



Sri Dharmasthala Manjunatheshwara College
(Autonomous), Ujire-574 240, Dakshina Kannada, Karnataka State

Name of the Department: PG Studies and Research in Chemistry

Name of the Programme: M.Sc. Chemistry

Year: 2022-23

NAME OF THE PROGRAMME-semester wise	Course Code: Title of the Course	Units: Highlight topic	Local	Natio nal	Regio nal	Glob al	Rationale (Explanati on as logical reason to substantiat e geographi c relevance)
M.Sc. Chemistry I sem	CH S 406: Environmental Chemistry	Air pollution, water pollution and soil pollution	✓	✓	✓	✓	Environm ental issues
M.Sc. Chemistry II sem	Advanced Inorganic Chemistry CH H 451	Metallurg y		✓		✓	Mining process
	CH E 456: Chemistry of Life	Agroche micals	✓	✓	✓	✓	Environm ental issues
	CH E 457: Environmental Chemistry	Air pollution, water pollution and soil pollution	✓	✓	✓	✓	Environm ental issues



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M.Sc. Chemistry III sem	CH H 501: Coordination Chemistry	Solar energy conversio n		✓		✓	Green energy sources
	CH S 504: Chemistry of Synthetic Drugs	Medicine				✓	Health care
	CH E 506: Biomolecule and Medicines	Ayurvedi c medicine s	✓	✓	✓		Health care
	CH E 507: Chemistry of materials	Corrosion	✓	✓	✓	✓	Metal corrosion prevention
	CH E 508: Food Chemistry	Food, nutrition & food additives	✓	✓	✓	✓	Food & nutrition
M.Sc. Chemistry IV sem	CH H 551: Bioinorganic Chemistry	Chelation in medicine s				✓	Health care
	CH H 553: Polymers & Photochemistry	drug delivery polymers				✓	Health care



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	CH S 554: Nuclear, Surface & Nano Chemistry	Nuclear power reactors				✓	Energy source
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Name of the Department: PG Studies and Research in Chemistry

Name of the Programme: M.Sc. Organic Chemistry

Year: 2021-22

NAME OF THE PROGRAMME- semester wise	Course Code: Title of the Course	Units: Highlight topic	Local	Nation al	Regi onal	Glob al	Rationale (Explanation as logical reason to substantiate geographic relevance)
M.Sc. Organic Chemistry I sem	OC S 406: Environmental Chemistry	Air pollution, water pollution and soil pollution	✓	✓	✓	✓	Environmental issues



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M.Sc. Organic Chemistry II sem	OC H 451 Advanced Inorganic Chemistry	Metallurgy		✓		✓	Mining process
	OC E 456: Chemistry of Life	Agrochemicals	✓	✓	✓	✓	Environmental issues
	OC E 457: Environmental Chemistry	Air pollution, water pollution and soil pollution	✓	✓	✓	✓	Environmental issues
M.Sc. Organic Chemistry III sem	OC S 504: Chemistry of Synthetic Drugs	Medicine				✓	Health care
M.Sc. Organic Chemistry IV sem	OC H 551: Organic synthetic design and Green techniques	Green techniques				✓	Green chemistry
	OC S 554: Advanced Medicinal Chemistry	Medicines				✓	Health care



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	OC S 555: Chemistry of Natural products	Isolation of natural products				✓	Healthcare and industrial raw materials
	OC S 556: Industrial Organic Chemistry	Agrochem icals	✓	✓	✓	✓	Environmental issues

Name of the Department: Journalism & Mass Communication

Name of the Programme: PG Journalism

Year: 2022-23

Course Code: Title of the Course	Units: Highlight topic	Local	National	Regional	Global	Rationale (Explanation as logical reason to substantiate geographic relevance)
JMC H 1.3 Editing & Design	UNIT - 1 Editing	✓	✓	✓	✓	Students learn various techniques of editing the news and also learn structure of various editorial departments.
	UNIT – II Headlines	✓	✓	✓	✓	Students learn various kinds of headlines that has been highlighted in newspapers and magazines and also learn the new trends the print



