

DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY**CIRCULAR NO.SU/Certificate Courses/10/2023**

It is hereby inform to all concerned that, on the recommendation of the **Board of Dean dated on 17-06-2023, the Hon'ble Vice-Chancellor has accepted the following Certificate Courses** under the Faculty of Commerce & Management in his emergency powers under Section-12(7) of the Maharashtra Public Universities Act, 2016 on behalf of the Academic Council.

Sr.No.	Certificate Name of the Course (4 Credit)
1	Office Management Skills
2	Management Insights of Chhatrapati Shivaji Maharaj The Management Guru
3	Digital Marketing
4	Retail Management
5	Stock Market: Operations and Opportunities
6	Event Management
7	Start up Management
8	Effective Presentation Skills
9	Computer Maintenance
10	Website Development

This is effective from the Academic Year 2023-24 and Onwards progressively as appended herewith.

All concerned are requested to note the contents of this circular and bring notice to the students, teachers and staff for their information and necessary action.

University Campus,
Aurangabad-431 004.

REF.NO. SU/COM&MGT/23 / 6143-52

Date:- 20-07-2023.

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*Deputy Registrar,
Academic Section
Syllabus unit.*

Copy forwarded with compliments to :-

- 1] **Director, Dept. of Management Science,
Dr. Babasaheb Ambedkar Marathwada University, Sub-Center
Osmanabad.**
- 2] The Director, University Network & Information Centre, UNIC, with **a request to upload this Circular on University Website.**

Copy to :-

- 1] The Director, Board of Examination & Evaluation,
- 2] **The Section Officer, [B.Com. Unit] Examination Branch,**
- 3] The Section officer, [Eligibility Unit],
- 4] **The Programmer [Computer Unit-1] Examinations,**
- 5] **The Programmer [Computer Unit-2] Examinations,**
- 6] The In-charge, [E-Suvidha Kendra], Rajarshi Shahu Maharaj Pariksha Bhavan, Dr. Babasaheb Ambekar Marathwada University.
- 7] The Public Relation Officer,
- 8] The Record Keeper.

**DR. BABASAHEB AMBEDKAR
MARATHWADA UNIVERSITY,
AURANGABAD.**



Curriculum of
10 Certificate Courses
Management Science Department
SUB-CENTER OSMANABAD

[Effective from the Academic Year 2023-24 & onwards]

**PROPOSAL FOR
CERTIFICATE COURSE
OFFICE MANAGEMENT SKILLS**

1. Name and Code of the Course : CCOMS01 Office Management Skills (4 Credits)

2. Name of the University Department Initiating Course :

Department of Management Science,
Dr. Babasaheb Ambedkar Marathwada University,
Sub-Campus, Osmanabad

3. Name of the Coordinator : Dr. Suyog A. Amrutrao

4. Course Objective:

To use in the Management of offices and learn
Managerial skill

5. Course Outcomes:

Students will able to;

- Manage Offices.
- Enhance Managerial Skills
- Develop self capabilities

6. Placement / Employment Opportunities:

It is required in any working condition

7. Nature of the Course (Multidisciplinary / Interdisciplinary) :

Multidisciplinary

8. Type of the Course (Generating self-employment / Employment / Knowledge based):

Employment and Skill base

9. Total Number of Credits (15 Contact hours should be equal to 1 Credits) : 2+2=4

10. Duration of the Course (Maximum Six Months): 3 Months

11. Eligibility: Minimum 10+2

12. Target Audience: The participants can be from undergraduate and post graduate courses.

13. Mode of Teaching : Theory & Practical

14. Fees Structure: 2000/-

15. Intake: Minimum 10; Maximum 30.

16. Academic / Industrial Collaboration (if any): NA

NA

17. Probable date of Commencement :

18. Evaluation Pattern :

A. Theory Paper

- Examination 60 Marks
 - MCQ Test
- Internal Assessment 40 Marks
 - Assignments
 - Seminars
 - Presentation
 - Practical
 - Field Visits
 - Other Subject Related Activity

19. Details of Available Infrastructure for the course:

- Smart Classroom
- Computer Lab Within the department is available.
- Central Library

20. Detailed Course Structure and Contents (along with Unit-wise credits) :

21. Financial Requirements and Its Sources for the Course

Expected Expenses & Sources of Funds

- | | |
|-------------------------|------------------------------------|
| 1. Certificate Printing | Sub-Campus Printing and Stationary |
| 2. Program | Programs and Events |
| 3. Guest Lectures | |

Subject Title: Office Management Skills

Subject Code: **CCOMS01**

Credits: 4

Theory: 2 & Practical: 2

Course Objective: Students will be able to do Management of offices and develop self Managerial skill to improve work capabilities.

Chapter 1

Management and Managerial Skills

- Management
- Organizational Structure
- Managerial Skills
- Visions and Objectives of Organizations

Chapter 2

Organizational Management

- Leadership Development
- Human Resource Management
- Financial Management
- Marketing Management

Chapter 3

Personality Development

- Communication
- Letter Writing
- Etiquettes and Manners
- Domain Knowledge

Chapter 4

Office Administration

- Documentation
- Filing
- Banking Transactions
- Meetings
- Lay out of office
- Organizations of Programs and Events

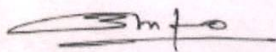
Chapter 5

Know your stake holders

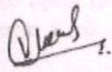
- Government offices
- Vendors
- Mediators
- Customers
- Competitors
- Feedback system and MIS

Books and References

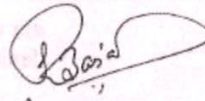
1. Luthans, F. - Organizational Behavior
2. Robbins, S. P. – Management
3. Peter Drucker- Practices of Management
4. Office Management- Pillai R. S. N
5. Office Administration- by Betty L. Schroeder and Diane Routhier Graf



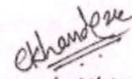
Dr. S.A. Amrutkar
Director
Department of Management Science
Dr. Babasaheb Ambedkar Marathwada University
Sub-Campus, Osmanabad



Dr. V.H. Shinde



Prof. S.K. Basore



Prof. Ekhale
S.R.



**PROPOSAL FOR
CERTIFICATE COURSE-
MANAGEMENT INSIGHTS OF CHHATRAPATI SHIVAJI MAHARAJ- THE
MANAGEMENT GURU**

1. Name and Code of the Course : CCMICSM02 Management Insights of Chhatrapati Shivaji Maharaj- The Management Guru (4 Credits)
2. Name of the University Department Initiating Course :

Department of Management Science,
Dr. Babasaheb Ambedkar Marathwada University,
Sub-Campus, Osmanabad
3. Name of the Coordinator : Dr. Suyog A. Amrutrao
4. Course Objective:

To use in any profession as guidelines to live life
5. Course Outcomes:

Students will able to;
 - know the Management skills of Chhatrapati Shivaji Maharaj
 - They can relates the skills to current demand
 - They can implement the Management skills in their Personal and professional life
6. Placement / Employment Opportunities:

Skill base for any professional person
7. Nature of the Course (Multidisciplinary / Interdisciplinary) :

Multidisciplinary
8. Type of the Course (Generating self-employment / Employment / Knowledge based):

