



Sri Dharmasthala Manjunatheshwara College
(Autonomous), Ujire-574 240, Dakshina Kannada, Karnataka State
(Re-Accredited at A⁺⁺ Grade by NAAC)

1.3.2 VALUE ADDED COURSE SYLLABUS



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DEPARTMENT OF COMMERCE

VALUE ADDED COURSE - 2023-24

ENTREPRENURSHIP DEVELOPMENT

Course Code: VCBCM1908-A

Total Hours: 40 Hrs

Preamble:

Entrepreneurship is considered as an engine of growth, especially in the case of developing economies. Creation of new business entities lead to a number of positive externalities - generation of employment, innovation and value added services and fiscal revenues for the economy. Entrepreneurship also has the potential to promote inclusive growth through empowerment of women, disadvantaged sections as well as educated unemployed youth.

Learning objectives:

- To expose the students on entrepreneurial concepts
- To identify the entrepreneurial skills to assist own business or for start-up.
- To identify the values, attitudes and motivation for a plunge in entrepreneurship
- To identify the entrepreneurial competencies

Learning Outcomes:

- Students will be able to develop creative and innovative skills
- Students will be able to develop and cultivate endurance
- Students will be able to understand the systematic process to select and screen a business idea
- Students will be able to write a business plan

Unit-I

10 Hours

Meaning, Definition and concept of entrepreneurship – Evolution of entrepreneurship – entrepreneurial competencies.

Practicals : Competency mapping

Unit-II**10 Hours**

Location – Factors to be considered while locating a business – legal issues and clearance. Identifying business opportunities – Financial requirements – Budgeting – Working capital and fixed capital.

Practicals : Preparing a Total Budget proposal.

Unit-III**10 Hours**

MSME schemes and govt. Assistance institutional support and training- impact of Rudseti.

Practicals: Visit to Rudseti, interaction with bankers and successful entrepreneurs.

Unit-IV**10 Hours**

Demand Forecasting and market Survey, Project report preparation on the chosen business, Viva for student.

Practicals: Conducting Market survey,

Reference books:

1. S.S. Khanka (2010), Entrepreneurship Development, S. New Delhi
2. Hariard Business essentials (2004) Entrepreneurs Tools Kit, Masachuset, U.S

Scheme of Examination**Internal Assessment****10 marks**

Marks based on

- a) Assignments on the topic
- b) Field visit report
- c) Minor project

Term End Examination**40 marks**

Open choice for 4 questions out of 6

Duration of Examination

02 Hours



DEPARTMENT OF PSYCHOLOGY

VALUE ADDED COURSE - 2023-24

PERSONALITY AND LIFE SKILLS EDUCATION

Course Code: VCPSY1915

Total Hours: 40 Hrs

Preamble:

Personality implies the dynamic qualities which assists the person to adopt very effectively and efficiently with the changing environment. While life skills indicate the skills that are adaptive and positive behaviours required for successful partaking in everyday life. These are considered as major human qualities of twenty first century. Nurturing essential positive personality traits and life skills assist the person to adopt quickly to the changing circumstances, to build psychosocial competence, to inculcate interpersonal relations, enhances achievement motivation and to achieve success in all walks of life. Further, outstanding personality features and excellent life skills are favourable for employment opportunities and self-employment.

Learning objectives:

- To enrich the students about different theories and assessment methods.
- To expose the students with essential personality skills.
- To identify the nature of adjustment.
- To enable the students to attain relevant life skills.

Learning Outcomes:

- Students will be able to develop knowledge about personality and assessment procedures.
- Students will be able to cultivate significant personality features.
- Students will be able to develop better adaptive abilities.
- Students will be able to establish crucial life skills to attain successful career.

Chapters	Period No.	Topics to be covered
Unit-I		Introduction to Personality
	1	Meaning & definitions
	2	Theories of personality- Freud's Psychoanalysis-structure of personality-Id, ego & super ego
	3	Levels of consciousness, psychosexual stages
	4	Carl Jung's type approach- introvert, extrovert & ambivert
	5	Cattell's trait approach- source, surface, central & cardinal traits
	6	Type A & B theory of personality- Friedman & Rosenman
	7	Factors influencing the growth of personality
	8	Assessment of personality- observation and case history method
	9	Questionnaires, inventories & rating scales
	10	Projective and semi-projective tests
Unit-II		Effective Personality Skills
	11	Stress management techniques.
	12	Anger- meaning, types and anger reducing methods
	13	Self-confidence – meaning, self-confidence development methods
	14	Positive thinking- meaning, enhancing positive thinking
	15	Anxiety and fear management skills
	16	Time management – meaning, time management skills
	17	Psychological well-being- developing psychological well-being
	18	Depression- methods to reduce depression
	19	Public speaking- how to reduce stage fear
	20	Non-verbal communications- Body language- certain important body languages.
Unit-III		Personality and Adjustment
	21	Meaning of adjustment, characteristics of well adjusted person
	22	Maladjustment and characteristics of maladjusted person
	23	Causes for maladjustment
	24	Stress- meaning, definition and types, frustration
	25	Pressure & conflicts- types of conflicts

