.-Part 1
7	06/02	12:00pm - 03:00pm	Managing Multiple Languages and the Brain.- Part 2
8	10/02	12:00pm - 03:00pm	How Bilingualism Changes Us.
9	20/02	12:00pm - 03:00pm	How Multilingualism Changes Us
10	24/02	12:00pm - 03:00pm	MCQ Test for 50 Marks

Ms. Pooja Gandhi
Course in-charge

Dr. Ravish R. Singh
Principal

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Name of the Course: Basics of Psychology

About Course: This course is designed for better understanding of the self and others. It will help you understand the how and why of thinking, feeling, and action. This introductory psychology course will cover the major psychological constructs and principles, primarily focusing on the perceptual processes, learning, memory, emotions, genetic and environmental determinants of behavior and personality. In the last week it will also demonstrate some lab sessions whereby the relevant construct and phenomena can be empirically tested.

Objectives of the Course:

1) Students will explore how individuals perceive the world around them, acquire new knowledge, and retain information over time.

2) The course will examine the nature of emotions, their role in shaping behavior, and the mechanisms underlying emotional experiences.

3) Students will investigate how both genetic predispositions and environmental influences contribute to the development of behavior and personality traits.

Outcomes of the Course:

After completing the course students will be able to:

1) Apply psychological principles to real-life situations.

2) Increase capacity for empathy and effective interpersonal communication.

Summary of the Course:

Year: 2023-24

Semester: IV

Duration: 30 Hours

Course In-charge: Ms. Ayesha Shaikh

Assessment Pattern: 1 online MCQ test of 50 marks

Passing Criteria: 50%

No. of Students Enrolled: 104

No. of Students Passed: 96

Course Module and Curriculum:

Lecture Number	Date	Timings	Content
1	02-01-2024	12:00 pm to 3:00 pm	What is Psychology ?
2	06-01-2024	12:00 pm to 3:00 pm	Perception
3	09-01-2024	12:00 pm to 3:00 pm	Learning
4	13-01-2024	12:00 pm to 3:00 pm	Memory
5	16-01-2024	12:00 pm to 3:00 pm	Hypothalamic Pituitary Adrenal (HPA) axis
6	20-01-2024	12:00 pm to 3:00 pm	Genetic and Environmental bases of behaviour
7	06-02-2024	12:00 pm to 3:00 pm	Health risk associated with Chronic stress
8	10-02-2024	12:00 pm to 3:00 pm	Health and Major Psychiatric disorders
9	20-02-2024	12:00 pm to 3:00 pm	Personality
10	24-02-2024	12:00 pm to 3:00 pm	Perception

Ms. Ayesha Shaikh
Course in-charge

Dr. Ravish R. Singh
Principal

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Name of the Course: Fundamentals of Research Methodology

About Course: In this course, the important concepts and principles of research are discussed to understand the fundamentals of research writing. This course aims to introduce students to the important aspects of research. The intent of the course is to make students aware of the details associated with formal research and to help students overcome common misconceptions that may be present in their minds. By going through this course, students are likely to be able to take up research activities in a more systematic and formal manner right from the beginning.

Objectives of the Course:

1) To make learners aware of the basics of research.

2) To relate the research with real life situations.

3) To understand scientific aspects of research.

Outcomes of the Course: After completing this course, a student will be able to understand different concepts related to research.

Summary of the Course:

Year: 2023-24

Semester: VI

Duration: 30 Hours

Course In-charge: Ms. Ranjani Shukla

Assessment Pattern: 1 online MCQ test of 50 marks

Passing Criteria: 50%

No. of Students Enrolled: 25

No. of Students Passed: 17

Course Schedule and Curriculum:

Lecture Number	Date	Timings	Content
1	02/01/2024	12:00 pm to 3:00 pm	A group discussion on what is research
2	06/01/2024	12:00 pm to 3:00 pm	Overview of Research
3	09/01/2024	12:00 pm to 3:00 pm	Literature survey
4	13/01/2024	12:00 pm to 3:00 pm	Experimental skills
5	16/01/2024	12:00 pm to 3:00 pm	Data analysis and Modelling skills
6	20/01/2024	12:00 pm to 3:00 pm	Creativity in Research
7	06/02/2024	12:00 pm to 3:00 pm	Group discussion on Ethics in Research
8	10/02/2024	12:00 pm to 3:00 pm	Design of Experiments
9	20/02/2024	12:00 pm to 3:00 pm	Intellectual Property
10	24/02/2024	12:00 pm to 3:00 pm	Department specific research discussions
-	/03/2024	09:00am to 10:30am	MCQ Test for 50 Marks

R.Shukla

Ms. Ranjani Shukla
Course in-charge

Dr. Ravish R. Singh
Principal

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Name of the Course: Introduction to Indian classical music

About Course: The course explores the rich history, intricate melodies, and profound emotional depth of Indian classical music. Key topics include the history and origins, concepts of raga and tala, gharanas or schools of musical thought, instrumental music, vocal techniques, composers and legends, concert formats, cross-cultural influences, therapeutic aspects, and contemporary trends. Through interactive sessions and discussions, students gain a comprehensive understanding of this ancient art form and its relevance in modern times.

Objectives of the Course:

1) The objectives of the course are to deepen students' knowledge, appreciation, and practical skills in Indian classical music.

2) Fostering a lifelong interest and engagement with this rich cultural heritage.
3) To develop students' critical listening skills, enabling them to appreciate and critique performances, compositions, and innovations in Indian classical music.

Outcomes of the Course:

After completing the course students will be able to:

1. Contemporary trends, fusion genres, technological advancements, and efforts to preserve and promote Indian classical music in modern contexts, contributing to the ongoing evolution of the art form.
2. Gain a deeper appreciation for the cultural heritage and artistic legacy of Indian classical music, fostering respect for diverse musical traditions and promoting cultural exchange and understanding.

Year: 2023-24

Semester: VI

Duration: 30 Hours

Course In-charge: Ms. Sonam Singh

Assessment Pattern: 1 online MCQ test of 50 marks

Passing Criteria: 50%
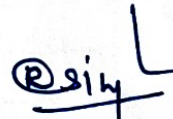
No. of Students Enrolled: 15

No. of Students Passed: 15

Course Module and Curriculum:

Lecture Number	Date	Timings	Content
1	02/01/2024	12:00 pm to 2:30 pm	Introduction of Hindustani Music
2	06/01/2024	12:00 pm to 2:30 pm	Carnatic Music
3	09/01/2024	12:00 pm to 2:30 pm	Information regarding Swaras
4	13/01/2024	12:00 pm to 2:30 pm	Naradiya Shikha
5	16/01/2024	12:00 pm to 2:30 pm	What is Mukhadas
6	20/01/2024	12:00 pm to 2:30 pm	What is Raga
7	06/02/2024	12:00 pm to 2:30 pm	Grammar of Ragas
8	10/02/2024	12:00 pm to 2:30 pm	Importance of Tanpura
9	20/02/2024	12:00 pm to 2:30 pm	Difference between Komal and Shuddha Swaras
10	24/02/2024	12:00 pm to 2:30 pm	What are the Jod Ragas

Ms.Sonam Singh
Course in-charge

Dr. Ravish R. Singh
Principal

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Name of the Course: Fundamentals of Cognitive Psychology

About Course: In this course, the cognitive processes that underlie daily human interaction are discussed in detail. The goal of this course is to explore and comprehend the fundamental cognitive processes that underpin human behavior. The course material will help you solve difficulties in real life and find the best answers. Furthermore, by understanding human cognitive systems, we may create Artificial Intelligence (AI) systems that are highly intelligent, adapt to their errors, and greatly improve our quality of life.