Skill base
9. Total Number of Credits (15 Contact hours should be equal to 1 Credits) : $2+2=4$
10. Duration of the Course (Maximum Six Months): 3 Months
11. Eligibility: Minimum 10+2
12. Target Audience: The participants can be from undergraduate and post graduate courses.
13. Mode of Teaching : Theory & Practical
14. Fees Structure: 2000/-
15. Intake: Minimum 10; Maximum 30.
16. Academic / Industrial Collaboration (if any):
17. Probable date of Commencement : As per Department announcement

18. Evaluation Pattern :

A. Theory Paper

- Examination 60 Marks
 - MCQ Test
- Internal Assessment 40 Marks
 - Assignments
 - Seminars
 - Presentation
 - Practical
 - Field Visits
 - Other Subject Related Activity

19. Details of Available Infrastructure for the course:

- Smart Classroom
- Computer Lab Within the department is available.
- Central Library

20. Detailed Course Structure and Contents (along with Unit-wise credits) :

21. Financial Requirements and Its Sources for the Course

Expected Expenses & Sources of Funds

- | | |
|-------------------------|------------------------------------|
| 1. Certificate Printing | Sub-Campus Printing and Stationary |
| 2. Program | Programs and Events |
| 3. Guest Lectures | |

Subject Title: Management Insights of Chhatrapati Shivaji Maharaj -The Management Guru

Subject Code: CCMICSM 02

Credits: 4

Theory: 2 & Practical: 2

Course Objective: participant will able to know the Management skills of Chhatrapati Shivaji Maharaj, They can relates the skills to current demand also they can Implement the Management skills in their Personal and professional life

Chapter 1- Chhatrapati Shivaji Maharaj and Management skills

- Management
- Management Functions
- Management skills
- Chhatrapati Shivaji Maharaj and his time
- Chhatrapati Shivaji Maharaj and Management skills

Chapter 2- Administration of Chhatrapati Shivaji Maharaj

- Administrative Management
- Chhatrapati Shivaji Maharaj and other Management Thinkers
- Management Principles and Chhatrapati Shivaji Maharaj

Chapter 3- Chhatrapati Shivaji Maharaj as Visionary Leader

- Leadership Qualities
- Leadership skills of Chhatrapati Shivaji Maharaj
- Case studies

Chapter 4- Chhatrapati Shivaji Maharaj as Modern Strategic Management

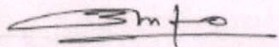
- War Strategies
- Diplomacy
- Social Connect
- Economy

Chapter 5- Special Characteristic

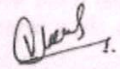
- Team Building
- Advance Thinking
- Entrepreneurial Approach
- Justice
- Working on Strengths
- Change Management
- Decision Making
- Ethical
- Bottom to Top Approach

Reference Books:

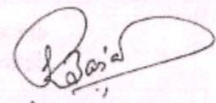
1. Administrative System of Chhatrapati Shivaji: Relevance to Modern Management – Dr. Kedar Phlke, Publisher; Shri. Shivaji Raigad Smarak Mandal, Pune.
2. Chhatrapati Shivaji Maharaj memorial book by Dr. Jaysingrao Pawar.
3. Raja Shiv Chatrapati - B. M. Purandare
4. Shrimanyogi - by Ranjeet Desai.
5. Shivaji the Management Guru- by Namdevrao Jadhav
6. Shivaji the Great republished by Dr Balakrishna published by Shivaji University, Kolhapur.
7. Shivaji his life and times – Gajanan Bhaskar Mehendale.
8. The generalship of Alexander the Great – J.F.C. Fuller.
9. Hannibal – enemy of Rome – Leonard Cottrell
10. The Practices of Management- Peter Drucker



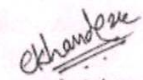
Dr. S.A. Amretkar
Director
Department of Management Science
Dr. Babasaheb Ambedkar Marathwada University
Sub-Campus, Osmanabad



Dr. V.H. Shinde



Prof. S.K. Basore



Prof. Ekhavale
S.R.



**PROPOSAL FOR
CERTIFICATE COURSE-
DIGITAL MARKETING**

1. Name and Code of the Course: CCDM03, Digital Marketing (4 Credits)

**2. Name of the University Department Initiating Course: Dept. of Management Science,
Sub-campus, Osmanabad**

3. Name of the Coordinator: Varunraj C. Kalse

4. Course Objectives:

The primary objective of a digital marketing course is to equip students with the skills and knowledge required to develop effective digital marketing strategies. The course aims to provide students with a comprehensive understanding of various digital marketing tools, techniques, and platforms. The course also focuses on developing analytical skills to evaluate the effectiveness of digital marketing campaigns.

5. Course Outcomes:

- a. Candidate will able to Develop a comprehensive understanding of digital marketing concepts, tools, and techniques.
- b. Candidate will able to Learn how to develop effective digital marketing strategies to promote products and services.
- c. Candidate will able to Gain knowledge of various digital marketing platforms such as social media, search engine optimization, email marketing, etc.
- d. Candidate will able to analyze the effectiveness of digital marketing campaigns.
- e. Candidate will able to create and manage digital marketing campaigns.

6. Placement / Employment Opportunities:

- After Successful Completion of this course candidates can become entrepreneur;
- Candidate can become freelancer;
- Candidate Can Do Job as a Fresher (Lots of Jobs are available in India)

7. Nature of the Course (Monodisciplinary / Interdisciplinary): Interdisciplinary

**1. Type of the Course (Generating self-employment / Employment / Knowledgebased): For
generating self-employment and employment**

8. Total Number of Credits (15 Contact hours should be equal to 1 Credits)

9. Duration of the Course (Maximum Six Months)

10. Eligibility: Minimum 12th Passed out with MS-CIT. Candidate should Read, Write & Speak Basic English Language.

11. Target Audience: Minimum 12th Passed out with MS-CIT. Candidate should Read, Write & Speak Basic English Language.

12. Mode of Teaching: Theory & Practical

13. Fees Structure: 2,000/-

14. Intake: Minimum 10; Maximum 30.

15. Academic / Industrial Collaboration (if any): NA

16. Probable date of Commencement: July 2023

17. Evaluation Pattern :

A. Theory Paper

- Examination 60 Marks
 - MCQ Test
- Internal Assessment 40 Marks
 - Assignments
 - Seminars
 - Presentation

B. Practical (30-20 Pattern)

- Practical
- Field Visits
- Other Subject Related Activity

18. Details of Available Infrastructure for the course:

- Smart Classroom
- Computer Lab Within the department is available.
- Central Library

19. Detailed Course Structure and Contents (along with Unit-wise credits) :

20. Financial Requirements and Its Sources for the Course

Expected Expenses & Sources of Funds

1. Minimum 10 Computers with i5, 8gb RAM, 512gb SSD, 17.5" LED with Windows 11 Professional
2. Rs. 3,000/- For Showing Demo of online advertising (Google, Facebook, Instagram, LinkedIn)

3. Guest Lecture

Subject Title: **Digital Marketing**
Subject Code: CCDM03
Theory: 2 & Practical:2

Credits: 4

Course Objective: To able the students can become self-employed or get a job Digital Marketing in different Organizations.

Prerequisites: Candidate Should Read, Write & Speak basic English language, they should have desire to learn & ready to Face the World of Digital Marketing!