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(Semester I)						media is following.
	UNIT – III Design and Make Up of Newspaper	✓	✓	✓	✓	In this unit students learn different kinds of print media page design and learn page design by bringing practical journal daily.
	UNIT – IV Editorial Page	✓	✓	✓	✓	Students learn the various contents of editorial page and various columnists by reading daily.
	UNIT – V Evolution of Printing:	✓	✓	✓	✓	Students are familiarised with the initial attempts and struggles to undertake actions to spread knowledge in global, national and regional level.
JMC S 1.2: Introduction to Journalism (Semester I)	Unit I: Journalism	✓	✓	✓	✓	Students learn various definitions of Journalism, its functions. And also learn various types of journalism that is following all over the world.
	Unit II: Unique Identity of Kannada Press	✓		✓		By learning this unit students learn growth of Kannada Journalism and its contribution to freedom movement.
	Unit III: Prominent Journalists of Kannada P	✓		✓		In this unit students learn different kinds of personalities that have contributed to growth of Kannada journalism.
	Unit IV: Kannada Newspapers and Magazines	✓	✓	✓	✓	Students learn various Kannada newspapers growth and development and their contribution to development of Kannada press.
JMC H 4.1 New Media Technology (Semester IV)	Unit I: Emergence of New Communication Technologies	✓	✓	✓	✓	Students learn various kinds of communication tools that has emerged by decades.
	Unit II: Applications of ICT	✓	✓	✓	✓	By reading this unit students comes out with different applications that has emerged in the world like web radio, web tv, podcasting, global village, information society etc.



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	Unit III: Issues in New Media Technology	✓	✓	✓	✓	Students learn various issues like e-governance that has take to reach the grass root level, leap frogging, digital divide etc.
	Unit IV: Forms of New Media	✓	✓	✓	✓	Students learn different forms like web journalism, digital journalism, virtual reality journalistic skills for writing a news to web.
JMC H 1.1 DEVELOPMENT OF MEDIA (Semester I)	UNIT - I Evolution of Printing	✓	✓	✓	✓	Students are familiarised with the initial attempts and struggles to undertake actions to spread knowledge in global, national and regional level.
“”	UNIT - II The Indian Press and The Freedom Movement	✓	✓	✓		The narratives of national freedom struggle, regional contributions to the freedom movement depicted through the newspapers and their contribution for the national cause are important to inculcate professional consciousness among the aspirant journalists.
	UNIT – III & IV Development of Broadcasting: Development of TV Broadcasting	✓	✓	✓	✓	Discussion on the legacy of broadcasting in India and regional level is crucial to ensure technological advancement and national / regional development in terms of people perceptions towards participatory democracy.
	UNIT - V Evolution of Films		✓	✓		The art and craft of filmmaking in various part of the country is studied to understand the cultural sensibilities in visual story telling.
JMC H 2.3 THEORIES OF MASS COMMUNICATION (Semester II)	UNIT - II Models of Communication		✓	✓	✓	This unit helps to understand various components and relationship of the communication process in various levels (International, National and Regional). It also helps to plan for



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						effective communication system.
	UNIT – III Introduction to Mass Communication Theory		✓	✓	✓	This unit help in formulating communication programme for various audience with greater understanding of audience role in communication process and its effects on audience.
	UNIT - V Media and Audiences	✓	✓	✓	✓	This unit helps to understand the psychological effect of media text on the audience and sensitise the students to be cautious in creating texts of regional and national importance
JMC S 3.1 MEDIA MARKETING	UNIT - II Media Industrial Perspectives:	✓	✓	✓	✓	The idea on the contemporary industrial perspective on media in various levels is important to analyse the market scenario for aspirant entrepreneurs in media filed. It also helps in understanding the economics of content creation industry.
	UNIT - III Media Market Research	✓	✓	✓	✓	This unit through light on significance of audience research in various segmentation of media audience (Regional, National, Global) while creating media texts.
	UNIT - IV Issues in Media		✓	✓	✓	This unit highlights the matters like revenue and expenditure model of various media in various levels. This helps the aspirant entrepreneurs in media filed to take right decision on monitory affairs.
JMC S 4.2 RADIO BROADCAST ING	UNIT - I Radio Broadcasting	✓	✓	✓	✓	The relevance of this unit resides in the discussion on existing models of broadcasting and various parts of the world and working model of various levels in a country