Objectives of the Course:

1) To familiarize students with the fundamental cognitive processes involved in human perception, memory, attention, language, problem-solving, and decision-making.

2) To apply cognitive principles to real-world scenarios and practical problems, fostering the integration of theoretical knowledge with everyday experiences.

3) To provide students with a solid foundation in cognitive psychology while emphasizing critical thinking and practical applications of cognitive principles

Outcomes of the Course: After completing this course, a student will be able to understand different concepts related to research.

Summary of the Course:

Year: 2023-24

Semester: VI

Duration: 30 Hours

Course In-charge: Ms. Sanjana S. Pandey

Assessment Pattern: 1 online MCQ test of 50 marks

Passing Criteria: 50%

No. of Students Enrolled: 75

No. of Students Passed: 49

Course Schedule and Curriculum:

Lecture Number	Date	Timings	Content
1	03/01/2024	12:00 pm to 3:00 pm	Introduction to Basic Cognitive Processes
2	06/01/2024	12:00 pm to 3:00 pm	Object Perception and Recognition
3	10/01/2024	12:00 pm to 3:00 pm	Attentional Processes and cognition
4	13/01/2024	12:00 pm to 3:00 pm	Memory Introduction and Long Term Memory
5	17/01/2024	12:00 pm to 3:00 pm	Memory of general knowledge
6	20/01/2024	12:00 pm to 3:00 pm	Concept Formation
7	07/02/2024	12:00 pm to 3:00 pm	Visual and Spatial Memory
8	10/02/2024	12:00 pm to 3:00 pm	Human language skills
9	21/02/2024	12:00 pm to 3:00 pm	Thought process and Problem Solving
10	24/02/2024	12:00 pm to 3:00 pm	Reasoning and Decision Making
-	13/03/2024	09:00am to 10:30am	MCQ Test for 50 Marks

Ms. Sanjana S. Pandey
Course in-charge

Dr. Ravish R. Singh
Principal

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Name of the Course: Sports Marketing and journalism

About Course: Today, there is demand for people skilled in Sports Marketing. Organizations want your expertise to strengthen and grow customer bases and teams want to enlarge their fan base, attract new sponsors to their sport, build strong programs with existing sponsors, and run their fan conventions and other events. In addition, a wide range of companies recognize the value sports relationships have in positioning and building their brands.

Objectives of the Course:

1. Ticket pricing strategies

2. How a crisis might happen in sport

3. How all types of companies are using sports to enhance and position their brands

4. How to promote and market a sporting event

5. How to use social media to grow your team's follower base and promote your sporting events, conferences and conventions

Outcomes of the Course: After completing this course, a student will become familiar with the basics of Sports marketing and the uses of media in sports marketing and journalism.

Summary of the Course:

Year: 2023-24

Semester: II

Duration: 20 Hours

Course In-charge: Ms. Priyadarshini Singh

Assessment Pattern: 1 online MCQ test of 50 marks

Passing Criteria: 50%

No. of Students Enrolled: 108

No. of Students Passed: 85

Course Schedule and Curriculum:

Lecture Number	Date	Timings	Content
1	09/01/2024	3:00 pm to 5:30 pm	Introducing and providing a broad overview of the differing aspects of sports marketing and will also break down the components of sports marketing as a concept.
2	11/01/2024	3:00 pm to 5:30 pm	examine the difference between service and product marketing and why sports marketing has some overlap with both of these areas. We will also explore the world of event marketing.
3	13/01/2024	3:00 pm to 5:30 pm	will explore how to gain value in brand and sponsorship partnerships. Licensing and dynamic ticket pricing, and the potential value of both will also be touched on.
4	16/01/2024	3:00 pm to 5:30 pm	will cover the primary areas of communication in sports marketing. Sports-specific trends in public relations will be highlighted, along with specific examples. This module will also include a thorough overview of how to draft an effective press release.
5	17/01/2024	3:00 pm to 5:30 pm	Will continue the focus on sports communication, with a deep dive into sports-related pubic relations and crisis communication. Issues and strategies surrounding social media and celebrity handling will also come into focus.
6	19/01/2024	3:00 pm to 5:30 pm	Where would professional sports be without fandom and loyalty? We close this course we an exploration of the these concepts that make up the bedrock of professional sports and sports marketing.
7	20/01/2024	3:00 pm to 5:30 pm	We will also touch on the topic of sports agents and take a look to the future with a video highlighting global sports diplomacy.
8	23/01/2024	3:00 pm to 5:30 pm	social media journalism for sports marketing

Ms. Priyadarshini Singh
Course in-charge

Dr. Ravish R. Singh
Principal

Name of the Course: Contextualizing Gender

About Course: Through various essays and philosophers, the course will stimulate a nuanced discussion on gender inequality, sexuality, masculinity, and the interaction of gendered social processes. The students will get the opportunity to examine new ways of looking at gender possibilities, like contextualizing the plurality of bodies at the intersection of science and technology. Gender permeates all aspects of the social world and is analyzed in numerous ways, including as an institution, ideology, and process that organizes everyday life. This course aims to introduce students to an interdisciplinary framework that allows them to explore and theorize the intersectional nature of gender and culture

Objectives of the Course:

1. Understand the various types of Gender specifications.
2. Make students aware of the sensitivity of gender specifications.
3. Terminology and connotations of the genders.
4. Phobias relating to gender specifications.

Outcomes of the Course: After completing this course, a student will become familiar with the basics of gender and its varied specifications. Also they will explore and theorize the intersectional nature of gender and culture.

Summary of the Course:

Year: 2023-24

Semester: IV

Duration: 20 Hours

Course In-charge: Ms. Priyadarshini Singh

Assessment Pattern: 1 online MCQ test of 50 marks

Passing Criteria: 50%
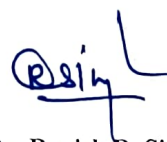
No. of Students Enrolled: 69

No. of Students Passed: 58

Course Schedule and Curriculum:

Lecture Number	Date	Timings	Content
1	09/01/2024	12:00 pm to 2:30 pm	Gender and Race: Black Feminism and Intersectionality.
2	11/01/2024	12:00 pm to 2:30 pm	Gender Blurring and Unmasking Heterosexual Assumptions: Toni Morrison.
3	13/01/2024	12:00 pm to 2:30 pm	Introducing Queer Theory
4	16/01/2024	12:00 pm to 2:30 pm	Gender and Nonconformity in Queer Literature.
5	17/01/2024	12:00 pm to 2:30 pm	Gender Performativity and the Heterosexual Matrix
6	19/01/2024	12:00 pm to 2:30 pm	Gender, Speech and Subjectivity
7	20/01/2024	12:00 pm to 2:30 pm	Precarity, Assembly and Gender Politics
8	23/01/2024	12:00 pm to 2:30 pm	Contextualizing Contemporary Masculinities and Approaches to Men's Studies.

Ms. Priyadarshini Singh
Course in-charge

Dr. Ravish R. Singh
Principal

Name of the Course: Storytelling in Branding and Content Marketing

About Course: This course analyses the production of quality journalism and explores how to create memorable and long-lasting connections with a given target audience in a world of constant content surplus. It concludes with a deeper insight into the term of Brand Entertainment, giving them the opportunity to amplify their knowledge about how to produce a good call to action and retain the audience's attention.

Objectives of the Course:

1. Understand why branded content is better than traditional advertising.
2. Make students aware of the rise of branded content.
3. Create a story for your own brand.
4. Build a connection with the audience through unique and memorable stories.