Chapter: 1 - Introduction to Digital Marketing

Digital Marketing Introduction, Marketing Management Fundamentals, Benefits and Challenges of Digital Marketing, Comparison with Offline Marketing, what is Domain and Hosting, Facebook Page, Instagram Business Profile.

Chapter: 2 Search Engine Optimization

Keyword Research, Google My Business, Google Search Console, Google Analytics, Content Marketing, Copywriting, Understanding Different types of Infographics & Its Sizes for Digital Marketing.

Chapter: 3 – Social Media Marketing

Email Marketing, Social Media Marketing- Facebook & Instagram Ads & its formats, Google Ads, LinkedIn Marketing, Use of Hashtags, Social Media Algorithms.

Chapter: 4 - Mobile Marketing

Mobile Marketing, WhatsApp marketing, Online Reputation Management, Affiliate Marketing, Freelancing, SMM Panel Management, Need of Payment Gateway.

Chapter: 5 - How to Be Professional Online

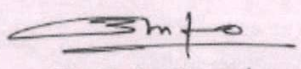
Professional E-mail & E-mail etiquette. Result oriented goal setting. Time Management, writing effective Resume, Basic of Customer Service, Story Telling
-Talking about yourself.

References:

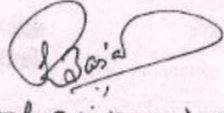
1. Richar Gay , Alan Charlesworth, and Rita Esen, Online Marketing a Customer –led approach , Oxford University Press ,2007
2. DrAkshayK.Nayak and Dr.AvinashChiranjeev, INTERNET MARKETING,JnanadaPrakashan(P&D),New Delhi, 2010
3. R Prasad ,Digital Marketing –Concepts and Experiences,ICFAI Press, Andhra Pradesh ,2002
4. Pramod M Mantravadi ,E-Marketing,The Emerging trends,,ICFAI Press, Andhra Pradesh ,2002.
5. Archana Mehta and S Sreedari ,Online Retailing A New Paradigm,,ICFAIPress,Andhrapradesh ,www.books.iupindia.org, 2008
6. Advertising on Instagram: <https://business.instagram.com/advertising>
7. Facebook Ads Community : <https://www.facebook.com/business/ads/>
8. LinkedIn Marketing Solutions: <https://business.linkedin.com/marketing-solutions>
9. Google Ads India: <https://ads.google.com/>

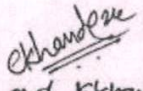
Practical:

1. Infographics Design and video creation with Canva,
2. Creating - Optimizing Facebook Page, Creating & Instagram Business Profile
3. Setup of:
 - a. Payment Gateway
 - b. Professional Email Address
 - c. E-mail Marketing
 - d. Search Engine Optimization,
 - e. Google My Business / Local SEO (Google Map)
 - f. Google Search Console,
 - g. Google Analytics
 - h. Keyword Research with tools
 - i. Google ads
 - j. Facebook ads
 - k. Instagram ads
 - l. LinkedIn ads
 - m. Creating Affiliate Marketing Ads
 - n. WhatsApp Business Profile
 - o. Link-tree
 - p. Use of SMM Panel
 - q. Use of Free AI Tools for creating ads copy


Dr. S.A. Amretre
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Prof. Ekhavale
S.R.



**PROPOSAL FOR
CERTIFICATE COURSE-
RETAIL MANAGEMENT**

- Name and Code of the Course: CCRM04 **Retail Management (4 Credit)**
- Name of the University Department Initiating Course: Dept. of Management Science,
Sub-campus, Osmanabad
- Name of the Coordinator: Varunraj C. Kalse
- **Course Objectives:**
 - Understand the principles of retail sales management and how they apply to different retail businesses
 - Analyze customer behavior and preferences to develop effective sales strategies
 - Develop and implement marketing plans and promotions to drive sales
 - Understand and apply inventory management techniques to optimize stock levels and prevent stockouts
 - Develop effective visual merchandising strategies to enhance the in-store experience
 - Develop and maintain excellent customer service practices to build customer loyalty and retention
 - Manage and motivate retail sales teams to achieve sales targets and improve performance
- **Course Outcomes:**

This syllabus covers a range of topics that are essential for a successful career in retail sales management. It is designed to equip students with the skills and knowledge they need to manage retail sales teams, analyse customer behavior, and develop effective sales strategies.
- Placement / Employment Opportunities: In any retail organizations
- Nature of the Course (Monodisciplinary / Interdisciplinary) : Interdisciplinary
- Type of the Course (Generating self-employment / Employment / Knowledge based): Employment
- Total Number of Credits (15 Contact hours should be equal to 1 Credits)
- Duration of the Course (Maximum Six Months)
- Eligibility: 12th Pass
- Target Audience: Any one 12th Pass
- Mode of Teaching: Theory & Practical
- Fees Structure: 2000/-

- Intake: Minimum 10; Maximum 30.
- Academic / Industrial Collaboration (if any): NA
- Probable date of Commencement: December 2023
- Evaluation Pattern :

A. Theory Paper

- Examination 60 Marks
 - MCQ Test
- Internal Assessment 40 Marks
 - Assignments
 - Seminars
 - Presentation

B. Practical (30-20 Pattern)

- Practical
- Field Visits
- Other Subject Related Activity

- Details of Available Infrastructure for the course:

- Smart Classroom
- Computer Lab Within the department is available.
- Central Library

- Detailed Course Structure and Contents (along with Unit-wise credits) :

- Financial Requirements and Its Sources for the Course

Expected Expenses & Sources of Funds

1. Rs. 3000/- for Arrangement of Field Visit
2. Rs. 1000/- for Stationary
3. Guest Lectures

Subject Title: **Retail Management**

Subject Code: CCRM04

Credits: 4

Theory: 2 & Practical:2

Course Objective:

- Understand the principles of retail sales management and how they apply to different retail businesses
- Analyze customer behavior and preferences to develop effective sales strategies
- Develop and implement marketing plans and promotions to drive sales
- Understand and apply inventory management techniques to optimize stock levels and prevent stockouts
- Develop effective visual merchandising strategies to enhance the in-store experience
- Develop and maintain excellent customer service practices to build customer loyalty and retention
- Manage and motivate retail sales teams to achieve sales targets and improve performance

Prerequisites: The student should have basic knowledge of Marketing.