	26	Reaction to stress- General Adaptation Syndrome, burnout
	27	Ego defense mechanisms- Meaning & types- projection, regression & repression
	28	Reaction formation and rationalization & sublimation
	29	Task oriented reaction pattern- avoidance, withdrawal, attack & compromise.
	30	Life style, diet and nutrition.
Unit-IV		Nurturing Life skills
	31	Communication skills- meaning & definition, developing communication skills
	32	Assertiveness- meaning, developing assertiveness skill
	33	Decision making and problem solving
	34	Self-awareness and mindfulness and empathy
	35	Interpersonal relationship skills
	36	Emotional intelligence- handling your emotions
	37	Developing good habits and hobbies
	38	Developing sense of humor
	39	How to become an extrovert?.
	40	Leadership skills

Student activities:

1. Test administration and discussion
2. Group discussion
3. Student presentations
4. Debates on selected topics

References:

1. Robert. A. Baron (2002). *Psychology (5th ed)*, Printice Hall Publications.
2. Natraj. P. (1991). *Psychology for beginners- Part II*, Srinivasa Publications: Mysore.
3. Sharma. M. K. (2011). *Personality development (1sted)*, Alfa Publications: New Delhi.

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DEPARTMENT OF RATHNAMANASA
VALUE ADDED COURSE - 2023-24
VEGETABLE CULTIVATION

Course Code: VCRAT1923

Total Hours: 40 Hrs

I SEM

- ರತ್ನಮಾನಸದ ಪರಿಚಯ ಮತ್ತು ವೀಕ್ಷಣೆ.
- ತರಕಾರಿ ಬೆಳೆಗಳ ಪರಿಚಯ.
- ಮಿಶ್ರ ಬೆಳೆಗಳು.
- ಕಸಿ ಕಟ್ಟುವ ವಿಧಾನಗಳು.
- ಸ್ವ-ಉದ್ಯೋಗವಾಗಿ ಹೈನುಗಾರಿಕೆ.
- ಕೈ ತೋಟದಲ್ಲಿ ತರಕಾರಿ ಬೆಳೆಗಳು.
- ಎರೆ ಗೊಬ್ಬರದ ಮಹತ್ವ.
- ಸಾವಯವ ಕೃಷಿಪದ್ಧತಿ.
- ಕುಂಡಗಳಲ್ಲಿ ಗಿಡಗಳ ತಯಾರಿ.
- ಕಾಂಪೋಸ್ಟ್ ಗೊಬ್ಬರ ತಯಾರಿ.

II SEM

- ಬದುಕಿನಲ್ಲಿ ಜೀವನ ಮೌಲ್ಯಗಳನ್ನು ಅಳವಡಿಸಿಕೊಳ್ಳುವುದು.
- ನರ್ಸರಿ ವಿಧಾನಗಳು.
- ಔಷಧೀಯ ಸಸ್ಯಗಳ ಮಹತ್ವ.
- ಸಸ್ಯ ಸಂರಕ್ಷಣೆ ಮತ್ತು ರೋಗಗಳು.
- ಹಸಿರು ಮೇವಿನ ಬೆಳೆಗಳು.
- ಬೀಜದ ಉಂಡೆ ತಯಾರಿ.
- ನೀರಾವರಿ ಪದ್ಧತಿಗಳು.
- ತೆಂಗು, ಅಡಿಕೆ ಮತ್ತು ಬಾಳೆಕೃಷಿ.
- ಹಣ್ಣಿನ ಬೆಳೆಗಳು.
- ಕೃಷಿಯೇತರ ಚಟುವಟಿಕೆಗಳು

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DEPARTMENT OF BIOTECHNOLOGY VALUE ADDED COURSE - 2023-24 SCIENCE OF AGRICULTURE AND MEDICINE

Course Code: VCBIT1905

Total Hours: 40 Hrs

Preamble:

Agriculture has been practiced since ages, however in order to follow good agriculture practice modern and new methods have to be inculcated. Therefore, students would learn about modern agriculture not just to apply in the farms and fields but also in their daily life. In recent times food is medicine and medicine is food. There is a need to understand the role of plants as medicine.