Outcomes of the Course: After completing this course, a student will become familiar with the basics of Branding and Content Marketing. They are also able to understand the rise of branded content, creating stories for their own brand, and connecting audiences through unique and memorable stories.

Summary of the Course:

Year: 2023-24

Semester: VI

Duration: 30 Hours

Course In-charge: Mr. Prashant Prakash Kamble

Assessment Pattern: 1 online MCQ test of 50 marks

Passing Criteria: 50%
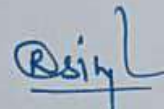
No. of Students Enrolled: 28

No. of Students Passed: 20

Course Schedule and Curriculum:

Lecture Number	Date	Timings	Content
1	09/01/2024	12:00 pm to 2:30 pm	Introduction to personal branding
2	11/01/2024	12:00 pm to 2:30 pm	Building your Brand's Infrastructure
3	13/01/2024	12:00 pm to 2:30 pm	Establishing Your Brand's Digital Home: A Guide to Claiming Your Parts of the Web
4	16/01/2024	12:00 pm to 2:30 pm	Creating your Brand's Maintenance Plan
5	17/01/2024	12:00 pm to 2:30 pm	Reputation management: what is it, and why does it matter?
6	19/01/2024	12:00 pm to 2:30 pm	The Reputation Economy: Managing Your Online Identity in the Age of Google
7	20/01/2024	12:00 pm to 2:30 pm	Why You Should Create an Update Schedule for social media
8	23/01/2024	12:00 pm to 2:30 pm	Choosing the Best Social Media Platforms for Your Brand
9	25/01/2024	12:00 pm to 2:30 pm	A Look at Social Media Platforms
10	03/02/2024	12:00 pm to 2:30 pm	Creating your Brand's Maintenance Plan
11	10/02/2024	12:00 pm to 2:30 pm	The Heart of Authenticity: Choosing Your Three Cornerstone Words
12	17/02/2024	12:00 pm to 2:30 pm	Tips for Looking Your Best in Photos
-	14/03/2024	09:00am to 10:30am	MCQ Test for 50 Marks

Mr. Prashant P Kamble
Course in-charge

Dr. Ravish R. Singh
Principal

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Name of the Course: Strategic Approach to Service Marketing

About Course: Step into the dynamic realm of Services Marketing! This all-encompassing course has been meticulously crafted to immerse you in the intricacies of promoting intangible services. Delve into essential concepts, cutting-edge frameworks, and the latest industry trends to glean valuable insights for crafting potent marketing strategies tailored to service-based businesses. Whether it's navigating the nuances of customer expectations or crafting unforgettable service experiences, this course is your gateway to acquiring the expertise needed to thrive in the rapidly evolving service industry. Brace yourself to unravel the mysteries behind successful services marketing and emerge equipped with the knowledge and skills that will propel you to excellence in this fast-paced field!

Objectives of the Course:

1. Customer Satisfaction: Ensure customer satisfaction by meeting or exceeding their expectations regarding the quality and delivery of services.
2. Customer Retention: Build strong, long-lasting relationships with customers to encourage loyalty and repeat business, reducing customer churn.
3. Measurable Results: Establish measurable metrics to assess the effectiveness of marketing efforts and make data-driven decisions for continuous improvement.

Outcomes of the Course: After successfully completing this course, you will be able to:empower individuals with the tools necessary to navigate the complexities of marketing intangible services and contribute to the success of service-based businesses.

Summary of the Course:

Year: 2023-24

Semester: IV

Duration: 30 Hours

Course In-charge: Ms. Ruhi Main

Ms. Ankita Tiwari

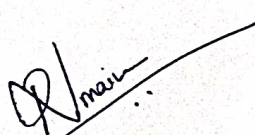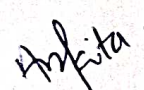**Assessment Pattern:** 1 online MCQ test of 50 marks

Passing Criteria: 50%

No. of Students Enrolled: 147

No. of Students Passed: 126

Course Schedule and Curriculum:

Lecture Number	Date	Timings	Content
1	02/01/2024	12:00 pm to 2:30 pm	Introduction to Services Marketing:
2	03/01/2024	12:00 pm to 2:30 pm	Customer Experience Management
3	09/01/2024	12:00 pm to 2:30 pm	Service Innovation and Co-creation
4	10/01/2024	12:00 pm to 2:30 pm	Digital Transformation in Services
5	23/01/2024	12:00 pm to 2:30 pm	Service Analytics and Customer Insights
6	24/01/2024	12:00 pm to 2:30 pm	Service Branding and Reputation Management
7	30/01/2024	12:00 pm to 2:30 pm	Managing Service Quality & Service Recovery
8	31/01/2024	12:00 pm to 2:30 pm	Pricing and Revenue Management in Services
9	06/02/2024	12:00 pm to 2:30 pm	Cross-cultural Issues in Services Marketing
10	07/02/2024	12:00 pm to 2:30 pm	Sustainability and Green Services
11	13/02/2024	12:00 pm to 2:30 pm	Service Leadership and Employee Engagement
12	14/02/2024	12:00 pm to 2:30 pm	Emerging Trends in Services Marketing
13	12/03/2024	09:00am to 10:30am	MCQ Test for 50 Marks

Ms. Ruhi Main & Ms. Ankita Tiwari
Course in-charge

Dr. Ravish R. Singh
Principal

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Name of the Course: Financial Statement Analysis and Reporting

About Course: Financial Analysis and reporting is an integral part of overall financial analysis carried out by various business organizations in India and all around the world. It depicts the financial health of any company and helps the companies to augment their financial resources and management of generated funds efficiently. It compels the business firms to remain judicious in fund allocation to different activities and sub activities and use the generated funds carefully. Financial analysis guides the companies about their future course of action and the direction that any particular company should move on.

Objectives of the Course: To enhance overall financial health and performance by conducting comprehensive financial analysis and reporting, enabling judicious fund allocation, efficient resource management, and informed decision-making for the strategic advancement of the company.

Outcomes of the Course: Financial analysis and reporting are indispensable tools for businesses worldwide, offering a comprehensive understanding of a company's financial health. This knowledge enables judicious fund allocation, efficient resource management, and careful fund utilization. By providing guidance for future actions and strategic direction, financial analysis empowers companies to make informed decisions, ensuring compliance, transparency, and accountability. Ultimately, it plays a pivotal role in shaping a company's success and facilitating sustainable growth.