Unit 1: Introduction to Retail Sales Management

Introduction to retail sales management, Overview of the retail industry, Retail sales management principles and techniques, Different types of retail businesses

Unit 2: Understanding Customers and Sales

Customer behavior and preferences, Sales forecasting and analysis, Developing effective sales strategies, Pricing strategies

Unit 3: Marketing and Promotions

Marketing principles and techniques, creating effective promotions, Building customer loyalty through promotions, Measuring marketing effectiveness

Unit 4: Inventory Management

Inventory management principles and techniques, Stock control and optimization, Supply chain management, Preventing stockouts

Unit 5: Visual Merchandising

Principles of visual merchandising, creating effective store layouts, Display techniques, Digital merchandising

Unit 6: Customer Service

Customer service principles and techniques, Handling customer complaints and queries, building customer relationships, Measuring customer satisfaction

Unit 7: Managing Retail Sales Teams

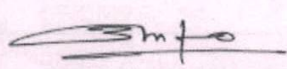
Recruitment and selection, Training, and development, Motivating and managing sales teams, Performance management and evaluation

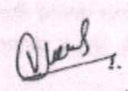
Books and References

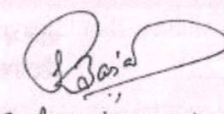
- Pradhan Swapna. – Retailing Management – Text and cases McGraw Hill Education 5th edition
- Kotler and Koshy, Marketing Management, A South Asian Perspective, Pearson Education, New Delhi, 12/e
- Enis, B M Marketing Classics: A Selection of Influential Articles, New York, McGraw Hill.
- Station William, J. Fundamentals of Marketing, New York, McGraw Hill.
- Nelamegham, S. Marketing In India: Cases and Readings, New Delhi, Vikas.Shah

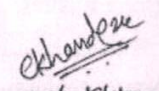
Practical (30-20 Pattern)

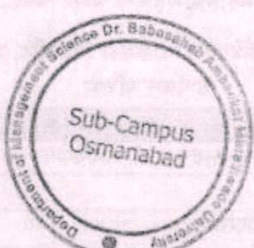
- Practical
- Field Visits
- Surveys
- Other Subject Related Activity


Dr. S.A. Amretkar
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S.R.



**PROPOSAL FOR
CERTIFICATE COURSE-
STOCK MARKET OPERATIONS & OPPORTUNITIES**

- 1. Name of the Course :** CCSMOO05, STOCK MARKET OPERATIONS & OPPORTUNITIES, (4 Credits)
- 2. Name of the University Department Initiating Course:** Department of Management Science, Dr. Babasaheb Ambedkar Marathwada University, Sub-campus, Osmanabad.
- 3. Name of the Coordinator :** Prof. Sachin Bassaiye
- 4. Course Objectives:**

Candidate can become self-employed or get earning opportunities in Share market.
Gain an understanding of career opportunities in the Indian Share market, including roles such as trader, analyst, broker, and portfolio manager
Develop practical skills through hands-on activities and simulations, such as trading and portfolio management exercises.
- 5. Course Outcomes:**
 - a) Understand the Indian Share market and its principles
 - b) Identify and analyze different financial instruments traded in the Indian Share market
 - c) Apply fundamental and technical analysis techniques for informed investment decisions
 - d) Develop and implement investment strategies based on financial goals and risk tolerance
 - e) Identify career opportunities and required skills for different roles in the Share market
 - f) Develop practical skills through hands-on activities and simulations
- 6. Placement / Employment Opportunities:**
 - a. Employment opportunities such as Share traders, investment analysts, portfolio managers, financial advisors, research analysts, risk managers, brokers, and dealers.
 - b. Opportunities may be available in various financial institutions, including Share exchanges, brokerage firms, investment banks, mutual funds, and insurance companies. Independent trading and advisory roles are also possible.
- 7. Nature of the Course (Multidisciplinary / Interdisciplinary) :** Multidisciplinary
- 8. Type of the Course (Generating self-employment / Employment / Knowledge based):** For generating self-employment.
- 9. Total Number of Credits (15 Contact hours should be equal to 1 Credits):** 4
- 10. Duration of the Course (Maximum Six Months):** 6 Months
- 11. Eligibility:** Minimum H.S.C., Candidate should be able to Read, Write & Speak Basic English Language.
- 12. Target Audience:** At least 12th passed, As well as Graduate & Post graduate Students can also apply for this course.
- 13. Mode of Teaching :** Theory & Practical

14. Fees Structure: 2,000/-

15. Intake: Minimum 10; Maximum 30.

16. Academic / Industrial Collaboration (if any): NA

17. Probable date of Commencement : July 2023

18. Evaluation Pattern :

- Theory Paper Examination 60 Marks
 - MCQ Test
- Internal Assessment 40 Marks
 - Assignments
 - Seminars
 - Presentation
 - Practical
 - Field Visits
 - Other Subject Related Activity

19. Details of Available Infrastructure for the course:

- Smart Classroom,
- Computer Lab Within the department is available,
- Central Library.

20. Financial Requirements and Its Sources for the Course:

Expected Expenses & Sources of Funds

1. Certificate Printing (Sub-Campus Printing and Stationary)
2. Guest Lecture
3. Program & Events

21. Detailed Course Structure and Contents (along with Unit-wise credits) :

Certificate Course - STOCK MARKET OPERATIONS & OPPORTUNITIES

Subject Code: CCSMOO05

No. of Credits: 4

Pre Requisite: To pursue a career in the share market, you should have basic knowledge in finance and economics, including basic mathematics, knowledge of financial statements, an understanding of economics and financial markets, strong communication and analytical skills.

Course Overview:

This course is aimed at beginners who want to start a career in the Indian Share market. It provides an overview of the market, financial instruments, investment strategies, and techniques used to maximize profits. The syllabus covers various topics, including Share valuation, market trends, and regulatory framework. This comprehensive course equips learners with the knowledge and skills required for successful investing, opening up several job and career opportunities in the Indian Share market.

1. Introduction to the Share Market:

- Definition and basic concepts
- Share Market in India: History and Growth
- Types of Financial Instruments traded in the Indian Share market
- Primary and Secondary Markets
- Understanding Share Market Indices (Sensex)
- Other investment avenues (Mutual Fund, KV Patra, Bonds, Debentures, FD, RD, Post Office Savings)

2. Trading and investment basics:

- Opening Demat Account,
- Trading and investment strategies-

Indian Share market operations, Trading hours and holidays, Types of orders used, Settlement and clearing processes

- Understanding Market Participants, Documentation, Live Trading Sessions,
- Fundamental Analysis:-

Financial statements, Ratios and metrics, Industry analysis, Company analysis,

- Technical Analysis:-

Charting techniques, Trend analysis, Indicators and oscillators, trading psychology in the Indian Share market

- Portfolio Management and Risk Management strategies
- Forex Trading,

3. Understanding financial statements, Share valuation:

- Balance sheets, income statements, and cash flow statements

- Tools for interpreting financial statements
- Taxation in the Indian Share market
- Ratios for analyzing financial statements
- Introduction to valuation
- Valuation techniques: discounted cash flow, price-earnings ratio, price-to-book ratio, etc.
- Share selection based on valuation

4. Regulatory framework:

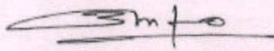
- Regulatory authorities in India:-
 - Securities and Exchange Board of India (SEBI), Reserve Bank of India (RBI), Insurance Regulatory and Development Authority of India (IRDAI), Pension Funds Regulatory and Development Authority (PFRDA), Association of Mutual Funds in India (AMFI), Ministry of Corporate Affairs (MCA).
- Securities laws and regulations
- Investor protection and Grievances Redressal Mechanisms

5. Market trends and indicators,

- Derivatives, Commodity Market,
- NSIM, NCFM Certificate course,
- Career opportunities in the Indian Share market
- **Case studies:**
 - Analysis of real-life examples of successful and unsuccessful investments
 - Company analysis and Share selection based on fundamental and technical analysis

Text and Reference Books:

- "Indian Financial System" by M. Y. Khan
- "Share Markets and Corporate Finance" by C. R. Muthukrishnan
- "Technical Analysis Explained" by Martin Pring
- "The Warren Buffett Way" by Robert G. Hagstrom
- "How to Make Money Trading with Charts" by Ashwani Gujral
- "The Intelligent Investor" by Benjamin Graham
- "Technical Analysis of the Financial Markets" by John J. Murphy
- "Trading for a Living" by Alexander Elder
- "Options, Futures, and Other Derivatives" by John C. Hull
- "Reminiscences of a Share Operator" by Edwin Lefèvre
- "The Psychology of Trading: Tools and Techniques for Minding the Markets" by Brett N. Steenbarger



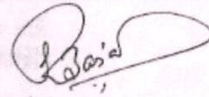
Dr. S.A. Amretkar

Director

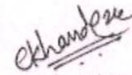
Department of Management Science
Dr. Babasaheb Ambedkar Marathwada University
Sub-Campus, Osmanabad



Dr. V.H. Shinde



Prof. S.K. Basse



Prof. Ekhande
S.R.