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	UNIT - III Principles of Writing for Radio Programmes		✓	✓		This chapter deals with the techniques of writing for radio for various audience at various geographical levels
	UNIT - IV Radio Genres/Formats		✓	✓		This chapter deal with the technique of writing radio script for different genres of programme
JMC S 1.1 ADVERTISING	UNIT - I National and Global Advertising Scene		✓	✓	✓	The class focus on national and global advertising trends to enable students to get expertise in Ad scripting.
	Unit – II Top Advertising Agencies in the World and in India		✓	✓	✓	Class guidance on strategic framework of advertising Agencies to inculcate professional potentiality in Ad scripting and visualization
JMC H 2.2 MEDIA LAW AND ETHICS	Unit IV Issues to related to FDI		✓	✓	✓	Wider discussion on issues related to FDI with special reference to ethical, legal, cultural implications due to Foreign Direct Investment in Indian Media Houses
JMC H 3.1 CORPORATE COMMUNICATION	Unit V PR in the era of Globalization		✓	✓	✓	Prime focus on understanding global trends related to the PR strategies and their socio-cultural aspects
JMC S 3.3 MEDIA AND ENVIRONMENT	Unit II International, Regional and National Environmental Agreements, Earth Summits,	✓	✓	✓	✓	Class discourses on various local, national and global environmental issues to enable students to enrich media professionalism to make media organizations pro-environment



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	Environmental Policies and Laws, Major Global, Regional and Local Environmental Issues - Climate Change, Global Warming.					
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Name of the Department: PG Physics

Name of the Programme: M Sc in Physics

Year: 2022-23

Course Code	Title of the Course Need	Local	National	Regional	Global	Rationale
PHST 603	Microcontrollers		✓		✓	
PHST 604	Waveguides and antenna		✓		✓	
PHST 604	Analog modulation and demodulation		✓		✓	
PHST 653	Printed circuit board design techniques		✓		✓	
PHST 653	IC fabrication technologies		✓		✓	
PHST 654	Optical Fibre Communication		✓		✓	
PHST 654	Digital Signal Processing		✓		✓	



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Name of the Department: Psychology (PG)

Name of the Programme: M. Sc Psychology(NEP)

Year: 2022-23

Co urs e Co de	Title of the Course Need	Loc al	Nationa l	Re gio nal	Glob al	Relevance of these issues local, national, regional, global in the developmental needs
PYH 453	Counsell ing skills	✓	✓		✓	Become familiar with various approaches, processes and techniques of counselling.
PYH 504	Psychot herapeut ic Intervent ions	✓	✓		✓	To orient students about brief psychotherapies.
PYH 552 and PYH 554	Internshi p and case studies	✓	✓		✓	To enhance employability skills of the students.
PYS 556	Marketing , advertisin g and consumer behaviour	✓	✓		✓	To introduce students the basic concepts of marketing in order to enhance their marketing skills. To provide knowledge to students on consumer behaviour in order to equip them with application skills of using psychological theories and principles in the areas of marketing.



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Name of the Department: PG Statistics

Name of the Programme: M Sc Statistics

Year: 2022-23

Course Code	Title of the Course	Local	National	Regional	Global	<i>Relevance of these issues local, national, regional and global in the developmental needs</i>
STH 414	Theory of Sampling	✓	✓	✓	✓	1. Sampling techniques such as PPSWR, PPSWOR, cluster sampling, two-stage sampling, two-phase sampling, and randomized response techniques can be adopted for data collection. 2. Applications in agriculture, public health care and socio-economic development.
STE 421B	Questionnaire Design and Sample Selection	✓	✓	✓	✓	1. Steps involved in the development of a questionnaire, methods of reaching target respondents, and sampling techniques can be adopted for data collection. 2. Widely applied in public health care and socio-economic development.
STE 421C	Data Visualization				✓	1. Univariate, bivariate and multivariate graphical techniques can be applied for data analysis. 2. Wide applications in all sectors.
STH 423	Design and Analysis of Experiments	✓	✓	✓	✓	1. Designed experiments such as complete block design, incomplete block design, BIBD, factorial experiments, nested designs, split-plot, and strip plot