Summary of the Course:

Year: 2023-24

Semester: VI

Duration: 30 Hours

Course In-charge: Ms. Nisha Kekan & Ms.Sarita Chourasiya

Assessment Pattern: 1 online MCQ test of 50 marks

Passing Criteria: 50%

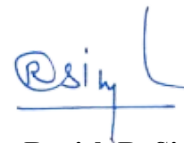**No. of Students Enrolled: 94**

No. of Students Passed: 93

Course Schedule and Curriculum:

Lecture Number	Date	Timings	Content
1	02/01/2024	8:00 am to 10:30 am	Introduction, Indian Economy, Industry & Industrial scenario in India
2	03/01/2024	8:00 am to 10:30 am	Forms of business organizations, Sole Proprietorship
3	09/01/2024	8:00 am to 10:30 am	Nature & objectives of Financial Statements
4	10/01/2024	8:00 am to 10:30 am	Income Statement, Income Statement, Balance Sheet, Balance Sheet, Balance Sheet.
5	23/01/2024	8:00 am to 10:30 am	Balance Sheet, Cash Flow Statement
6	24/01/2024	8:00 am to 10:30 am	Companies Content of annual reports, Quality of financial reporting, Reporting regulation in India,
7	30/01/2024	8:00 am to 10:30 am	Ratio Analysis
8	31/01/2024	8:00 am to 10:30 am	Cash flow statement
9	06/02/2024	8:00 am to 10:30 am	Reporting regulations for Partnership firms, Reporting regulations of Companies.
10	07/02/2024	8:00 am to 10:30 am	Comparative Statement, Common Size Statement
11	13/02/2024	8:00 am to 10:30 am	Tools and techniques of financial statement analysis
12	14/02/2024	8:00 am to 10:30 am	Income Statement.
-	13/03/2023	09:00am to 10:30am	MCQ Test for 50 Marks

Ms. Nisha Kekan
Ms. Sarita Chourasiya
Course in-charge

Dr. Ravish R. Singh
Principal

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Name of the Course: Strategic Leadership for Optimal Team Performance

Class: F.Y.B.M.S. (Div-A & B)

About Course: "Strategic Leadership for Optimal Team Performance" is a foundational course designed to equip students with essential leadership skills and strategies for maximizing team effectiveness in various organizational contexts. This course emphasizes the role of strategic leadership in guiding teams towards achieving common goals, fostering collaboration, and enhancing overall performance. Students will explore theories, models, and practical techniques essential for effective leadership and team management in dynamic business environments.

Objectives of the Course:

1) Understand the fundamentals of strategic leadership and its significance in organizational success.
2) Learn strategies for building cohesive and high-performing teams through effective communication, collaboration, and conflict resolution.
3) Develop skills in strategic planning, goal setting, and alignment of team objectives with organizational goals.

Course Outcome:
After completing the course students will be able to:

1) Demonstrate an understanding of the concept of strategic leadership and its importance in guiding teams towards achieving organizational objectives.

2) Analyze various leadership theories and styles to identify their strengths and weaknesses, and apply appropriate leadership approaches in different situations.

3) Apply strategies for building cohesive and high-performing teams, fostering collaboration, and leveraging diversity to achieve synergistic outcomes.

Summary of the Course:

Year: 2023-24

Semester: II

Duration: 30 Hours

Course In-charge: Ms. Prajakta Kadam

Assessment Pattern: 1 online MCQ test of 50 marks

Passing Criteria: 50%

No. of Students Enrolled: 126

No. of Students Passed: 90

Course Module and Curriculum:

Lecture Number	Date	Timings	Content
1	25/01/2024	12:00 pm to 2:30 pm	Introduction to Leadership
2	30/01/2024	12:00 pm to 2:30 pm	Communication in Leadership
3	01/02/2024	12:00 pm to 2:30 pm	Team Building and Development
4	07/02/2024	12:00 pm to 2:30 pm	Leadership Styles and Strategies
5	08/02/2024	12:00 pm to 2:30 pm	Conflict Resolution and Negotiation
6	13/02/2024	12:00 pm to 2:30 pm	Decision Making and Problem Solving
7	15/02/2024	12:00 pm to 2:30 pm	Leading Change
8	20/02/2024	12:00 pm to 2:30 pm	Implementing change effectively
9	22/02/2024	12:00 pm to 2:30 pm	Listening skills and empathy
10	27/02/2024	12:00 pm to 2:30 pm	Servant Leadership Model
11	29/02/2024	12:00 pm to 2:30 pm	Transactional Leadership Model
12	05/03/2024	12:00 pm to 2:30 pm	Charismatic Leadership Model
-	14/03/2024	09:00am to 10:00am	MCQ Test for 50 Marks

Ms. Prajakta Kadam
Course in-charge

Dr. Ravish R. Singh
Principal

Name of the Course: Marketing Data Analytics

Class: S.Y.B.M.S. (Div-A & B)

About Course: Marketing Data Analytics is a specialized course designed to equip students with the knowledge and skills required to analyze and interpret data in the context of marketing strategies and decision-making. In today's data-driven business landscape, companies rely heavily on data analysis to understand consumer behaviour, optimize marketing campaigns, and drive business growth. This course delves into various analytical techniques and tools used to extract valuable insights from marketing data. One fundamental aspect of Marketing Data Analytics is understanding the importance of data collection and its relevance to marketing objectives. Students learn about different sources of marketing data, including customer demographics, purchase history, website interactions, social media engagement, and more. They explore methods for collecting, organizing, and managing large datasets effectively..

Objectives of the Course:

1) To familiarize students with a range of analytical tools and techniques commonly used in marketing analytics.
2) to help students understand the strategic implications of marketing analytics.
3) To make students learn interpreting data, identifying trends, and extracting actionable insights to inform marketing strategies and decision-making processes

Course Outcome:
After completing the course students will be able to:
1) Students will be able to demonstrate proficiency in various data analysis techniques relevant to marketing, including statistical analysis, data mining, and algorithms.
2) Students will gain hands-on experience with a variety of analytical tools commonly used in marketing data analytics.
3) To translate data insights into strategic marketing decisions that drive business growth and maximize ROI.

Summary of the Course:

Year: 2023-24

Semester: IV

Duration: 30 Hours

Course In-charge: Ms.Nikita Singh

Assessment Pattern: 1 online MCQ test of 50 marks

Passing Criteria: 50%

No. of Students Enrolled: 132

No. of Students Passed: 118

Course Module and Curriculum:

Lecture Number	Date	Timings	Content
1	25/01/2024	12:00 pm to 2:30 pm	Introduction to R Programing
2	30/01/2024	12:00 pm to 2:30 pm	What customers want?: Customer value, Conjoint Analysis
3	01/02/2024	12:00 pm to 2:30 pm	Analytics for customer segmentation and targeting
4	07/02/2024	12:00 pm to 2:30 pm	Demand Forecasting & Pricing
5	08/02/2024	12:00 pm to 2:30 pm	Pricing
6	13/02/2024	12:00 pm to 2:30 pm	Marketing Mix Models and Advertising Models
7	15/02/2024	12:00 pm to 2:30 pm	Recommender System
8	20/02/2024	12:00 pm to 2:30 pm	Market Basket Analysis and RFM Analysis
9	22/02/2024	12:00 pm to 2:30 pm	Customer Churn & Customer Lifetime Value
10	27/02/2024	12:00 pm to 2:30 pm	Text Mining and Sentiment Analytics
11	29/02/2024	12:00 pm to 2:30 pm	Text Mining and Product Innovation Management
12	05/03/2024	12:00 pm to 2:30 pm	Social Network Analysis for Marketing
-	12/03/2024	09:00am to 10:00am	Exam

Ms.Nikita Singh
Course in-charge

Dr. Ravish R. Singh
Principal

Name of the Course: World Class Manufacturing

Class: T.Y.B.M.S. (Div-A & B)

About Course: World Class Manufacturing (WCM) is a management philosophy that strives for excellence in production processes to achieve optimal efficiency, quality, and innovation. It emphasizes continuous improvement, employee involvement, and waste reduction throughout the entire manufacturing cycle. WCM integrates various methodologies, such as Total Productive Maintenance, Lean Manufacturing, and Six Sigma, to create a holistic approach. The goal is to eliminate inefficiencies, defects, and delays in production, resulting in increased productivity and customer satisfaction. WCM fosters a culture of collaboration, where employees at all levels actively contribute to problem-solving and innovation. By prioritizing flexibility, responsiveness, and cost-effectiveness, World Class Manufacturing helps organizations stay competitive in the global market and adapt to changing customer demands.