**PROPOSAL FOR
CERTIFICATE COURSE-
EVENT MANAGEMENT**

- 1. Name of the Course : CCEM06, EVENT MANAGEMENT (4 Credits)**
- 2. Name of the University Department Initiating Course :** Department of Management Science, Dr. Babasaheb Ambedkar Marathwada University, Sub-campus, Osmanabad
- 3. Name of the Coordinator :** Prof. Sachin Bassaiye
- 4. Course Objectives:**
 - Understanding the concepts and principles of event management
 - Developing knowledge and skills in event planning and design
 - Teaching effective marketing and promotion strategies for events
 - Introducing legal and ethical considerations in event management
 - Developing expertise in event coordination and execution
 - Exploring special topics in event management
- 5. Course Outcomes:** The students will be able to
 - Understanding of event management process and types of events
 - Skills in event planning, budgeting, logistics, and design
 - Strategies for event marketing and promotion
 - Understanding of legal and ethical considerations
 - Expertise in event coordination and execution
 - Exploration of special event management topics
 - Practical training and experience through internships and fieldwork
 - Development of a professional portfolio and networking
- 6. Placement / Employment Opportunities:**
 - Completing a course in Event Management can lead to various job opportunities such as event coordinator, event planner, event marketing specialist, event production manager, or event sales representative.
 - Graduates can work for event management companies, wedding planning agencies, convention centers, corporate event departments, and hospitality venues.
 - Additionally, graduates can also work independently or start their own event planning business. There is an increasing demand for skilled event managers, making it an exciting and rewarding career choice.
- 7. Nature of the Course (Multidisciplinary / Interdisciplinary) :** Multidisciplinary
- 8. Type of the Course (Generating self-employment / Employment / Knowledge based):** For generating self-employment.
- 9. Total Number of Credits (15 Contact hours should be equal to 1 Credits):** 4
- 10. Duration of the Course (Maximum Six Months):** 6 Months

11. Eligibility: Minimum H.S.C. in any field, Candidate should be able to Read, Write & Speak Basic English Language.

12. Target Audience: At least 12th passed, As well as Graduate & Post graduate Students can also apply for this course.

13. Mode of Teaching : Theory & Practical

14. Fees Structure: 2,000/-

15. Intake: Minimum 10; Maximum 30.

16. Academic / Industrial Collaboration (if any): NA

17. Probable date of Commencement : July 2023

18. Evaluation Pattern :

- Theory Paper Examination 60 Marks
 - MCQ Test
- Internal Assessment 40 Marks
 - Assignments
 - Seminars
 - Presentation
 - Practical
 - Field Visits
 - Other Subject Related Activity

19. Details of Available Infrastructure for the course:

- Smart Classroom,
- Computer Lab Within the department is available,
- Central Library.

20. Financial Requirements and Its Sources for the Course:

Expected Expenses & Sources of Funds

1. Certificate Printing (Sub-Campus Printing and Stationary)
2. Guest Lecture
3. Program & Events

21. Detailed Course Structure and Contents (along with Unit-wise credits) :

Certificate Course - Event Management

Subject Code: CCEM06

No of Credit: 4

Prerequisite:

- Minimum educational qualification of completing higher secondary education or equivalent.
- Good communication, creativity, attention to detail, time management, interpersonal, and basic computer skills.
- Personal attributes that is essential for success in the field of event management.

Course Overview:

This course in Event Management provides a comprehensive overview of the industry, covering topics such as event planning and design, marketing and promotion strategies, legal and ethical considerations, event coordination and execution, and special topics in event management. Students gain practical training and experience through internships and fieldwork, preparing them for a career in event management or starting their own event planning business.

Course Contents:

UNIT 1: Introduction to Event Management:

Principles & Functions of management, Forms of organizations, Strategic planning process, Control measurement, Definition of event management, Types of events, Event management process, Key skills required for event management.

UNIT 2: Event Planning and Design, Event Production and Stage Management

Conceptualization and ideation, Event budgeting and finance management, Venue selection and logistics, planning, Event design and décor, Audiovisual and technical production, Scheduling of events, Venue selection, Show production, stage, Audiovisuals, lights, and sound management, Backstage management, Security and risk management, Pre and post-event logistics, Celebrity artist management and coordination, Supplier management, Catering and hospitality management, Project control and management information systems.

UNIT 3: Human Resource Management, Event Coordination and Execution

Human resource in event management, Leadership and goal setting, Team building, Motivation and morale studies, Staffing and team management, Onsite management and coordination, Event evaluation and feedback, Crisis management and contingency planning, Post-event analysis and reporting, Competency Mapping.

UNIT 4: Event Marketing and Promotions, Legal and Ethical Considerations

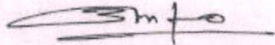
Event marketing strategies, Brand building and brand management, Client servicing, Sponsorships
Advertising for events and building strategies, Sales promotions and decision-making studies, Target audience identification, Social media and digital marketing, Sponsorship and partnership management.
Contracts and agreements, Risk management and insurance, Intellectual property and copyright laws, Health and safety regulations, Ethical considerations in event management.

UNIT 5: Special Topics in Event Management, Internship and Fieldwork

Wedding planning and coordination, corporate event management, Festival and cultural event management, Sports event management, Destination and tourism event management. Practical training and experience in event management, On-the-job learning and networking, Developing a professional portfolio, Reflection and self-assessment.

Books Recommended:

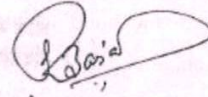
- Event Management: Principles and Practice by Razaq Raj and Roopali Sircar
- The Business of Event Planning: Behind-the-Scenes Secrets of Successful Special Events by Judy Allen
- Fundamentals of Destination Management and Marketing by Brian G. Boniface, Chris Cooper, and Robyn Bushell
- Special Events: A New Generation and the Next Frontier by Joe Goldblatt
- Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives, and Other Special Events by Judy Allen
- Festival and Special Event Management by Johnny Allen, William O'Toole, and Robert Harris
- Wedding Planning and Management: Consultancy for Diverse Clients by Maggie Daniels and Carrie Loveless
- "Event Management: A Professional & Practical Guide" by G. A. J. Bowdin, et al.
- "International Event Management: Bridging the Gap Between Theory and Practice" by Donald Getz.
- "Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions" by Leonard H. Hoyle.