Learning objective

- To gain knowledge on tradition and modern agricultural practices
- Effective and productive methods of agriculture to improve productions.
- To understand various systems of medicine.
- To understand significance of Ethnobotany.

Learning Outcome

- Knowledgeable about good agricultural practices.
- Knowledgeable about importance of biofertilizers.
- Knowledgeable about the significance of alternative medicines.

Unit I

20 hours

- Contribution of few agricultural scientist
- Basic agricultural practices
- Good agricultural practices-Food security, Food safety, Nutrition.
- Soil testing

- Sustainable agricultural practices
- Biofertilizer
- Soil and water conservation
- Agriculture and economy: Post-harvest losses of yield (handling, processing, pests, improper storages)
- Biotechnological approaches to crop improvement: Hybridization, Tissue cultures

Unit II

20 hours

- Traditional medicine
- Principle of diagnosis
- Home remedies: Most commonly used medicinal plants
- Ayurveda: Diagnosis & treatment strategies
- Homeopathy
- Alternative systems of medicine.

Reference

- Rao, C. Kameswara. Material for the Database of Medicinal Plants. India: Karnataka State Council for Science and Technology for the Department of Forests, Environment and Ecology, Government of Karnataka, 2000.
- Rathakrishnan, T. (2009). Traditional Agricultural Practices: Applications & Technical Implementations. India: New India Pub. Agency.
- Vyas, A. K. (2008). Introduction To Agriculture. India: Jain Brothers.
- Khare, C. (2007). Indian Medicinal Plants: An Illustrated Dictionary. Germany: Springer.

Scheme of examination

Internal assessment

10 Marks

Marks based on

- a) Assignment on topics
- b) Seminars

Term end examination

40 Marks

Multiple choice questions

OR

Open choice for 4 questions out of 6

Duration of the examination

2 Hours



DEPARTMENT OF HISTORY

VALUE ADDED COURSE - 2023-24

TULU (HISTORY OF TULUNADU, TULU LANGUAGE, TULU SCRIPT, TULU LITERATURE AND TULU CULTURE)

Course Code: VCHIS1910-B

Total Hours: 40Hrs

Preamble:

Tulu script which is similar to Thigalaya script, was one of the few original script such as Persian and Latin. At present Tulu language has lost its prominence as a major language. Tulu is one of the five Dravidian languages of south India (Pancha-Bhasha), others are Tamil, Telugu, Kannada and Malayalam). It is spoken in coastal Karnataka and Northern Kerala (Kasaragod district). About 2.5 million people speak Tulu and it their mother tongue. Tulu Nadu is a region where many languages are spoken. While Kannada is the official state language, different languages ethnic communities in Tulu Nadu speak different languages. Tulu, derived from proto- Dravidian is the predominant language spoken by Hindus of various castes and by the Jainans of Tulu Nadu. However, Tulu language with its near extinct script has been generating much enthusiasm amongst the linguists, as it is now believed to be one of the oldest Dravidian languages. Tulu is the only developed language that has not received the recognition it is due.

Learning objectives:

- To expose the students to know the prominence as a major language of Tulunadu
- To know about History of Tulunadu, Language, script, and Literature
- To identify the values, Customs traditions and motivation for students know about Tulu Culture
- To identify the present status of Tulu Language and literature.
- To Know about the Tulu activities in other states and Country
- To study Recognitions and Curriculum Tulu in the College.

Learning Outcomes:

- Students will be able to cultivate interest about study Tulu language and script.
- Tulu language with its near extinct script has been generating much enthusiasm amongst the linguists among students.
- Successes to save Tulu as one of the oldest Dravidian languages
- Students able to read and write Tulu script.
- Students able to write articles in Tulu language.
- Students understands the importance of Tulu Culture.

Hour 5

Unit I: History of Tulunadu: Its Geographical area- Variations- Brief History of Tulunadu, Ruling Families of Tulunadu.

Hour 7

Unit II: Tulu Language: Introduction of the Language- Importance – Nature and Present Scope- Primitivity of Tulu Language. Early reference in Indian as well as Greek and Roman Literature. Modern Tulu –regional variations - Brahmin Tulu- Jain Tulu.

Hour 8

Unit III: Tulu Script: Introduction, Origin of the script, Alphabets, Learning of Tulu script. – Vallathattu, Tigalari, Brahmi script, evolution, difference between Tulu and Malayalam script.