Objectives of the Course:

1) Streamlining production processes with Lean Manufacturing and Total Productive Maintenance.
2) Implementing quality management for consistency and enhanced customer satisfaction.
3) Cultivating a culture of ongoing innovation and problem-solving.

Course Outcome:
After completing the course students will be able to:
1) Enhancing production efficiency through Lean Manufacturing and Total Productive Maintenance.
2) Ability to Analyze and Apply Decision-Making Approaches.
3) Instilling a mindset of innovation, problem-solving, and adaptability across all organizational levels.

Summary of the Course:

Year: 2023-24

Semester: VI

Duration: 30 Hours

Course In-charge: Mr. Vaqar Bubere

Assessment Pattern: 1 online MCQ test of 50 marks
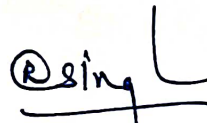
Passing Criteria: 50%

No. of Students Enrolled: 120

No. of Students Passed: 96

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Course Module and Curriculum:

Lecture Number	Date	Timings	Content
1	25/01/2024	12:00 pm to 2:30 pm	Lean Manufacturing Principles
2	30/01/2024	12:00 pm to 2:30 pm	Total Productive Maintenance (TPM)
3	01/02/2024	12:00 pm to 2:30 pm	Six Sigma in Manufacturing
4	07/02/2024	12:00 pm to 2:30 pm	Kaizen Practices
5	08/02/2024	12:00 pm to 2:30 pm	Just-in-Time (JIT) Manufacturing
6	13/02/2024	12:00 pm to 2:30 pm	Supply Chain Optimization
7	15/02/2024	12:00 pm to 2:30 pm	Quality Management Systems
8	20/02/2024	12:00 pm to 2:30 pm	Automation and Industry 4.0
9	22/02/2024	12:00 pm to 2:30 pm	Employee Engagement in Manufacturing
10	27/02/2024	12:00 pm to 2:30 pm	Sustainable Manufacturing Practices
11	29/02/2024	12:00 pm to 2:30 pm	Digital Transformation in Manufacturing
12	05/03/2024	12:00 pm to 2:30 pm	Benchmarking and Best Practices
-	13/03/2024	09:00am to 10:00am	MCQ Test for 50 Marks

Mr. Vaqar Athar Bubere
Course in-charge

Dr. Ravish R. Singh
Principal

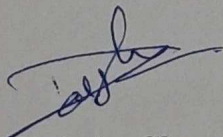TRCAC/DC/IP/02/023/2023-24

Date: 02/02/2024

NOTICE (DC)

Department of **B.Com. (Accounting & Finance)** is proud to inform that **Thakur Ramnarayan College of Arts & Commerce** in collaboration with the **STAR HEALTH AND ALLIED INSURANCE COMPANY LTD** has come up with the training programme 'SAKSHAM' for the students of F.Y.B.A.F. and F.Y.B.COM. 2023-24 Batch.

This unique training programme will provide commerce undergraduate college students a gateway to enter in the corporate world based on real and valuable experiences.
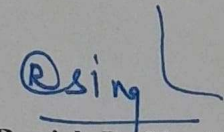
Details of the Training Programme is as follows:

- **Total Duration: 35 Hours**
- **Mode of Training: Hybrid**
- **Commencement Date: 05/02/2024**
- **Course Content as follows:**
    - ➢ Level 1: Insurance Industry Certification
    - ➢ Level 2: Skill Development
    - ➢ Level 3: Digital Platforms
- Co-Branded certificate of Star & Thakur Ramnarayan College will be offered to the candidates on passing out **IRDA Examination** and **completion of Saksham Program**.
- This is a completely sponsored program by Star Health Including **IRDA Examination fees.**

Note: This training programme is compulsory for all F.Y.B.A.F. and F.Y.B.COM. students.

Ms. Daksha Choudhary
Course Incharge

Dr. Ravish R. Singh
Principal

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Name of the Course: ANALYSIS OF FINANCIAL STATEMENT AND REPORTING

About Course: Financial Analysis and reporting is an integral part of overall financial analysis carried out by various business organizations in India and all around the world. It depicts the financial health of any company and helps the companies to augment their financial resources and management of generated funds efficiently. It compels the business firms to remain judicious in fund allocation to different activities and sub activities and use the generated funds carefully. Financial analysis guides the companies about their future course of action and the direction that any particular company should move on

Objectives of the Course:

1) To Explain the purpose, underlying concepts, and format of the balance sheet, income statement, and statement of cash flows, and the importance of accounting quality.

2) To Obtain an overview of useful tools for analyzing a firm's profitability, growth, and risk, including financial ratios, common-size financial statements, and percentage change financial statements, as well as how to use this information to forecast the future business activities of a firm, and to value a firm.

Outcomes of the Course:
Upon successful completion of Financial Management, the student will be able to:
1) Read, understand, interpret and analyse general purpose financial reports;

2) Understand differing accounting policies and their impact on financial statements;

3) Evaluate different types of performance measurement systems in accounting and commonly used financial control systems;

4) Make sound financial decisions in real world settings.

Summary of the Course:

Year: 2023-24

Semester: IV

Class: S.Y.B.A.F.

Duration: 30 Hours

Course In-charge: Mr. Ajay Gupta

Assessment Pattern: 1 online MCQ test of 100 marks

Passing Criteria: 50%

No. of Students Enrolled: 91

No. of Students Passed: 82

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Course Schedule and Curriculum:

Lecture No.	Date	Timings	Content
1	16/12/2023	11:00 am to 1:30 pm	Introduction, Indian Economy, Industry & Industrial scenario in India, Forms of business organizations, Sole Proprietorship, Partnership firms and private companies, Public and Govt. Companies.
2	23/12/2023	11:00 am to 1:30 pm	Content of annual reports, Quality of financial reporting, Reporting regulation in India, Reporting regulations for Partnership firms, Reporting regulations of Companies
3	06/01/2024	11:00 am to 1:30 pm	Nature & objectives of Financial Statements, Uses & Limitations of Financial Statements, Stakeholders of financial statements, Income Statement, Income Statement
4	13/01/2024	11:00 am to 1:30 pm	Income Statement, Income Statement, Balance Sheet, Balance Sheet, Balance Sheet.
5	20/01/2024	11:00 am to 1:30 pm	Balance Sheet, Cash Flow Statement, Sources of financial information, Tools and techniques of financial statement analysis, Tools and techniques of financial statement analysis.
6	27/01/2024	11:00 am to 1:30 pm	Tools and techniques of financial statement analysis, Ratio Analysis, Ratio Analysis, Ratio Analysis, Ratio Analysis.
7	03/02/2024	11:00 am to 1:30 pm	Ratio Analysis, Ratio Analysis, Cash flow statement, Cash flow statement, Cash flow statement.
8	10/02/2024	11:00 am to 1:30 pm	Cash flow statement, Comparative Statement, Common Size Statement, Du-Pont Analysis, Concepts on sickness, distress.
9	17/02/2024	11:00 am to 1:30 pm	Report preparation of financial statement analysis, Types of business combinations, Consolidated financial statements, Consolidated financial Statements, Consolidated financial statements.
10	24/02/2024	11:00 am to 1:30 pm	Inter-company transactions and profit confirmations, Inter-company transactions and profit confirmations, Minority interest,

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			consolidated net income and consolidated retained earnings, Minority interest, consolidated net income and consolidated retained earnings, Minority interest, consolidated net income and consolidated retained earnings.
11	02/03/2024	11:00 am to 1:30 pm	Balance Sheet Under Income Tax Act, Balance Sheet Under Income Tax Act, Balance Sheet Under Companies Act, Balance Sheet Under Companies Act, Balance Sheet Under Companies Act.
12	09/03/2024	11:00 am to 1:30 pm	Window dressing, Window dressing, Recent scandals in financial reporting, Recent scandals in financial reporting, Recent scandals in financial reporting.