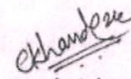
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Sub-Campus, Osmanabad



Dr. V.H. Shinde



Prof. S.K. Basore



Prof. Ekhare
S.R.



**PROPOSAL FOR
CERTIFICATE COURSE-
START-UP MANAGEMENT**

1. Name and Code of the Course : CCSUM07, START-UP MANAGEMENT, (Credits 4)

2. Name of the University Department Initiating Course :

Department of Management Science,
Dr. Babasaheb Ambedkar Marathwada University,
Sub-Campus, Osmanabad

3. Name of the Coordinator : Dr. Vikram JH Shinde

4. Course Objective:

To impart participants with the theoretical and practical knowledge of entrepreneurship and start up so that they can convert their skills and attitudes for being an Entrepreneur.

5. Course Outcomes:

Students will be;

- Able to describe basic concept of Entrepreneurship and Start-Up
- Able to Create and Screen Business Ideas
- Able to analyze the business idea as per various parameters
- Able to prepare business plan for starting a venture
- Able to run a business successfully.

6. Placement / Employment Opportunities:

Participants can establish their own business and create opportunities for others to join as employees.

7. Nature of the Course (Multidisciplinary / Interdisciplinary) :
Multidisciplinary

8. Type of the Course (Generating self-employment / Employment / Knowledge based):

Self Employment

9. Total Number of Credits (15 Contact hours should be equal to 1 Credits) : 4

10. Duration of the Course (Maximum Six Months): 3 Months

11. Eligibility: Minimum 10+2

12. Target Audience: The participants can be from undergraduate and post graduate courses.

13. Mode of Teaching : Theory & Practical

14. Fees Structure: 2,000/-

15. Intake: Minimum 10; Maximum 30.

16. Academic / Industrial Collaboration (if any): NA

At present not Available. But, as the extension plan for the course linkage can be created with government agencies like DIC for working in near future.

17. Probable date of Commencement : July of every year

18. Evaluation Pattern :

A. Theory Paper

- Examination 60 Marks
 - MCQ Test
- Internal Assessment 40 Marks
 - Assignments
 - Seminars
 - Presentation
 - Practical
 - Field Visits
 - Other Subject Related Activity

19. Details of Available Infrastructure for the course:

- Smart Classroom
- Computer Lab Within the department is available.
- Central Library

20. Detailed Course Structure and Contents (along with Unit-wise credits) :

21. Financial Requirements and Its Sources for the Course

Expected Expenses & Sources of Funds

1. Certificate Printing (Sub-Campus Printing and Stationary)
2. Guest Lecture
3. Event & Program

Subject Title: START-UP MANAGEMENT

Subject Code: CCSUM07

Credits: 4

Course Objective: To impart participants with the theoretical and practical knowledge of entrepreneurship and start up so that they can convert their skills and attitudes for being an Entrepreneur.

Prerequisites: Students Should have the basic knowledge of the concept of business and entrepreneurship

Chapter: 1 – Basics of Entrepreneurship

- Entrepreneurship and Start UP– Meaning, Nature and Scope.
- Importance of entrepreneurship and Start Up for Individual and Economy.
- Entrepreneur- Qualities of a successful entrepreneur.
- Types of Entrepreneur.
- Limitations for being an entrepreneur.
- Motivations for being entrepreneur.
- Benefits of being an Entrepreneur.

Chapter: 2 – Starting A New Business

- Business Idea-Meaning, Idea Generation and Screening.
- Starting a Venture- Forms of Organizations with merits and demerits.
- Starting a New firm: Process.
- Legal Aspects of Business.

Chapter: 3 – Management Aspects of Entrepreneurship

- Financial Management- Capital Budgeting, Building Capital for Business, Business Plan for capital building, Sources of Funds, Loan Application.
- Marketing Management- Market Research, Strategic Marketing Management.
- Managing HR- Employment, HR Planning, Recruitment and Training

Chapter: 4 – Supporting Start Ups and Entrepreneurship

- Incubations: Meaning, Role, Support provided by incubators. Findings and Facility by Incubation
- Role of Central Government in Start Up and Entrepreneurship Development
- Role of State Government in Start Up and Entrepreneurship Development

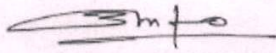
Chapter: 5 – Case Studies

Practical

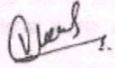
- Interview of 2 Entrepreneurs
- New Idea Generation
- Preparing Business Plan
- Case Studies Related to Business and Businessmen
- Use of Technology for Business

Books and References

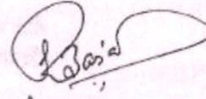
- The Dynamics Of Entrepreneurial Development And Management by Dr. Vasant Desai
- The Lean Start-Up by Eric Ries
- Zero to One by Peter Theil



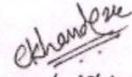
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Sub-Campus, Osmanabad



Dr. V.H. Shinde



Prof. S.K. Basole



Prof. Ekhale
S.R.



**PROPOSAL FOR
CERTIFICATE COURSE
EFFECTIVE PRESENTATION SKILLS**

1. Name and Code of the Course : CCEPS08, EFFECTIVE PRESENTATION SKILLS
(Credits 4)
2. Name of the University Department Initiating Course :

Department of Management Science,
Dr. Babasaheb Ambedkar Marathwada University,
Sub-Campus, Osmanabad
3. Name of the Coordinator : Dr. Vikram JH Shinde
4. Course Objective:

To enhance student's presentation skills so that they can present their ideas and views with various tools effectively.
5. Course Outcomes: Students will be;
 - Able to research for gaining the depth in idea.
 - Able to analyze the audience
 - Able to present the idea effectively and successfully
 - Able to use various updated tools of presentation
6. Placement / Employment Opportunities:

Presentation skills can be useful for getting employment and further work.
7. Nature of the Course (Multidisciplinary / Interdisciplinary) :
Multidisciplinary
8. Type of the Course (Generating self-employment / Employment / Knowledge based):

Supportive
9. Total Number of Credits (15 Contact hours should be equal to 1 Credits) : 4
10. Duration of the Course (Maximum Six Months): 3 Months
11. Eligibility: Minimum 10+2
12. Target Audience: The participants can be from undergraduate and post graduate courses.
13. Mode of Teaching : Theory & Practical
14. Fees Structure: 2,000/-
15. Intake: Minimum 10; Maximum 30.
16. Academic / Industrial Collaboration (if any): NA
17. Probable date of Commencement : January of every year

18. Evaluation Pattern :

A. Theory Paper

- Examination 60 Marks
 - MCQ Test
- Internal Assessment 40 Marks
 - Assignments
 - Seminars
 - Presentation
 - Practical
 - Field Visits
 - Other Subject Related Activity

19. Details of Available Infrastructure for the course:

- Smart Classroom
- Computer Lab Within the department is available.
- Central Library

20. Detailed Course Structure and Contents (along with Unit-wise credits) :

21. Financial Requirements and Its Sources for the Course

Expected Expenses & Sources of Funds

1. Certificate Printing (Sub-Campus Printing and Stationary)
2. Guest Lecture
3. Event & Program

Subject Title: EFFECTIVE PRESENTATION SKILLS

Subject Code: CCEPS02

Credits: 4

Course Objective: To enhance student's presentation skills so that they can present their ideas and views with various tools effectively.