Hour 8

Unit IV: Tulu Literature: Folk literature, sandhis and paddanas, Phases and idioms, proverbs, Early reference in Inscriptions, Classical Literature and Secular literature in Tulu, Work of Bassel mission. Tulu dictionaries, Tulu Mahabharato, Devi Mahtme- Kaveri- Bhagavatha Anthargatha Ramayana- Karnaparva.

Hour 7

Unit V: Tulu Culture: - Recreations- Yakshagana, Drama, Bhoota worship, Naga worship, Agriculture, tulu people, Religious practies and worship-

Hour 5

Unit VI: Present Status of Tulu: Tulu people in other parts of India and abroad. Tulu Accademy. Tulu Sanghas, Association, Tulu activities in other states and Country. Recognitions and Curriculum in College.-

Reference Books

1. Balakrishna Polali- “Telpu Telikeda Katekulu” Karnataka Tulu Sahithya Academy , Mangalore,2002.
2. Gururaja Bhat Dr. P. “Studies in Tuluva History and Culture, Kallianpura 1975.
3. Kishore Kumar Rai, Dr. “Tulunada Samshodhane “ Published by Tulu Sahithya Accdemy 2008.
4. Muralidhar Upadhyaya Hiriyadka “U.S. Paniyadi” Karnataka Tulu Sahitya Academy, 1996.
5. Prabhakar Joshi “Mandara Keshava Bhatr” Karnatyaka Tulu sahitya Accademy 1998.
6. Radhakrishana Bellor “Tulu Lipi Parichaya”‘ Karnataka Tulu Sahitya Academy Mangalore 2008.
7. Raviraja Ballal ‘Namana Parampare” Yagapurusha Prakashana, Kinnigoli 2012.
8. Sathish Rai Bellippadi Dr. “Tulu Appena Ter’ Mysore 2009.
9. B.V. Vivek Rai. History of Tulu Literature, Mangalore 2012.
10. Dr. K. Chinnapa Gowda, Bhuutaaradhane:Kelavu Adhyayanagalu 2005 Mangalore.
11. Dr. U.P. Upadhyaya Tulu Nigantu Rastra Kavi Govinda Pai Samshodhana Kendra Udupi 1997.
12. Tulu Sangha Ujire “Dompaa” Vishwa Tulu Sammelena 2009.
13. Tammaya B.C.Road “Tuluve” Journal (monthly of Tulu Literature).
14. Dr. Divakar k. “Tulunadina Acharanegalu”- Varshika Aavarthanada Samskritika Adhyayana, Ujire. 2013.
15. P. Ramakrishna Achar “Gadedulayida Katekulu” Puttur 2014.
16. Tulu Sahitya Charithr,, A.V. Nanada (ed) Hampi University, 2008.

Scheme of Examination

Internal Assessment 10 marks

Marks based on

- a) Assignments on the topic
- b) Field visit report
- c) Minor project
- d) Group Discussion

Term End Examination 40 marks

1marks 5 questions = 5

5marks 3 questions =15

10marks 2 questions= 20

Duration of Examination 02 Hours



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DEPARTMENT OF POLITICAL SCIENCE

VALUE ADDED COURSE - 2023-24

WOMEN EMPOWERMENT AND DEVELOPMENT

Course Code: VCPOL1912

Total Hours: 40 Hrs

Preamble

This course aims to inspire and empower women and men across the Nation to engage in purposeful career development and take on leadership for important causes to lead change with more conviction and confidence and improve our workplaces and communities for all. By offering more complex understandings of issues related to professional women and work, the course will help you increase self-knowledge about your own values and vision, as well as enhance your capabilities as a leader.

Learning objectives:

- To understand the basic concepts, principles and methods of Women Empowerment
- To understand the dimensions of Women Empowerment in the changing Socio Economic Scenario
- To acquire skills to organize Women Empowerment Programmes
- To channelize the youth potential for 'Gender mainstreaming'

Learning outcomes

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

- Get acquainted with the dynamics of Women Empowerment and the know-how for channelizing their potential for 'Gender Sensitization'
- Inculcate values of concern for social transformation and measures to ensure gender justice
- Promote social relationship which leads to intellectual and personal development

Syllabus

UNIT I: Women Empowerment **3 hrs**

- Meaning, Definition, Nature and Scope.
- Objectives and significance

UNIT II **2 hrs**

- Factors determining Women Empowerment
- Challenges of Women Empowerment

UNIT III **3 hrs**

- Status of women in India: Sex Ratio, Education, Health, Economic, Political, Social and Cultural

UNIT IV **3 hrs**

- Constitutional and legal provision for women empowerment.
- Women's rights in India
- Fundamental Rights and Directive Principles

UNIT V **3 hrs**

- Women entrepreneurship
- Role of SHG'S in Empowering Women
- Marketing Challenges for SHG'S

UNIT VI **3 hrs**

- Social Construction of Gender and Gender roles need for re- Social Construction

UNIT VII **3 hrs**

- Event Management: Planning; Communication, Organizing Skills and Public Relations

Project Work

Practical: 20 hrs

- Organizing Women Empowerment Programmes for Two SHG's, Women Organizations, and Women Neighborhood Groups.