Mr. Ajay Gupta
Course in-charge

Dr. Ravish R. Singh
Principal

Name of the Course: Rationalising Supply Chain

About Course: In the present time of intense global competition, customers are demanding more and more variety, with better quality and service at lowest cost. This means that in order to be successful, firms need to develop supply chain strategies and logistical capabilities that serve the needs of their customers whilst maximizing overall profitability. All supply chains, in order to function properly, must focus on the huge opportunity that exists in their analytics.

Objectives of the Course:

On successfully completing this course you will be able to:

1. Understand the importance of the basics of Business Analytics and Optimization
2. Understand the importance of the basics of Supply Chain Analytics and Optimization
3. Analyze the level of uncertainty associated with the supply of products and services to targeted customer segments and justify the choice of a supply chain strategy and its fit with competitive strategy.
4. Explain the role and applications of Descriptive Analytics in a Supply Chain
5. Explain the role and applications of Predictive Analytics in a Supply Chain
6. Explain the role and applications of Prescriptive Analytics in a Supply Chain
7. Learn the basics of Modeling through R Language

Outcomes of the Course:
Upon successful completion of Rationalising Supply chain, The participants would be skilled in identifying the inefficiencies in their supply chain, different solution techniques to supply chain problems, and using of different analytical tools and techniques to design appropriate supply chain strategies based on the competitive nature of the industry.

Summary of the Course:

Year: 2023-24

Semester: VI

Class: T.Y.B.A.F.

Duration: 30 Hours

Course In-charge: Ms Ruchi Mali

Assessment Pattern: 1 online MCQ test of 100 marks

Passing Criteria: 50%

No. of Students Enrolled: 92

No. of Students Passed: 79

Course Schedule and Curriculum:

Lecture No.	Date	Timings	Contents
1	06/01/2024	10:00 am to 2:00 pm	Context of today's supply chains (SC) analytics Understanding and defining the supply chain analytics (SCA) Revisions of Basic Lessons of Supply Chain Management Why is Analytics Important in a supply chain? Relating Operations Management with Supply chain concepts with SC Analytics The importance of supply chain analytics in the flows involving material, money, information and ownership
2	13/01/2024	10:00 am to 2:00 pm	Supply chain analytics Key issues in supply chain analytics What involves in supply chain analytics Concept of Descriptive Analytics in a Supply Chain Discussion on a Few Supply Chains Analytics applications in India (students participation is expected) Decision Domains in in supply chain analytics
3	20/01/2024	10:00 am to 2:00 pm	Foundation of Business Anlaytics (BA) E2: Introduction to Modeling, Approaches for Optimization and Simulation, Modeling software, Supply Chain (SC) Decisions that requires mathematical or interpretative modelingUnderstanding of Data and its role in Analytics Analytics of a Transportation problem in a Supply Chain Managerial implication of results of analytics
4	27/01/2024	11:00 am to 2:00 pm	A CASE STUDY OF SUPPLY CHAIN ANALYTICS
5	03/02/2024	10:00 am to 2:00 pm	Foundation of PRESCRIPTIVE ANALYTICS IN NETWORK PLANNING IN A SUPPLY CHAIN Network Planning in a Supply Chain Importance of Network Planning Design of Logistics Network using Heuristics/optimization (Exercise 3.4 Levi (2008)) Concept of 3PL/4PL in a Supply Chain Case Study: GATI
6	10/02/2024	10:00 am to 2:00 pm	Foundation of Modeling Coordination Decisions in

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			SUPPLY CHAIN MANAGEMENT
7	17/02/2024	10:00 am to 2:00 pm	Foundation of PERFORMANCE MANAGEMENT IN SUPPLY CHAIN MANAGEMENT
8	24/02/2024	11:00 am to 2:00 pm	IT ENABLEMENT OF SUPPLY CHAIN'S Role of ICT in Supply chain

Ms. Ruchi Mali
Course in-charge

Dr. Ravish R. Singh
Principal

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Name of the Course:Introduction to Cloud Computing

About Course: Cloud computing is a paradigm that involves delivering various computing services—including servers, storage, databases, networking. software. and more—over the internet. often referred to as "the cloud." It allows individuals and organizations to access and use computing resources on-demand, without the need for investing in and maintaining physical infrastructure.

Cloud computing can be categorized into three main service models:

Infrastructure as a Service (IaaS): Provides virtualized computing resources over the internet. Users can rent virtual machines, storage, and networking infrastructure on a pay-as-you-go basis. Examples include Amazon Web Services (AWS) EC2 and Microsoft Azure Virtual Machines.

Platform as a Service (PaaS): Offers a platform allowing customers to develop, run, and manage applications without dealing with the underlying infrastructure. PaaS providers offer tools and services such as databases, development frameworks, and deployment environments. Examples include Google App Engine and Heroku.

Software as a Service (SaaS): Delivers software applications over the internet on a subscription basis. Users access these applications through a web browser or API, eliminating the need for local installation and maintenance. Examples include Google Workspace (formerly G Suite), Microsoft Office 365, and Salesforce.

Objectives of the Course:

1) **Understand Cloud Computing Concepts:** Gain a solid understanding of the fundamental concepts and principles of cloud computing, including its definition, characteristics, service models (IaaS, PaaS, SaaS), deployment models (public, private, hybrid), and key technologies.

2) **Learn Cloud Service Providers:** Explore the major cloud service providers such as Amazon Web Services (AWS), Microsoft Azure, Google Cloud Platform (GCP), and others. Understand their offerings, features, pricing models, and how to use their services effectively.

3) **Hands-On Experience:** Gain practical experience by working with cloud computing platforms and services through hands-on labs, assignments, and projects. This could involve tasks such as provisioning virtual machines, setting up storage, deploying applications, and managing cloud resources.

Outcomes of the Course:

After completing the course students will be able to:

1) **Competency in Cloud Concepts:** Students should demonstrate a solid understanding of cloud computing concepts, including its definition, characteristics, deployment models, and service models.

2) **Proficiency with Cloud Platforms:** Students should be proficient in using major cloud service providers such as Amazon Web Services (AWS), Microsoft Azure, and Google Cloud Platform (GCP). They should be able to navigate these platforms, deploy resources, and manage services effectively.

3) **Hands-On Skills:** Students should gain practical experience through hands-on labs, projects, and assignments. They should be able to provision virtual machines, set up storage, deploy applications, and manage cloud resources using appropriate tools and techniques.