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						designs can be used for data collection. 2. Wide applications in agricultural sector.
STH 424	Theory of Estimation	✓	✓	✓	✓	1. Estimation techniques such as MVUE, confidence interval, consistency, CAN, and MLE can be applied in data analysis. 2. Applications in agriculture, public health care and socio-economic development.
STE 531B	Categorical Data Analysis	✓	✓	✓	✓	1. Concepts such as probability, distributions, hypothesis testing, contingency tables, and generalized linear models can be applied for data analysis. 2. Wide applications in public health care and socio-economic development.
STE 531C	Demographic Methods and Analysis	✓	✓	✓	✓	1. Data collection methods, measurement of population, measures of fertility and mortality, life table and types of migration can be applied in population studies. 2. Wide applications in public health care and socio-economic development.
STH 533	Regression Analysis	✓	✓	✓	✓	1. Regression techniques such as simple linear and multiple linear regression, and regression diagnostics can be applied in data analysis. 2. Wide applications in agriculture, public health care and socio-economic development.
STH 541	Time Series Analysis	✓	✓	✓	✓	1. Time series techniques such as time



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						series plots, MA, AR, ARMA, and ARIMA models can be applied for forecasting weather conditions. 2. Wide applications in weather and climate change prediction.
STH 542	Reliability and Survival Analysis	✓	✓	✓	✓	1. Measures of reliability, estimation of survival function, semi-parametric regression for failure rate, and Cox's proportional hazards model can be applied in data analysis. 2. Wide applications in engineering and public health care sectors.
STS 543A	Statistical Modelling	✓	✓	✓	✓	1. Bayesian theory, nonparametric density estimation, nonparametric regression techniques, resampling techniques, generalized linear models such as logistic, multi-logit, count data, and log linear regression models can be applied in data analysis. 2. Applications in public health care and socio-economic development.



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Name of the Department: PG Commerce

Name of the Programme: M.Com

Year: 2022-23

Course Code	Title of the Course Need	Local	National	Regional	Global	Rationale (Explanation as logical reason to substantiate geographic relevance)
CMS T 502	E – COMMERCE AND CYBER LAWS		✓			
CMOE 553	- E-COMMERCE AND DIGITAL MARKETING		✓			
CMHT 551 -	ACCOUNTING STANDARDS AND FINANCIAL REPORTING		✓-		IFRS-	
CMHT 552	- DIRECT TAX LAW AND PRACTICE		✓			
CMS T 553	SERVICE MARKETING		✓			
CMOE 601	ENTREPRENEURIAL DEVELOPMENT AND START UPS			✓		
CMHT 601	BUSINESS ACCOUNTING		✓			
CMHT 602	ENTREPRENEURSHIP DEVELOPMENT	✓:				
CMHT 603	INTERNATIONAL				✓	



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	BUSINESS ENVIRONMENT					
CMH T 652	RURAL FINANCE	✓				
CMS T 653	CAPITAL MARKET OPERATIONS				✓	

Name of the Department: PG Commerce

Name of the Programme: M.Com IBM

Year: 2022-23

Course Code	Title of the Course Need	Local	National	Regional	Global	Rationale (Explanation as logical reason to substantiate geographic relevance)
IBST 501	INDIAN BANKING SYSTEM		✓			
IBST 502	MANAGEMENT OF GENERAL INSURANCE		✓			
IBHT 551	ACCOUNTING STANDARDS AND FINANCIAL REPORTING		✓		✓	
IBHT 552	- DIRECT TAX LAW AND PRACTICE		✓			
IBST 552	MANAGEMENT OF LIFE INSURANCE			✓		
IBHT 602	DERIVATIVES MANAGEMENT		✓			
IBST 601	Micro FINANCE	✓				
IBST 653 I	GLOBAL FINANCIAL MARKET				✓	



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Registrar (Admn)