Teaching Methods:

- Lecture, LCD Presentation, Seminar, Group Discussion, Organizing Women Empowerment Programmes and Project Report Presentation.

Assessment Criteria:

- Theory: Written Test – Descriptive - Marks: 50 , Duration: 2 hr
- Practical: Organizing CEP's and Project Report Assessment – Marks: 50

Certification:

Marks	80 – 100	60-79	50-59	35-49	Below 35
Grade	A+	A	B+	B	C

Feedback:

- From the course participants at the end of the course

Book for Reference:

1. Panigrahy (R L), 2006, Women Empowerment, Delhi, Discovery Publishing House Pvt. Ltd
2. Raheem(A Abdul), 2011, Women Empowerment Through Self-Help Group(Shgs), Delhi, New Century Publications
3. Menon (Mennon) Ed, 1999, Gender And Politics in India, India, Oxford University Press
4. Rosalind Gill, 2007, Gender and The Media, U.K , Polity Press
5. Veenadevi, 2012, Gender Equality And Women's Empowerment In India, jaipur, Prateeksha Publications
6. Ramegowda (A), 2007, Gender Inequality, Delhi, Rawat Publications
7. Bhargava (Rajul), 2010, Gender Issues Attestations and Contestations, Delhi, Rawat Publications
8. Neluka Silva, 2004, Gendered Nation, New Delhi, sage publication
9. Agnes & Others, 2016, Women & Law In India, Delhi, Oxford University Press India
10. Uma Chakravarti, 2003, Gendering Caste Through A Feminist, Calcutta, STREE
11. Kumar(Raj) Ed, 2003, Women and Economic Development, New Delhi, Deepa & Deepa Publications
12. Heggade(Odeyar D), 1984, Women And Economy Development: A Study of The Different Facets of Their Role in India, New Delhi Ramya Roopa Prakashana
13. Karl Marilee 1995, Women And Empowerment U.S.A, Zed Books
14. Jyotsa Mishra, 2000, Women and Human Rights, New Delhi, Kalpaz Publication
15. Sarkar (Sumit) & Tanika Sarkar, 2008, Women and Social Reforms in Modern India, USA, Indiana University Press



DEPARTMENT OF PHYSICAL EDUCATION
VALUE ADDED COURSE – 2023-24
Yoga and Fitness

Course Code: VCPED1920

Total Hours:

Preamble:

Yoga or yogasanas are considered as art and science of healthy living by our ancient gurus. It is method to bring harmony of body and mind for general well being. Yoga is considered as one of the greatest gifts to the world by Indians for healthy living. Students in particular are benefitted by learning yoga. Keeping its various advantages and proved evidence in improving the health, efficiency and managing stress related problems, it was decided to start the certificate course in yoga for students. It will be an optional value added course with credit points and certification.

Learning Objectives:

- 1) To enable the student to have good health.
- 2) To practice mental hygiene.
- 3) To possess emotional stability.
- 4) To integrate moral values.
- 5) To attain higher level of consciousness.

Learning outcomes:

- 1) Prevent the effects of stress on educators and develop healthy strategies for dealing with the daily work demands
- 2) Foster participants' ability to relax

- 3) Learn the best practices to improve student's emotional balance, through practical and experiential activities which can be adapted to any classroom.

Syllabus

Theory: (5 Hours)

1. Physical Fitness
 - Meaning and Importance
2. Skeleton Muscle :
 - Bone
 - Muscle
 - Joints
 - Posture

Practical (15 Hours)

1. Warm up exercise
 - General Warm up
 - Specific Warm up
2. Stretching Exercise
 - Active Stretching
 - Static Stretching
3. Aerobics Exercise
 - Meaning, Types and methods
4. Swimming
 - Freestyle
5. Multy Gym Exercise
6. Yoga
 - Soorya Namaskara
 - Standing Asana
 - Sitting Asana
 - Laying Asana

Reference

Anand, B. K. (1991). Yoga and medical science. *Indian Journal of Physiology and Pharmacology*, 35 (2), pp. 84-87.