Summary of the Course:

Year: 2023-24

Semester: II

Duration: 30 Hours

Course In-charge: Ms.Rashmitha Shettigar

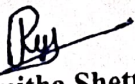**Assessment Pattern:** 1 online MCQ test of 50 marks

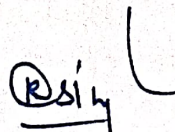**Passing Criteria:** 50%

No. of Students Enrolled: 144

No. of Students Passed: 139

Course Module and Curriculum:

Lecture Number	Date	Timings	Content
1	25/01/2024	12:00 pm to 2:30 pm	Cloud Computing Introduction
2	30/01/2024	12:00 pm to 2:30 pm	Cloud Computing Virtualization
3	01/02/2024	12:00 pm to 2:30 pm	Introduction to Map reduce
4	07/02/2024	12:00 pm to 2:30 pm	Cloud computing open source cloud openstack demo
5	8/02/2024	12:00 pm to 2:30 pm	SLA Tutorial
6	13/02/2024	12:00 pm to 2:30 pm	Cloud computing Security
7	15/02/2024	12:00 pm to 2:30 pm	Mobile cloud computing
8	20/02/2024	12:00 pm to 2:30 pm	Introduction Docker Container
9	22/02/2024	12:00 pm to 2:30 pm	Green Cloud
10	27/02/2024	12:00 pm to 2:30 pm	IOT Cloud
11	29/02/2024	12:00 pm to 2:30 pm	Fog Computing
12	05/03/2024	12:00 pm to 2:30 pm	Course summary and research areas
-	11/03/2024	09:00am to 10:00 am	MCQ Test for 50 Marks

Ms.Rashmitha Shettigar
Course in-charge

Dr. Ravish R Singh
Principal

36

Name of the Course: Introduction to Machine Learning

About Course: Machine Learning, a cornerstone of Artificial Intelligence (AI), represents a dynamic scientific discipline dedicated to unraveling patterns and making predictions through empirical data analysis. In today's technologically driven world, its significance transcends theoretical realms, extending its influence across various professions and industries.This comprehensive course delves into the intricate realm of Machine Learning, situating it within the broader landscape of AI. Through a structured curriculum, participants gain invaluable insights into fundamental techniques and methodologies essential for harnessing the power of data-driven decision-making.

Key topics covered in the course include:

- Decision tree based inductive learning: Unveiling the principles behind constructing decision trees and leveraging them for classification and regression tasks.
- Inductive logic programming: Exploring the intersection of logic and machine learning, and its applications in knowledge representation and inference.
- Reinforcement learning: Understanding the dynamics of learning through interaction, and its implications in building adaptive systems capable of optimizing processes over time.
- Deep learning through decision trees: Unraveling the intricacies of deep neural networks, and their integration with decision tree-based approaches for tackling complex problems in various domains.

By the end of this course, participants emerge equipped with a robust understanding of Machine Learning techniques, poised to navigate the evolving landscape of AI-driven innovation. Whether aspiring data scientists, seasoned professionals, or industry leaders seeking to optimize processes, this course offers a transformative journey towards harnessing the full potential of Machine Learning in the modern era.

Objectives of the Course:

1) Gain a deep understanding of Machine Learning's historical development and theoretical foundations within the broader scope of Artificial Intelligence.
2) Explore core Machine Learning techniques such as decision tree-based learning, inductive logic programming, reinforcement learning, and deep learning through practical implementations and theoretical explanations.
3) Develop practical skills in applying Machine Learning algorithms to analyze data, identify patterns, make predictions, and optimize processes across various industries.
4) Explore real-world applications of Machine Learning through case studies in domains like healthcare, finance, manufacturing, and marketing.
5) Cultivate the ability to critically evaluate and select appropriate Machine Learning techniques based on data characteristics and problem requirements, enhancing decision-making in professional contexts involving data analysis and predictive modeling.

Outcomes of the Course:

After completing the course students will be able to:

1) Comprehensive Understanding of Machine Learning Principles
2) Application of Machine Learning in Various Industries
3) Practical Skills Development

Summary of the Course:

Year: 2023-24

Semester: IV

Duration: 30 Hours

Course In-charge: Ms. Krunali Mehta

Assessment Pattern: 1 online MCQ test of 50 marks

Passing Criteria: 50%

No. of Students Enrolled: 142

No. of Students Passed: 125

Course Module and Curriculum:

Lecture Number	Date	Timings	Content
1	25/01/2024	12:00 pm to 2:30 pm	Introduction to the Machine Learning course
2	30/01/2024	12:00 pm to 2:30 pm	Characterization of Learning Problems
3	07/02/2024	12:00 pm to 2:30 pm	Forms of Representation
4	13/02/2024	12:00 pm to 2:30 pm	Inductive Learning based on Symbolic Representations and Weak Theories
5	20/02/2024	12:00 pm to 2:30 pm	Learning enabled by Prior Theories
6	27/02/2024	12:00 pm to 2:30 pm	Machine Learning based Artificial Neural Networks
7	29/02/2024	12:00 pm to 2:30 pm	Tools and Resources + Cognitive Science influences
8	05/03/2024	12:00 pm to 2:30 pm	Examples, demos and exam preparations
-	13/03/2024	10: 30am to 11:30am	MCQ Test for 50 Marks

Ms. Krunali Mehta
Course in-charge

Dr. Ravish R. Singh
Principal

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Name of the Course: Introduction to Data Mining

About Course: This course is intended for students of Third Year B.Sc.(I.T.) to give them a chance to learn the basic concepts of Data Mining in a structured manner through a well-curated content that progressively builds on conceptual learning.

Objectives of the Course:

1) To impart knowledge on use of data mining techniques for deriving business intelligence to achieve organizational goals.
2) Understand the basic principles, processes, and terminology of data mining.
3) Understand how data mining contributes to decision support systems in various industries.

Outcomes of the Course:

After completing the course students will be able to:

1) Acquire hands-on experience using data mining tools and techniques for effective data exploration and analysis.
2) Master the use of relevant tools and programming languages (**e.g., Python, R**) for practical implementation of data mining solutions.
3) Establish a foundation for further studies in data mining or related fields

Summary of the Course:

Year: 2023-24

Semester: VI

Duration: 30 Hours

Course In-charge: Ms. Riddhi Pandya

Assessment Pattern: 1 online MCQ test of 50 marks

Passing Criteria: 50%

No. of Students Enrolled:

No. of Students Passed:

Course Schedule and Curriculum:

Lecture Number	Date	Timings	Content
1	04/01/2024	12:00 pm to 2:30 pm	Introduction to Data Mining and KDD process
2	08/01/2024	12:00 pm to 2:30 pm	Introduction to Data,data sets and attributes
3	11/01/2023	12:00 pm to 2:30 pm	Data Quality and Data Preprocessing steps
4	15/01/2024	12:00 pm to 2:30 pm	Association Rule
5	18/01/2024	12:00 pm to 2:30 pm	Introduction to Classification techniques
6	22/01/2024	12:00 pm to 2:30 pm	Bayes Classification
7	25/01/2024	12:00 pm to 2:30 pm	Decision trees
8	29/01/2024	12:00 pm to 2:30 pm	Prediction techniques and methods
9	01/01/2024	12:00 pm to 2:30 pm	K-nearest Neighbour
10	05/02/2024	12:00 pm to 2:30 pm	Cluster Analysis
11	08/02/2024	12:00 pm to 2:30 pm	Introduction to Text Mining and ANN
12	12/02/2024	12:00 pm to 2:30 pm	Introduction to R language
-	15/03/2024	10:30am to 11:30 am	**MCQ Test for 50 Marks**

Ms. Riddhi Pandya
Course Incharge

MUMBAI

Dr. Ravish R. Singh
Principal

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Name of the Course: Concepts of Design and analysis of algorithms.

About Course: In this course, students will grasp fundamental principles in algorithm design and analysis. Topics include understanding asymptotic complexity and O() notation, sorting and search algorithms, and various graph algorithms covering exploration, connectivity, shortest paths, directed acyclic graphs, and spanning trees. Design techniques such as divide and conquer, greedy algorithms, and dynamic programming will be explored, alongside essential data structures like heaps, union of disjoint sets, and search trees. Furthermore, students will delve into the concept of intractability, highlighting problems without efficient solutions and motivating the need for approximation algorithms and heuristic methods.