Prerequisites: Students Should have the basic knowledge of English and computers.

Chapter: 1 – Introduction to Presentation

- Presentations– Meaning, Definitions.
- Uses of Presentation Skills.
- Types of Presentation
- Benefits of Effective Presentation Skills
- Business Presentations

Chapter: 2 – Content Creation

- Knowledge Management for Presentation
- Researching on Topic
- Use of Language
- Creativity in Presentation
- Tools of Presentation

Chapter: 3 – Body Language and It's Role in Presentation

- Introduction to Body Language
- Effective Use of Body Language
- Dressing and Grooming

Chapter 4- Knowing the Audience

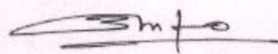
- Studying the Demographics of Audience
- Objectives and intentions behind the gatherings
- Different Strategies for different audience

Chapter 5- Practical Exposure

- Researching and Data Collection
- Preparation on Idea
- Presentation Layout
- Use of Power Point
- Use of Canva
- Preparing a Poster

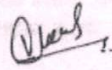
Books and References

- Handbook on Public Speaking, Presentation and Communication by Shailesh Patil. Notion Press Media Private Ltd.
- Effective Presentation Skills by Robert Brian Dilts. Dilts Strategy Group.
- Body Language by Vinay Sharma.

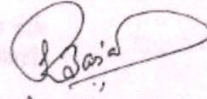


Dr. S.A. Amretkar
Director

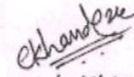
Department of Management Science
Dr. Babasaheb Ambedkar Marathwada University
Sub-Campus, Osmanabad



Dr. V.H. Shinde



Prof. S.K. Basole



Prof. Ekhale
S.R.



**PROPOSAL FOR
CERTIFICATE COURSE -
COMPUTER MAINTENANCE**

1. Name and Code of the Course : CCCM09, Computer Maintenance, (4 Credits)

2. Name of the University Department Initiating Course :

Department of Management Science,
Dr. Babasaheb Ambedkar Marathwada University,
Sub-Campus, Osmanabad

3. Name of the Coordinator : Mr. Shitalnath R. Ekhande

4. Course Objective:

This course enables the students to understand the computer software and hardware and to able the candidate to become self-employed or get job for Computer Software & Hardware maintenance services in different organizations. In addition, they will gain confidence with the components of desktop and laptop computers by learning the proper procedures for software and hardware installations, upgrades, and troubleshooting.

5. Course Outcomes:

Students will be;

- Able to perform complete assembly of computers
- Able to identify and perform the troubleshooting problems
- Able to install any Operating systems
- Able to install and update utility software on computers

6. Placement / Employment Opportunities:

Candidates can become entrepreneur & He/she can get a job in various organizations

7. Nature of the Course (Multidisciplinary / Interdisciplinary) : Multidisciplinary

8. Type of the Course (Generating self-employment / Employment / Knowledge based):

Generating self-employment

9. Total Number of Credits (15 Contact hours should be equal to 1 Credits): 4

10. Duration of the Course (Maximum Six Months): 3 Months

11. Eligibility: Minimum 10+2

12. Target Audience: The participants can be from undergraduate and post graduate courses.

13. Mode of Teaching : Theory & Practical

14. Fees Structure: 2,000/-

15. Intake: Minimum 10; Maximum 30.

16. Academic / Industrial Collaboration (if any): NA

17. Probable date of Commencement : January of every year

18. Evaluation Pattern :

A. Theory Paper

- Examination 60 Marks
 - MCQ Test
- Internal Assessment 40 Marks
 - Assignments
 - Seminars
 - Presentation
 - Practical
 - Other Subject Related Activity

19. Details of Available Infrastructure for the course:

- Smart Classroom
- Computer Lab Within the department is available.
- Central Library

20. Detailed Course Structure and Contents (along with Unit-wise credits) :

21. Financial Requirements and Its Sources for the Course

Expected Expenses & Sources of Funds

1. Certificate Printing (Sub-Campus Printing and Stationary)
2. Guest Lecture
3. Event & Program

Subject Title: Computer Maintenance

Subject Code: CCCM09

Credits: 4

Course Objective: At the end of the course, the students can become self-employed or get a job for Computer maintenance & services in different Organizations.

Prerequisites: Students should have the basic knowledge of English and handling of computers.

Chapter: 1 – Computer Hardware Devices & Its Troubleshooting

- Introduction to computer software & hardware
- Identification of components of Desktops & Laptops (Mother board, CPU, RAM, Graphics Card, Hard Disk CD-DVD, monitor, cabinet, Printer, Scanner, Webcam, UPS, setup BIOS settings)
- Assembling of Desktop computer, troubleshoot & resolve issues related to Laptop & Desktop
- Printer Cartridge Replacing.

Chapter: 2 – Operating System Settings & Troubleshooting

- Windows operating system overview.
- Identification of windows operating system & its compatibility
- Partition & format concepts, F-disk
- Windows Installation through DVD & Pen Drive
- Backup – format – restore operating system
- Control Panel, Computer Management,
- Disk Management, Driver Pack Installation OS
- Troubleshooting.

Chapter: 3 – Software, Security and Utility.

- Software installation.
- Setup of Printers- Scanners – Webcams Software's & Drivers also troubleshooting.
- Installation of all type of software's, Power ISO, CD-DVD burning.
- Antivirus Concepts, How to choose best antivirus as per the customer needs & its installation.
- User Management, User Security, Troubleshooting application related issues.
- Software setup of Printer, Scanner & Webcam & its trouble shooting.

Chapter 4- Basics of Networking, Internet

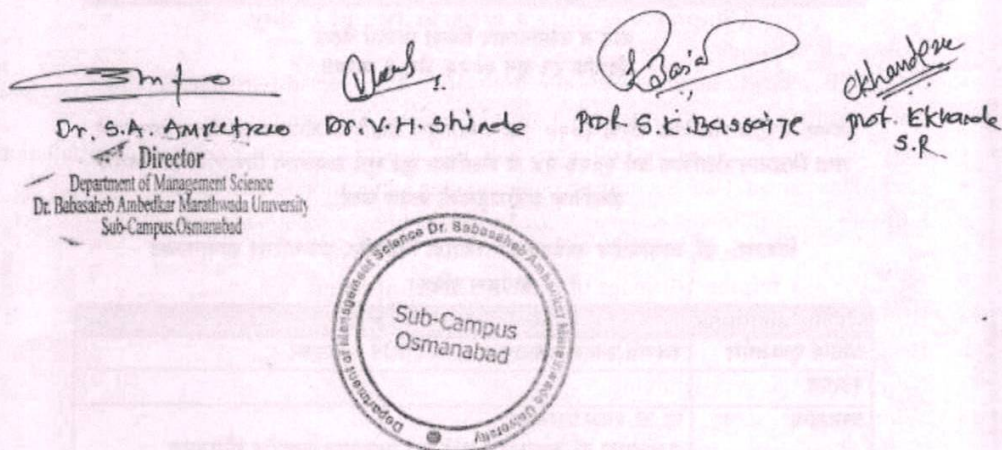
- Browser Installations
- Basics of Computer network, LAN basics.
- Crimping, Patch cord making,
- Wireless LAN setup.
- Networking device driver & Device sharing.
- TransmissionMedia, Work group & Home group Management.
- Broad Band modem management and small
- Wireless network setup up to 10-15 computers / laptops.
- IPv4 addressing for small network. Application Software & Driver Downloading.
- Network troubleshooting. E-mail configuration.
- Introduction advanced networking components.