Chaya, M. S., Kurpad, A. V., Nagendra, H. R. and Nagarathna, R. (2006). The effect of long term combined yoga practice on the basal metabolic rate of healthy adults. *BMC Complementary and Alternative Medicine*, 31, pp. 6: 28

Rai, L., Ram, K., Kant, U., Madan, S. K. and Sharma, S. K. (1994). Energy expenditure and ventilatory responses during Siddhasana-A yogic seated posture. *Indian Journal of Physiology and Pharmacology*, 38 (1), pp. 29–33

Joshi, L. N., Joshi, V. D. and Gokhale, L. V. (1992). Effect of short term 'Pranayam' practice on breathing rate and ventilator functions of lung. *Indian Journal of Physiology and Pharmacology*, 36 (2), pp. 105–108.



DEPARTMENT OF ECONOMICS VALUE

ADDED COURSE - 2023-24

SHG MANAGEMENT

Course Code: VCPOL1912

Total Hours: 40Hrs

PREAMBLE

Self Help Groups have emerged as a successful experiment in empowering the socially and economically deprived segment of the population. Different models of SHGs has emerged in the process. NGOs and SHG Promoting Institutions require huge manpower to organize, manage and support the SHGs at grassroot level.

This course aims to develop participants' competencies for managing SHG activities. In addition to a broad- based understanding of business management, the course provides the learners with an understanding of the theories and practices of rural development.

LEARNING OBJECTIVES:

- To help the students to understand the structure and functions of SHGs
- To study the role of SHGs in bringing the excluded section under financial umbrella
- To assess the role of SHGs in integrating the vulnerable for community participation and development
- To ensure the practical exposure to the students on the working of SHGs

LEARNING OUTCOMES:

- Learn basic concepts of SHG experiment
- Explain the need for SHGs
- Analyse the dimensions of empowerment through SHGs

PEDAGOGY:

Class Lecture, Group discussions, Role play, Micro Project, Field Visits, Using PPT & Videos, Focus, group Discussion, Class Seminar and Case studies

COURSE CONTENTS

	Unit-I (14 Hours)
Chapter 1	Introduction : Meaning and objectives of SHGs- Structure of SHGs- Evolution and development of SHG Micro-finance in India with special reference to Karnataka- Difference between SHG and Micro-finance.
Chapter 2	SHG Models-Promoters of SHGs-SHG Bank linkages
	Unit-II (14 Hours)
Chapter 3	Formation and functions of SHGs- rationale for the formation of SHG- SHG as a tool to empower the excluded.
Chapter 4	concept of empowerment- Socio-economic barriers to ensure the actual potential of SHG-micro-finance. Sustenance of SHGs. Development through SHGs. SHGs and IGAs. Women empowerment through SHGs
	Unit-III (14 Hours)
Chapter 5	Soft Skills for managing SHGs: Communication skills, team work, interpersonal relations, leadership, problem solving
Chapter 6	Role of the Community Worker in empowering the poor through SHGs

BOOKS FOR REFERENCE:

ISEC, Bangalore (2004); Microfinance, Poverty and Empowerment of Women-A case study of Two NGOs of AP and Karnataka

Lalita.N (1998); “ Rural Women Empowerment and Development Banking, Kurukshethra Publishers, New Delhi

Ledger Wood Joans (1999); “A Handbook of Microfinance”, Washington.DC

Shetty.L (2002); Working and Impact of SHGs and other forms of Micro Financing ; Indian Journal of Agricultural Economics (Vol 57 No1)



DEPARTMENT OF English

VALUE ADDED COURSE - 2023-24

Introduction to English Phonetics

Course code : VCENG1918-C

Duration: 40 Hours

Objective

- To introduce the IPA Scripts to the learners
- To practice Transcription
- To train student's vocal articulations
- To familiarise stress and intonation

Methodology

- Classroom interaction
- Audio Visual Support
- Test Assessment and Evaluation

Learning Outcome

- Learners familiarise IPA Scripts
- They learn Transcriptions from English to IPA and vice versa They try places and manner of articulation of sounds
- They understand stress and intonation

Syllabus

I Semester

15 Hours

Unit A: Introduction to IPA Scripts

- Vowels
- Short Vowels
- Long Vowels
- Diphthongs

1. Consonants

1. Glottal
2. Bilabial
3. Labio-dental
4. Alveolar
5. Palatal
6. Velar

Unit B: Introduction to Places and Manner of Articulation of Sounds 05 Hours

1. Identification of Three Term Labels of the Vowel and Consonant Sounds
2. Identification of the oral and nasal cavity and the physiological features used for pronunciation