Objectives of the Course:

1. Develop proficiency in implementing and analyzing various sorting and search algorithms, including their efficiency and suitability for different scenarios.

2. Gain insight into graph algorithms, covering exploration, connectivity, shortest paths, directed acyclic graphs, and spanning trees.

3. Learn different design techniques such as divide and conquer, greedy algorithms, and dynamic programming, and apply them to solve algorithmic problems.

4. Acquire knowledge of essential data structures like heaps, union of disjoint sets, and search trees, and understand their usage and implementation details.

5. Analyze real-world problems and formulate algorithmic solutions using the techniques and concepts learned in the course.

Outcomes of the Course:

After completing the course students will be able to:

1. Mastery in systematic problem-solving using diverse algorithmic techniques.

2. Proficiency in analyzing algorithm efficiency through asymptotic notation.

3. Competence in implementing and utilizing fundamental data structures and algorithms.

4. Understanding and application of various graph algorithms for modeling and problem-solving.

5. Recognition of intractable problems and adeptness in employing approximation techniques for practical solutions.

Summary of the Course:

Year: 2023-24

Semester: II

Duration: 30 Hours

Course In-charge: Mr. Arjun Sah and Ms. Vedanti Kulkarni

Assessment Pattern: 1 online MCQ test of 50 marks
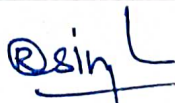
Passing Criteria: 50%

No. of Students Enrolled: 144   **No. of Students Passed:** 112

Course Module and Curriculum:

Lecture Number	Date	Timings	Content
1	24/01/24	12:30p.m to 3:30pm	Introduction
2	05/01/24	12:30p.m to 3:30pm	Searching in list: binary search
3	07/02/24	12:30p.m to 3:30pm	Sorting: stability and other issues
4	09/02/24	12:30p.m to 3:30pm	Graph exploration: BFS
5	14/02/24	12:30p.m to 3:30pm	Tuples, Dictionaries
6	15/02/24	12:30p.m to 3:30pm	Passing Functions
7	21/02/24	12:30p.m to 3:30pm	Scheduling models and applications
8	22/02/24	12:30p.m to 3:30pm	DFS numbering and applications, Minimum cost spanning trees: Kruskal's Algorithm
9	28/02/24	12:30p.m to 3:30pm	Shortest paths: unweighted and weighted
10	03/06/24	12:30p.m to 3:30pm	Divide and conquer: counting inversions
11	11/03/24	12:00 p.m to 1:00 p.m	MCQ Test for 50 Marks

Course in-charge

Dr. Ravish R. Singh

Principal

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Name of the Course: Introduction to Database Management System.

About Course: This course introduces databases, essential for modern applications like financial, social, or administrative tasks. Structured Database Management Systems (DBMS) like Oracle, Microsoft SQL Server, and open-source options like MySQL are covered. The course includes data structures, file organizations, DBMS concepts, data analysis, database design, modeling, management, optimization, and implementation. It emphasizes relational data models, entity-relationship modeling, SQL, normalization, database design, and multi-tier client/server architectures for web-based applications using MySQL or other open systems.

Objectives of the Course:

1) To understand the fundamentals of databases and their importance in modern applications.

2) To understand data structures and file organizations used in database systems.

3) Gain practical experience in designing and implementing databases using MySQL or similar systems.

4) Explore the design of multi-tier client/server architectures for web-based database applications.

5) Learn about database management and optimization techniques.

Outcomes of the Course:

After completing the course students will be able to:

1) Design and implement database systems using various DBMS, leveraging SQL for data manipulation, and understanding data structures.

2) Analyze data for database design, creating efficient schemas using entity-relationship modeling and normalizing data effectively.

3) Manage and optimize database performance, and design multi-tier client/server architectures for web-based database applications.

Summary of the Course:

Year: 2023-24

Semester: IV

Duration: 30 Hours

Course In-charge: Mr. Ronak Maru

Assessment Pattern: 1 online MCQ test of 50 marks

Passing Criteria: 50%

No. of Students Enrolled: 144

No. of Students Passed: 143

Course Module and Curriculum:

Lecture Number	Date	Timings	Content
1	13/01/2024	12:30 a.m. to 03:30 a.m.	Introduction to RDBMS
2	17/01/2024	12:30 a.m. to 03:30 a.m.	Structured Query Language (SQL)
3	20/01/2024	12:30 a.m. to 03:30 a.m.	Relational Algebra. Entity-Relationship model
4	27/01/2024	12:30 a.m. to 03:30 a.m.	Relational Database Design
5	03/02/2024	12:30 a.m. to 03:30 a.m.	Application Development. Case Studies.
6	10/02/2024	12:30 a.m. to 03:30 a.m.	Storage and File Structure
7	14/02/2024	12:30 a.m. to 03:30 a.m.	Indexing & Hashing. Query Processing
8	17/02/24	12:30 a.m. to 03:30 a.m.	Query Optimization. Transactions (Serializability and Recoverability)
9	21/02/24	12:30 a.m. to 03:30 a.m.	Concurrency Control. Recovery Systems.
10	10/03/2024	12:30 a.m. to 03:30 a.m.	Course Summarization.
11	12/03/2024	12:00 p.m to 1:00 p.m	MCQ Test for 50 Marks

Ronak Maru

Mahima Yogeeswarar

Course in-charge

Dr. Ravish R. Singh

Principal

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Name of the Course: Introduction to Data Mining

About Course: This course is intended for students of Third Year B.Sc.(C.S.) to give them a Pchance to learn the basic concepts of Data Mining in a structured manner through a well-curated content that progressively builds on conceptual learning.

Objectives of the Course:

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2) Understand the basic principles, processes, and terminology of data mining.
3) Understand how data mining contributes to decision support systems in various industries.

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2) Master the use of relevant tools and programming languages (**e.g., Python, R**) for practical implementation of data mining solutions.
3) Establish a foundation for further studies in data mining or related fields

Summary of the Course:

Year: 2023-24

Semester: VI

Duration: 30 Hours

Course In-charge: Ms. Smriti.M.Dubey

Assessment Pattern: 1 online MCQ test of 50 marks

Passing Criteria: 50%

No. of Students Enrolled: 51

No. of Students Passed: 39

Course Schedule and Curriculum:

Lecture Number	Date	Timings	Content
1	02/01/2024	12:00 pm to 2:30 pm	Introduction to Data Mining and KDD process
2	06/01/2024	12:00 pm to 2:30 pm	Introduction to Data,data sets and attributes
3	09/01/2023	12:00 pm to 2:30 pm	Data Quality and Data Preprocessing steps
4	16/01/2024	12:00 pm to 2:30 pm	Association Rule
5	20/01/2024	12:00 pm to 2:30 pm	Introduction to Classification techniques
6	23/01/2024	12:00 pm to 2:30 pm	Bayes Classification
7	27/01/2024	12:00 pm to 2:30 pm	Decision trees
8	03/02/2024	12:00 pm to 2:30 pm	Prediction techniques and methods
9	06/02/2024	12:00 pm to 2:30 pm	K-nearest Neighbour
10	10/02/2024	12:00 pm to 2:30 pm	Cluster Analysis
11	13/02/2024	12:00 pm to 2:30 pm	Introduction to Text Mining and ANN
12	20/02/2024	12:00 pm to 2:30 pm	Introduction to R language
-	13/03/2024	10:30am to 11:30 am	**MCQ Test for 50 Marks**

Ms. Smriti.M. Dubey
Course Incharge

Dr. Ravish R Singh
Principal

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