Chapter 5- Customer Support & Employability Skills

- Basic of Customer Service, Warranty and AMC,
- Remote Support via team Viewer / Any Desk
- Introduction to MS office & Getting started with MS Word, MS Excel, and MS Power Point.
- Greeting, talking about yourself,
- Non Verbal Communication, Grooming & Confidence Building.
- Answering Frequently asked questions.
- Telephone etiquette, E-mail Id creation & E-mail etiquette.
- Corporate etiquette i.e. Appearance, grooming hygiene, cleanliness.
- Result oriented goal setting.
- Time Management, Decision Making, Writing effective Resume, Facing an Interview – Etiquette

Text Books & References

- 1) Computer Hardware and Network Maintenance Theory (Paperback, Priti Goyal)
- 2) ITI Information & Communication technology System Maintenance Theory (ICTSM) I & II Year (Hindi, Paperback, Rahul Sharma)
- 3) Computer Hardware & Network Maintenance (Paperback, JOGINDER SINGH SAINI, JAGDEEP SINGH SAINI)
- 4) Super Speed Computer Course (Hindi, Book, Johri Shashank)
- 5) BPB's Computer Course Windows 10 with MS Office 2016 (English, Paperback, Jain Satish Prof.)



**PROPOSAL FOR
CERTIFICATE COURSE-
WEBSITE DEVELOPMENT**

1. Name and Code of the Course : CCWD10, Website Development, (4 Credits)

2. Name of the University Department Initiating Course :

Department of Management Science,
Dr. Babasaheb Ambedkar Marathwada University,
Sub-Campus, Osmanabad

3. Name of the Coordinator : Mr. Shitalnath R. Ekhande

4. Course Objective:

This course deals with creating and maintaining websites, e-commerce sites, blogs, and much more. The website development short term course encompasses web scripting, graphics, and multimedia at a fundamental level. The certificate course in web designing introduces the internet, web, HTML, JAVA Script, Hosting, and Servers. After completing a short-term website development course, individuals can work as freelancers and work as web designers to incorporate companies with a high pay package.

5. Course Outcomes:

Students will be;

- Able to create the Web Pages.
- Able to identify and perform updating of websites.
- Able to create and write various blogs.
- Able to run various java script commands.
- Able to work as freelancers.
- Able to host a website.

6. Placement / Employment Opportunities: After Successful Completion of these course candidates can become entrepreneur & He/she can get a job in various organizations.

7. Nature of the Course (Multidisciplinary / Interdisciplinary) :
Multidisciplinary

8. Type of the Course (Generating self-employment / Employment / Knowledge based):

Generating Self-Employment

9. Total Number of Credits (15 Contact hours should be equal to 1 Credits): 4

10. Duration of the Course (Maximum Six Months): 3 Months

11. Eligibility: Minimum 10+2

12. Target Audience: The participants can be from undergraduate and post graduate courses.

13. Mode of Teaching : Theory & Practical

14. Fees Structure: 2,000/-

15. Intake: Minimum 10; Maximum 30.

16. Academic / Industrial Collaboration (if any): NA

At present not Available. But, as the extension plan for the course linkage can be created in future.

17. Probable date of Commencement : July of every year

18. Evaluation Pattern :

A. Theory Paper

- Examination 60 Marks
 - MCQ Test
- Internal Assessment 40 Marks
 - Assignments
 - Seminars
 - Presentation
 - Practical
 - Other Subject Related Activity

19. Details of Available Infrastructure for the course:

- Smart Classroom
- Computer Lab Within the department is available.
- Central Library

20. Detailed Course Structure and Contents (along with Unit-wise credits) :

21. Financial Requirements and Its Sources for the Course

Expected Expenses & Sources of Funds

1. Certificate Printing (Sub-Campus Printing and Stationary)
2. Guest lecture
3. Event & Program

Subject Title: Website Development

Subject Code: CCWD10

Credits: 4

Course Objective: By the end of the course you will have the skills and know how to apply HTML to make a real website.

Prerequisites: Candidate Should Read, Write & Speak basic English language, Basic Computer Knowledge and they should have desire to learn.

Chapter: 1 – Getting started with HTML

- Introduction to HTML –
- What is HTML, HTML Documents,
- Basic structure of an HTML Document, Creating an HTML document,
- Mark up Tags, Heading-Paragraphs, Line Breaks, HTML Tags.
- HTML language features.
- What's in the head? Metadata in HTML

Chapter: 2 – Elements of HTML

- Introduction to elements of HTML,
- Working with Text, Working with Lists,
- Tables And Frames, Hyperlinks, Images and Multimedia,
- Working with Forms and controls.
- Creating Hyperlinks, Opening tag, Closing Tag,
- Content, Formatting the Text

Chapter: 3 – Cascading Style Sheets

- Concept of CSS, Creating Style Sheet
- CSS Properties, CSS Styling(Background, Text Format, Controlling Fonts),
- Working with block elements and objects,
- Working with Lists and Tables, CSS Id and Class,
- Box Model(Introduction, Border properties, Padding Properties, Margin properties),
- Debugging HTML

Chapter: 4 – Introduction to Web Publishing or Hosting

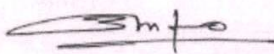
- Creating the Web Site, Saving the site,
- Types of Hosting, What is Domain/ Domain Name?
- Creating web site structure,
- Host your website on web server, Introduction to DNS
- Themes-Publishing web sites, website Security Certificate
- Introduction to Word Press Site

Chapter: 5 – Introduction to HTML5

- Introduction To HTML5, Features of HTML5, new addition to HTML5,
- HTML5 new tags : <main>, <section>, <article>, <header>, <footer>, <aside>, <nav> and <
- HTML5 Basic Layout, Graphics Tags,
- HTML5 Media Tags, HTML5 New <input> types, HTML5 Migration

Books and References

- 1) HTML & CSS: The Complete Reference, Fifth Edition by Thomas Powell
- 2) HTML 5 Black Book, Covers CSS 3, JavaScript, XML, XHTML, AJAX, PHP 2ed
- 3) MASTERING HTML, CSS & Java Script Web Publishing
- 4) Web Technologies: HTML, JAVASCRIPT, PHP, JAVA, JSP, ASP.NET, XML and Ajax, Black Book: HTML, Javascript, PHP, Java, Jsp, XML and Ajax, Black Book

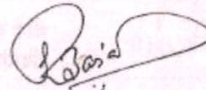


Dr. S.A. Amretkar
Director

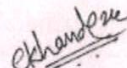
Department of Management Science
Dr. Babasaheb Ambedkar Marathwada University
Sub-Campus, Osmanabad



Dr. V.H. Shinde



Prof. S.K. Baisale



Prof. Ekhande
S.R.