II Semester

Unit C: Stress and Intonation

10 Hours

1. Primary Stress
2. Secondary Stress
3. Falling Tone
4. Rising Tone
5. Falling Rising Tone
6. Rising Falling Tone

Unit D: Practicing Pronunciation

10 Hours

1. Reading sentences
2. Reading Paragraphs
3. Reading Poetry
4. Making Speeches

Tests

- Testing Transcriptions
- Testing the understanding of the Places and Manner of articulation of sounds

Testing pronunciation as a performance

SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)
UJIRE – 574 240



DAKSHINA KANNADA, KARNATAKA STATE

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Ph: 08256-236221, 236101(O), Fax: 236220

DEPARTMENT OF LIBRARY
VALUE ADDED COURSE - 2023-24
Library Management

Course code : VCLIB1922

Duration: 40 hours

Syllabus

I. Library and Society. (3 Hours)

- a. Introduction , role of Libraries and Information Centers in Modern society
- b. Laws of Library Science
- c. Types of Libraries and Features
- d. User Studies and User Education

II. Library Management. (5 Hours)

- a. Principles of Library Management
 - i. General Principles
 - ii. Library Organizational Structure
 - iii. Physical Planning of Library
- b.
 - i. Selection Principles, Different Types of Selection Tools & Their Importance
 - ii. Acquisition Procedures and Technical Processing
- c. Maintenance and Use of Library
 - i. Circulation Work, Maintenance shelving, Stock Verification, Binding and Preservation

- d. Library Finance and Budget
 - i. Finance, Accounting, Budgeting

III. Need and purpose of Library Classification (2 Hours)

- a. Schemes of Classification: DDC,CC,UDC
- b. Theory of Library Classification
- c. Practical Work

IV. Library Catalog (2 Hours)

- a. Objective, Purpose & Functions
- b. Library Catalogue Code & Types of Catalogue
- c. Practical Work

V. Reference and Information Sources (1 Hours)

- a. Geographical Sources
- b. Biographical Sources
- c. Dictionaries
- d. Encyclopedia
- e. Services – CAS & SDI

VI. Information & Technology (3 Hours)

- a. Introduction to Information Technology
- b. Library and Information Networks
- c. Library Software and Application
- d. Library Automation

VII. Reference and Information Sources (1 Hours)

- a. Geographical Sources
- b. Biographical Sources
- c. Dictionaries
- d. Encyclopedia
- e. Services – CAS & SDI

VIII. Information & Technology (3 Hours)

- a. Introduction to Information Technology
- b. Library and Information Networks
- c. Library Software and Application
- d. Library Automation



DEPARTMENT OF BUSINESS ADMINISTRATION
VALUE ADDED COURSE - 2023-24

Retail Management

Course code : VCBBA2009

Total Hours: 40 Hours

Preamble:

Retail is considered as one of the sunrise industry in India. In twenty first century it is also considered as one of the highest employer in the market too. Changes are taking place in the market very often & customers in developing economy also look out for best out of best product easily available at competitive prices. Managing this retail industry has brought about ocean of opportunity followed by formidable challenges. Hence students growing as management professionals in future can have a wide exposure on this growing industry.

Course Objective:

1. To develop students with Practical understanding of retail sector.
2. To expose students get ready for rewarding career in growing retail sector.
3. To cover recent trends & Up comings in retail industry.

Course Outcome:

After completion of this course, our students must be able to.

1. Understand the working of retail sector & its practical operations.
2. Understand the different strategies used in retailing for marketing products & services.
3. How to deal with different types of customers in the market.
4. Understand how to manage the retail industry during crisis & economic recession.

Unit 1: Introduction to Retailing: Concept of retailing, Functions of retailing, Terms & Definition, Retail formats and types, Retailing Channels, Retail Industry in India, Importance of retailing, changing trends in retailing.

10 Hours

Unit 2: Understanding the Retail Consumer: Retail consumer behavior, Factors influencing the Retail consumer, Customer decision making process, Types of decision making, Market research for understanding retail consume

10 Hours

Unit 3: Retail Market Segmentation and Strategies: Market Segmentation and its benefits, Kinds of markets, Definition of Retail strategy, Strategy for effective market segmentation, Strategies for penetration of new markets, Growth strategies, Retail value chain.

10 Hours

Unit 4: Retail Operations and Retail Pricing: Store administration, Premises management, Inventory Management, Store Management, Receipt Management, Customer service, Retail Pricing, Factors influencing retail prices
Pricing strategies, controlling costs

10 Hours

Reference

- 1) David Gilbert, Retail Marketing Management, 2nd Edition, Pearson Education Low Price Edition, New Delhi, 2008
- 2) Retail Management, Michael Levy & Barton A Weitz, Tata McGraw Hill
- 3) Retailing Management, Gibson C Vedamani , Jaico Publishing House, Mumbai
- 4) Retail Strategies- understanding why we shop, Jim, Jaico Publishing House, Mumbai

Scheme of Examination

Internal Assessment – 10 Marks

- a) Assignment
- b) Case Studies
- c) Field Visits

Term End Examination – 40 Marks

Open Choice for 4 Questions out of 6 Each Question Carries 10 Marks

Duration of Examination- 2 Hours

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DEPARTMENT OF HOME SCIENCE
VALUE ADDED COURSE 2023-24

HOME MANAGEMENT FOR HAPPY LIVING

Course Code : VCHOM1914

TOTAL HOURS:40 hrs

Preamble:

Home management is the vital factor in every members contributing to the overall health, happiness and wellbeing of the family. Management today is an important factor in every sphere of activity. The concept of management deals with achieving desired goals through planned activity. It is an essential component of family living. Home management for happy living is the natural outcome of human relationship in the home environment. When the family is established, management becomes one of the major responsibilities of the family living.

Learning objectives:

- To identify the application and principles of management.
- To study the values, standards and goals which give meaning to the lives, thoughts, feelings and experiences of the members of the family
- To identify the family desired goals.
- To understand the management of resources in our day to day life.

Learning Outcomes:

- Students will be able to plan, control and evaluate the use of resources of family for the purpose of attaining family goals.
- Effective management enhances the chances of achieving goals by making wise decisions and proper utilization of resources.
- Students will be able to develop creative and innovative skills
- Students will be able to manage family income and its proper distribution.

Unit-I Home Management

Hours: 8

1. Meaning, Process, Classification and Characteristics
2. Money Management- Family Income, Budgeting, Savings, Investment
3. Consumer Education – Needs for education, Responsibility, Problems faced by the consumer, and Rights

4.

Unit-II Textiles and Clothing

Hours: 8

1. Fibres- Meaning and Classification
2. Care of Clothing (Cotton, Silk, Wool)

Survey report or

a) Minor project

Term End Examination 40 marks

I Answer any four of the following

4x5=20

- 1.
- 2.
- 3.
- 4.
- 5.

II Practical

4x5=20

- 1.
- 2.
- 3.
- 4.

Duration of Examination 02 Hours

3. Stains and stain removal methods- Dip, Drop, Steam, Sponge
4. Traditional Indian Textiles and Embroidery

Unit-III Principles of Food and Nutrition

Hours: 8

1. Meaning of Food, Nutrition, Nutrients, Health, and Malnutrition
2. Classification of Food, Classification of Nutrients, and Food guide pyramid
3. Scientific and safe cooking, Methods of cooking and kitchen safety

Unit-IV House Keeping and Interior Decoration

Hours: 8

1. Care and maintenance of household equipment's (Mixer, Oven, Refrigerator, Washing machine, and Geyser)
2. Flower Arrangement- Types, Care and maintenance, Materials and Flowers
3. Etiquette- Planning and organizing a party, Table setting, and Role of Hostess

Practical:

Hours: 8

1. Basic Embroidery making- Chain stitch, Cross, Herringbone, Blanket, and French knot
2. Napkin Folding
3. Cards making- Greeting card, Thank you card, Get well card and Book mark card
4. Preparing one nutritious recipes without fire.

Reference books:

1. Bernard P Corbman, (2001), Textiles-Fiber to Fabric, 6th edition, Mc Graw Hill International Editions, New Delhi.
2. Nickel and Dorsey, (1986), Management in Family Living, 3rd Edition, John Wiley & Sons Inc Publication, New York.
3. Premavathy Seetharaman, Praveen Pannu, (2005), Interior Design and Decoration, CBS Publishers and Distributors, Bangalore
4. Swaminathan M S, (1985), Essentials of Food and Nutrition Fundamentals Aspects, 7th Edition, New age International Publishers, Bangalore.
5. Varghese, Ogle and Srinivasan, (1980), Home Management, Wiley Eastern Ltd., New Delhi.
6. Wingate I. B, (1976), Textile Fabrics and their selection, Englewood Cliffs Prentice Publication, New Jersey.

Scheme of Examination

Internal Assessment 10 marks

Marks based on

b) Assignments on the topic or

